



**Free funding for your
organisation**





Today's Session

Who we are and what we do

How it works & live demo

Getting started and raising more

Q&A





Who we are, what we do & how it works





Who we are & what we do

We are a **completely FREE** online fundraising platform

We have **15 years** of fundraising experience

Members of the Institute of Fundraising and NCVO

Trusted by **190k** good causes

£47m raised



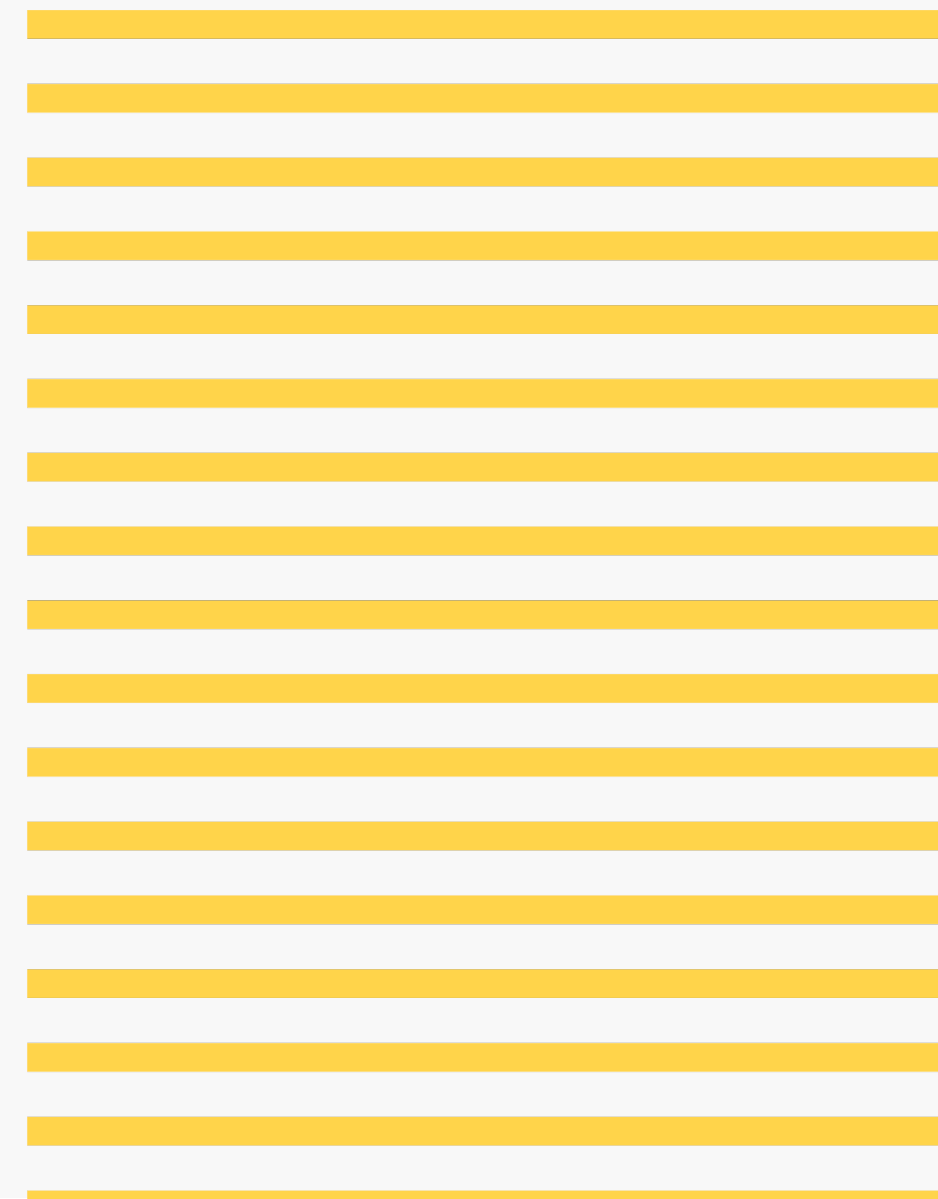
Cost of living crisis impact...

- 60% of charities have experienced a **drop in revenue**
- 59.7% expect the **downward trend** to continue
- 33% said they would **change how they fundraise** to accommodate the change



Online shopping is increasing....

- **£110billion** was spent online in 2022
- There are **60million** online shoppers in the UK
- **38%** of shopping in the UK is done online





Free unrestricted funding for your organisation

We partner with the UK's leading retailers – 7,500 of them – to turn online shopping into **free donations for your organisation**



Shop with 7,500+ retailers

JOHN LEWIS

ebay

Sainsbury's

Argos

ASDA groceries

M&S

trainline

TESCO

Booking.com

JUST EAT

The benefits

Unrestricted funding

Free for all causes regardless of size and structure

7,500+ retailers involved

Supporters can give at no cost



Demo and registering as a cause



www.easyfundraising.org.uk/bolton

An easy way to fundraise for your organisation

When your supporters and volunteers shop online, retailers donate to your organisation - for free!

What's your organisation or group name?

Eg Bolton Citizens Advice

Register now



Hi, tell us about you

My full name is

My email address is

I want to use this password



Your password has to be 8 characters or more.

Tell us about your cause

Testing Becky

Is your cause a registered charity?

Yes

No

Register my cause



I agree to easyfundraising contacting me by email, phone or SMS with offers and updates to help me raise donations for my good cause.

Testing Becky
is now registered 🎉

What's next?

- ✓ We'll get you set-up so you can start raising money when you shop online
- ✓ We'll email you tips to get started, including how to add payment details

Next step

Let's spread the word

Describe your cause in a few words

Write a clear, brief description that helps people quickly understand what it is and what it's raising money for. And don't worry, you can edit this later.

We are raising money for...

Next step

[Skip for now](#)

Let's keep in touch

Enter your telephone number

Add your telephone to help manage your account, and for easyfundraising to make your cause a success!

Enter a contact number

Next step

[Skip for now](#)

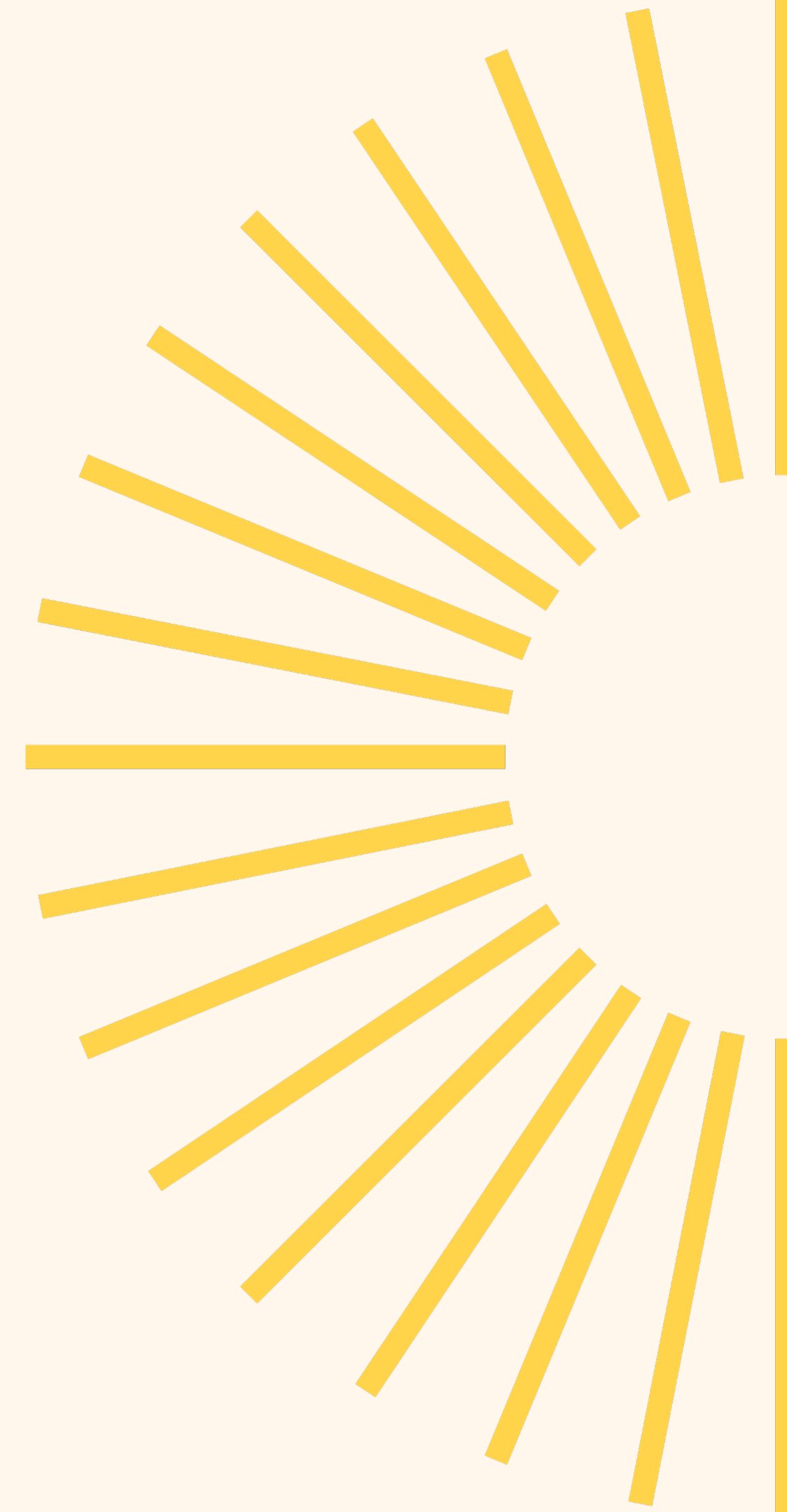
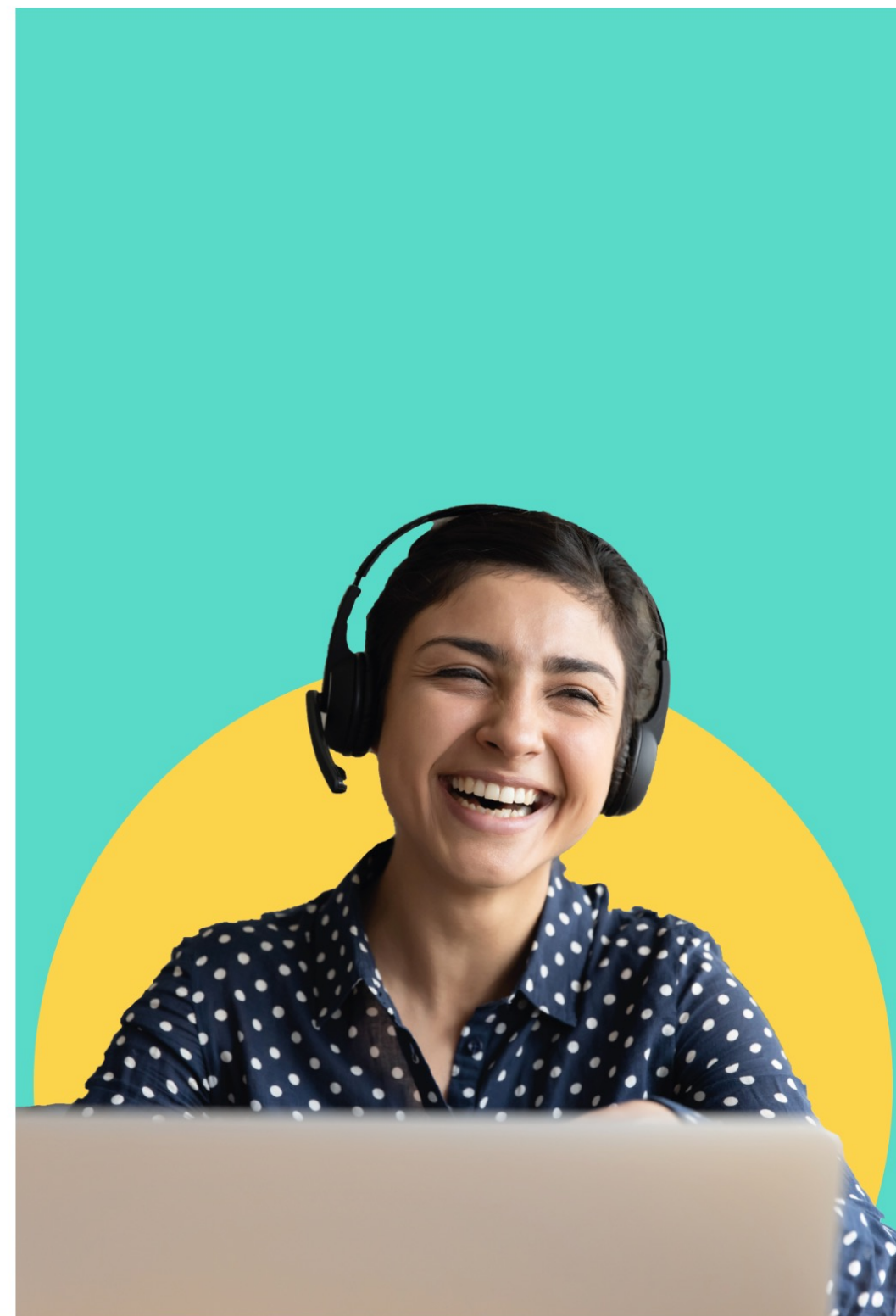
Book your free personalised coaching call

One of our friendly fundraising experts will talk to you about the best way to make easyfundraising work for your good cause, with tailored tips, tools and advice. It only takes around 15 minutes and can be at a day and time of your choice.

- ✓ Find out how to recruit and remind your supporters
- ✓ Receive the relevant tools to help you successfully promote your cause
- ✓ Ask them anything you are unsure of
- ✓ Causes who have a call with us raise twice as much money

[Book now](#)

[No thanks](#)



You're almost there, well done!

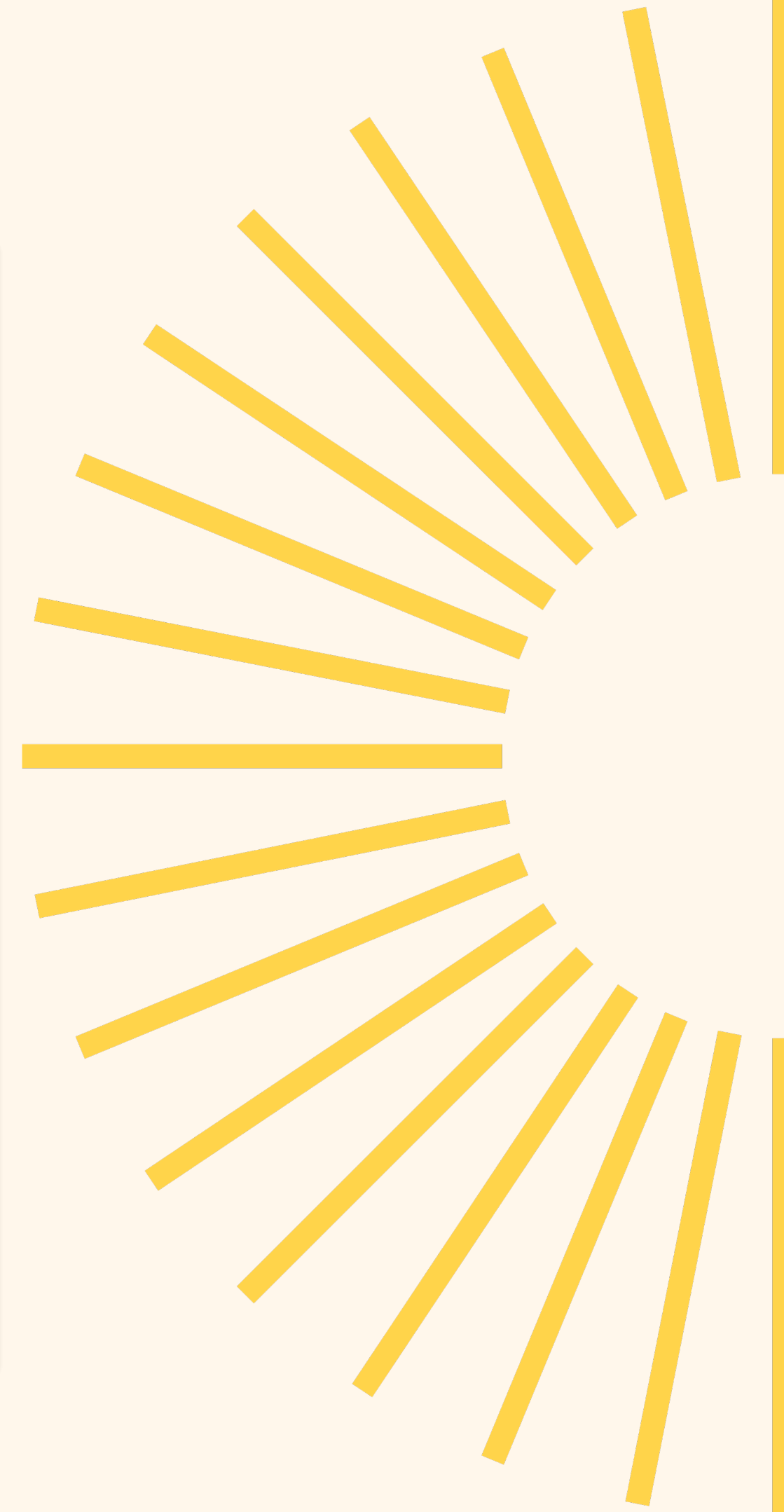
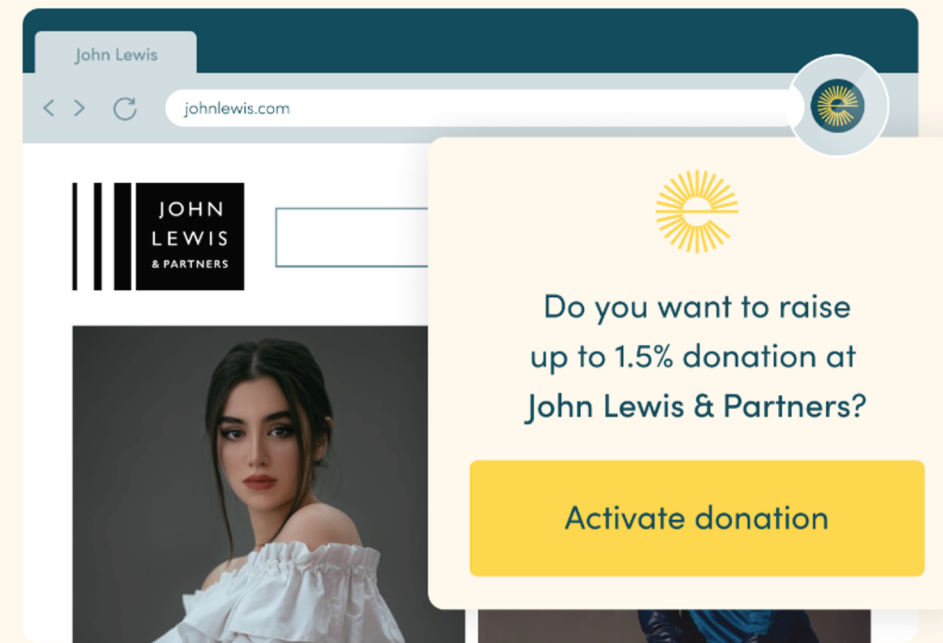
You just need the Donation Reminder, which provides a little reminder every time you shop online. It's the easiest way to collect donations.

- ✓ Over 420,000 supporters use it
- ✓ They raise on average 5x more
- ✓ It's free with no annoying ads

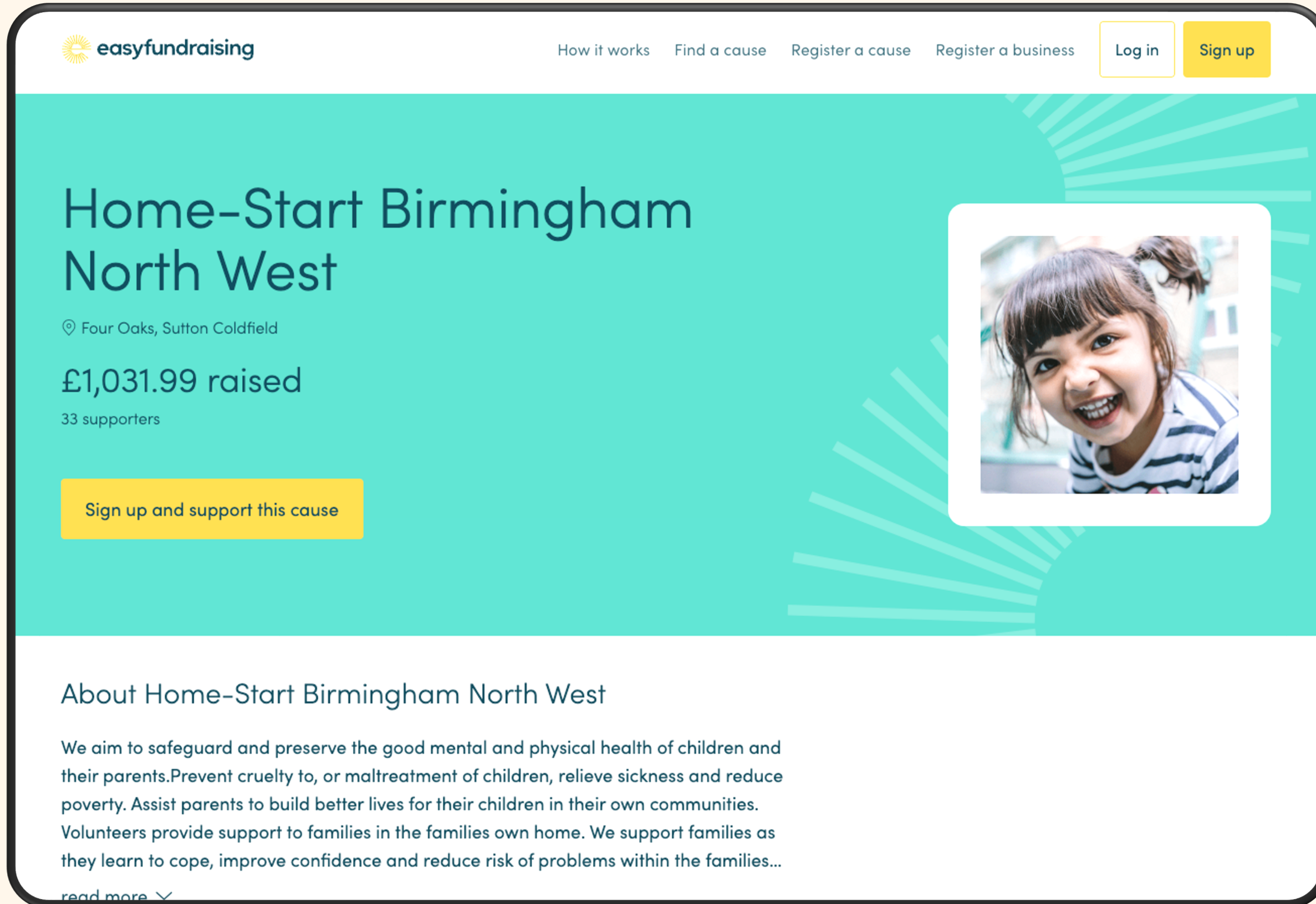
[Add the Donation Reminder](#)

[No Thanks](#) or [I've done this](#)

By downloading the Donation Reminder you agree to our [EULA](#)



Your easyfundraising page example



The screenshot shows a web page for 'Home-Start Birmingham North West'. At the top, there is a navigation bar with the 'easyfundraising' logo on the left and links for 'How it works', 'Find a cause', 'Register a cause', and 'Register a business' in the center. On the right side of the navigation bar are 'Log in' and 'Sign up' buttons. The main content area has a teal background with a sunburst graphic. The title 'Home-Start Birmingham North West' is prominently displayed. Below the title, the location 'Four Oaks, Sutton Coldfield' is shown with a location pin icon. The fundraising progress is listed as '£1,031.99 raised' and '33 supporters'. A yellow button with the text 'Sign up and support this cause' is positioned below the fundraising information. To the right of the text is a square image of a young girl with pigtails, smiling. Below the teal section, there is a white section titled 'About Home-Start Birmingham North West'. The text in this section describes the organization's mission: 'We aim to safeguard and preserve the good mental and physical health of children and their parents. Prevent cruelty to, or maltreatment of children, relieve sickness and reduce poverty. Assist parents to build better lives for their children in their own communities. Volunteers provide support to families in the families own home. We support families as they learn to cope, improve confidence and reduce risk of problems within the families...'. At the bottom left of this section, there is a 'read more' link with a downward arrow icon.

easyfundraising

How it works Find a cause Register a cause Register a business Log in Sign up

Home-Start Birmingham North West

Four Oaks, Sutton Coldfield

£1,031.99 raised

33 supporters

Sign up and support this cause

About Home-Start Birmingham North West

We aim to safeguard and preserve the good mental and physical health of children and their parents. Prevent cruelty to, or maltreatment of children, relieve sickness and reduce poverty. Assist parents to build better lives for their children in their own communities. Volunteers provide support to families in the families own home. We support families as they learn to cope, improve confidence and reduce risk of problems within the families...

read more



Getting your supporters involved



Fundraising Toolkit

[Get started](#)[This month's messages](#)[Fundraising in 2023](#)[Refer a friend](#)[Sign up a Business](#)[Your cause page link](#)

By channel

[Facebook](#)[Twitter](#)[WhatsApp & Text](#)[Instagram](#)[Add to your website](#)[Posters, flyers & handouts](#)[Email & Newsletter copy](#)[*How to* videos](#)

Fundraising Toolkit

Here are all the tools you need to sign up new supporters and communicate with them.



Get started

We've created a list of the top 4 things our highest raising causes do straightaway.

[Find out more](#)

This month's messages

Here are the top things to promote to your supporters this month!

[Get tools](#)

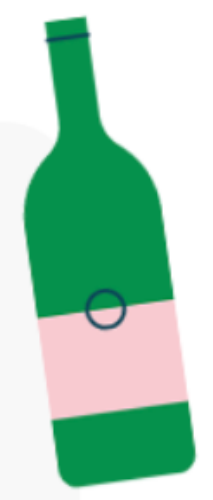
Fundraising in 2023

Tools to help raise more donations so you can hit your 2023 fundraising target.

[Get tools](#)[Refer a friend](#)[Sign up a Business](#)[Facebook](#)

Top 5 ways to raise as much as possible





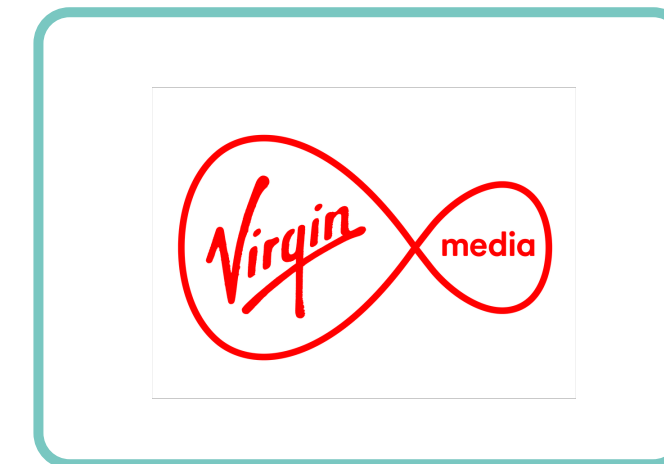
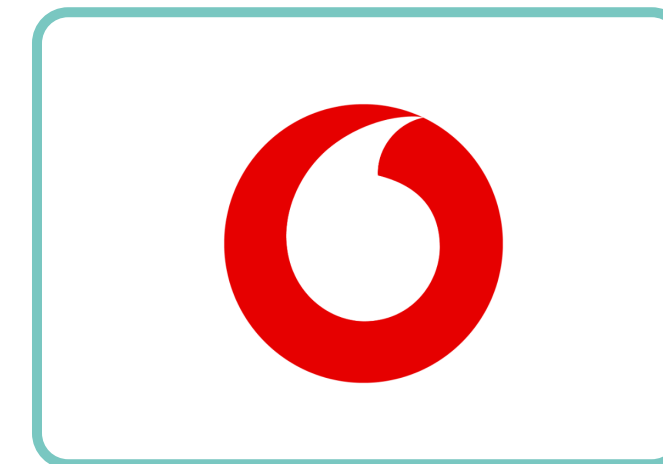
Supermarket	Home delivery		Click & Collect	
	First order	Existing customer order	First order	Existing customer order
TESCO	£3.50	£1.75	£3.50	£1.75
WAITROSE & PARTNERS	£2.00	£1.75	£3.00	£3.00
Morrisons	£3.00	£1.50	£3.00	£1.50
ASDA	£4.50	£1.50	✗	✗
Sainsbury's	£3.00	50p	£5.00	50p
Iceland	1.5%	0.5%	✗	✗

Minimum spend requirements apply. Full retailer T&C's apply. Donation rates may change from time to time, rates above were correct as of 15/05/2023.

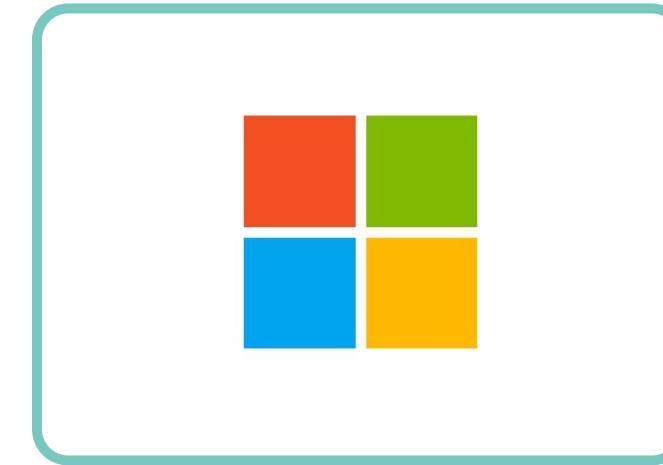
Travel & holidays – raise on everything from flights to foreign currency



Big donations when buy insurance, broadband, finance and mobiles



Raise money when you make business purchases





Get donations in one click!



Free donation!

Don't miss a free donation from
Marks and Spencer

This website will donate up to 3% of
the amount you spend with them
today to your chosen cause.

[Click to get donation](#)

[I don't want a donation](#)



You Shop. 7000 brands donate. For Free.

FAQs

- Do we have to be a charity?
- Will it cost us anything?
- How is easyfundraising funded?
- How are we paid our donations?



Three reasons to use easyfundraising

7,500 UK retailers will donate to your organisation.
Anything from a takeaway to a train ticket can raise a donation

Your community can support you for free - invaluable in these uncertain times

Easy to implement and manage. Generates funds all year round with little effort



Next steps:

Set up your free easyfundraising page here:

www.easyfundraising.org.uk/bolton

Contact me at:

becky@easyfundraising.org.uk