

# Raise funds for our school when you do your everyday shopping online

Everything you need to know about signing  
up and raising using easyfundraising

Approved partners include:



## What is easyfundraising?

easyfundraising is the UK's biggest charity fundraising site. It's simple to use, and it's free. Since 2005, PTAs and other educational causes across the UK have raised nearly £8million with easyfundraising.



## How does easyfundraising work?

easyfundraising turns your everyday online shopping into donations for your favourite cause, at no cost to you.

How? Just visit your favourite retailers through the easyfundraising website and the shop as normal. Once you've made a purchase our retailers will then make a small donation to your cause to say "thank you".

There are over 3,300 retailers to choose from, so you'll be spoilt for choice!



## How much will I raise?

The donation per purchase will generally be between 0.5% and 10%. Some retailers - including insurance and broadband providers - will pay a flat fee which can be in the £100s.

## How can easyfundraising help our school?

Using easyfundraising means that we will have a steady stream of donations coming throughout the year. It's an effortless way of raising funds consistently alongside all our other fundraising initiatives.



Once signed up, you will raise a donation for us every time you shop online via easyfundraising - whether you're doing your weekly grocery shop, buying car insurance, stocking up on your school essentials, booking a family holiday or even switching energy provider.

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## Is it really free?

Yes! You won't spend a penny more than normal when shopping online.

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## Can I buy everything online that I would normally?

The world is your oyster. easyfundraising's huge range of online retailers includes big names such as **John Lewis, M&S, Boden, Expedia, Amazon, eBay**, all the major supermarkets, holiday operators, insurance providers, plus a wide range of smaller and more niche online shops and stores.

You name it, they've got it covered.



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## What if I forget to shop through easyfundraising?

Not a problem! easyfundraising have designed two handy tools to help you remember:

1. **Install the Donation Reminder** onto your desktop in just a couple of clicks - it will then automatically highlight retailers where a donation is available while you're browsing.
2. **Download the easyfundraising app.** You'll be able to use the app whenever you shop from your mobile or tablet and know that you'll never miss out on a donation.



## The more the merrier

An average online shopper can easily raise over £100 a year with easyfundraising. Multiply that by the number of members in our school community, and the size of the prize is huge. Just think how much we could raise in total, and how we could use the funds to benefit the children.

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## Spread the word

Get your place of work to sign up and we can raise donations on bulk business purchases such as stationery and other office essentials, travel and accommodation, plus more.

Don't forget to reach out to family, friends and colleagues and ask them to get onboard too. Plus, easyfundraising offers bonus donations for successful referrals. Win-win.

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## Seasonal success

Think how much you spend online over Black Friday Weekend, during the run-up to Christmas, Valentine's Day, booking your summer holiday, Mother's Day, Easter, Halloween, Father's Day...the list goes on.

easyfundraising provides a wide range of free marketing resources designed to inspire supporters to shop and raise maximum donations during these busy shopping periods.

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## What other support will easyfundraising offer me?

Once you're signed up, you'll start to receive regular emails packed with fundraising advice and tips on where to find all the best deals and donations, plus a weekly update so you can track your fundraising progress.

## Be social

Don't forget to follow easyfundraising on Facebook - [@easyfundraising.org.uk](https://www.facebook.com/easyfundraising.org.uk) and Twitter - [@easyUK](https://twitter.com/easyUK) for all the latest news and inspirational fundraising stories.



## Gold star fundraisers!

To give you an idea of what other schools are achieving, check out easyfundraising's Top 3 school fundraisers in 2017:

1. Caldecote CE Academy PTFA raised over **£3,290**
2. George Abbot School raised over **£3,000**
3. Eggar's School raised over **£2,800**

## The difference easyfundraising can make

"easyfundraising is so easy to use and a great way to raise money. It is especially appreciated by those parents who are unable to physically help at events - it's free and you can do it from your armchair with minimal extra effort!"

- *Penwortham Primary School's PTA*



## What are the next steps?

Go to [easyfundraising.org.uk](https://www.easyfundraising.org.uk), sign up and select our school as your cause. Bookmark the website, install the **Donation Reminder** and/or **download the app** and you're good to go!

Going forward, every single time you make an eligible purchase, we will receive a donation. Simple!

£23 million raised

1.3 million users

100,000 causes