

Free

Business cards,  
Calendar, Poster  
& Flyer



# Welcome

Start raising today with **easyfundraising**  
.org.uk



WORKING WITH OVER 2,700 RETAILERS TO HELP GOOD CAUSES

 [amazon.co.uk](https://www.amazon.co.uk)

 next

 John Lewis  
[johnlewis.com](https://www.johnlewis.com)

 Viking

 [Expedia.co.uk](https://www.Expedia.co.uk)

# Contents

**Tip:** If you are viewing this on a screen, simply click the tools mentioned to be directed to them!

<a href="#">The key to success »</a>	3
<hr/>	
<a href="#">3 Steps »</a>	4
<a href="#">Complete your cause page »</a>	
<a href="#">Get supporters »</a>	
<a href="#">Keep going... »</a>	
<hr/>	
<a href="#">How donations work »</a>	7
<hr/>	
<a href="#">Case studies »</a>	8
<hr/>	
<a href="#">Donation Reminder »</a>	9
<hr/>	
<a href="#">Free tools »</a>	10
<a href="#">Poster »</a>	
<a href="#">‘How it works’ flyer »</a>	
<a href="#">Business cards »</a>	
<a href="#">Calendar »</a>	

# Hello!

**Welcome to easyfundraising!** It's great to have you on board!

You're now part of a fundraising community who have already raised over £7m for good causes by shopping online.

In this pack you'll find all the information you need to raise plenty of donations and help you spread the word to get more people supporting you via easyfundraising. There's a poster, flyer and business cards to help you get people on board.

There are many more free tools to help you at [easyfundraising.org.uk/raise-more](https://www.easyfundraising.org.uk/raise-more)

## The key to success!

Here are three top tips to make the most of easyfundraising from our most successful causes.



### Set targets

Help you and your supporters measure success and build momentum.



### Regular reminders

Help spur on supporters to keep raising with regular reminders and updates.



### Think big

Holidays, insurance and business purchases will raise large donations.

Remember, it's our aim to make your fundraising easy!  
If you have any questions please get in touch.



[us@easyfundraising.org.uk](mailto:us@easyfundraising.org.uk)



[/easyfundraising.org.uk](https://www.facebook.com/easyfundraising.org.uk)



[@easyuk](https://twitter.com/easyuk)

# Complete your cause page

When you registered, your cause page was created. Your supporters will see this when they register to raise funds, so it's important that this is set up in full.

To complete your cause page, log in to your account and go to 'Your account' and then 'Cause settings', or [click here](#).

## 1 Add your logo

Make sure you add your cause logo to your page so supporters recognise it straight away.



The screenshot shows a form titled "Your cause details for easyfundraising account". The form contains several input fields and a dropdown menu:

- Description \***: A large text input field.
- Charity number**: A text input field.
- VAT number**: A text input field.
- Website**: A text input field.
- Number of supporters\***: A dropdown menu with "Less than 100" selected.
- Postcode \***: A text input field.
- Your role \***: A dropdown menu with "Head" selected.

At the bottom of the form, there is a section for uploading a logo: "Upload a logo (optional): Choose File No file chosen. Must be a .gif, .jpg or .png, maximum file size 2MB and be 155 x 155 to be displayed correctly."

## 2 Add / update your description

Add a detailed description to help supporters recognise your cause. Don't forget to explain a bit about your cause and why you're raising money, this is your opportunity to encourage people to support you.

## 3 Find your cause page address and share

Your cause page is where supporters sign up! To find your cause page address, go to: [easyfundraising.org.uk/raise-more/your-cause-page](https://easyfundraising.org.uk/raise-more/your-cause-page)

Here you will find information about your cause page and an address you can copy, paste and share with your supporters via email or add it to your posters and flyers.

# Get supporters

An active supporter raises on average £30 a year but many raise much more.  
More supporters = more donations!



## Things to do first...

Tell everyone you know that you are using easyfundraising to raise funds and need their support. Here's some ways to let them know:



### Send an email

We've written some emails for you to copy, paste and send!

[Get emails »](#)



### Use social media

Copy pre-written messages and images to post on Facebook and Twitter.

[Get messages and images »](#)



### Use business cards

Fill in the business cards in this pack, print them and pop them in your purse or wallet and give them out.

[Business cards »](#)

## Explore 'Raise More'

All of the tools and resources mentioned in this guide can be found in the 'Raise More' area of our website.

Lots of them can be personalised and we update them regularly.

Find 'Raise More' at the top of our website and bookmark it (or add to favourites) so it's easy to find again.



# Keep going...

The key to success is to be persistent. Try different things to keep easyfundraising in the front of supporters minds.



## Try these next...



### Regularly use flyers and posters

Get our free posters and keep them handy! Spread the word at events and gatherings where there's lots of people!

[Get more posters »](#)



### Set targets

Set targets to help motivate people to get on board and encourage your supporters to take action. Update your supporters regularly with the cause progress and celebrate successes! Download a target poster:

[Get a target poster »](#)



### Discover the potential

Big donations are available with insurance, business purchases, holiday and travel purchases. Explore our retailer categories and discover how your supporters could raise larger donations.

[Find out more »](#)

Check out...

[easyfundraising.org.uk/raise-more](https://easyfundraising.org.uk/raise-more)



Invite and raise  
[Click here »](#)



Free donations  
[Click here »](#)



Ready-made webpage  
[Click here »](#)

# How donations work

Raising donations for your cause is really easy.

All you need to do is visit [easyfundraising.org.uk](http://easyfundraising.org.uk) and find your retailer. If you remember this simple step each time you shop online, you'll soon see the donations pour in!

## How to raise a donation



### 1. Visit our site

First, head to [easyfundraising.org.uk](http://easyfundraising.org.uk) and make sure you are logged in.



### 2. Search for a retailer

Enter the name of the retailer in the big green search box and then locate them within the results list.



### 3. Start shopping

Select your chosen retailer and on their page click the big green 'Go Shopping' button to visit their website and start shopping as normal.

## Just a reminder...

Remember, your donations are only recorded if you and your supporters visit the retailer from the easyfundraising website. It's a simple but important step.

## Help your supporters

Our "How to" guides are there to help you and your supporters raise more. Click below to download them:

[easyfundraising.org.uk/raise-more/useful-guides](http://easyfundraising.org.uk/raise-more/useful-guides) »



# Case studies

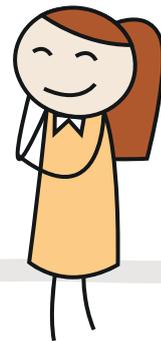
Don't just take our word for it! Here are some top ideas to raise more and engage supporters, from other causes! Find the tools at: [easyfundraising.org.uk/raise-more](https://easyfundraising.org.uk/raise-more)

## Buying for business

[Find out more »](#)

"One of our top supporters buys his business supplies through easyfundraising and the funds have accumulated fast with flights, hotels and stationery purchases."

*Lesley*, Killin Dramatic Club



## Setting targets

[Download a target poster »](#)

"I send out emails to members with targets. For example, 'let's try and get 15 more supporters signed up by Christmas!'"

*Steve*, Boldmere Swimming Club

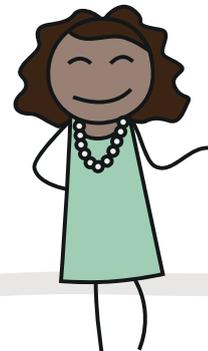


## Refer another cause

[Find out more »](#)

"Because we referred easyfundraising to a local football club, we get 20% of the value of the donations they receive in their first year, which is a great bonus!"

*Emma*, St Vincent's Primary School PTA



[easyfundraising.org.uk/raise-more](https://easyfundraising.org.uk/raise-more)



# A great way to remember!

## With the easyfundraising Donation Reminder!

and raise  
**5x**  
more!

Donation Reminder



### 1. Install the Donation Reminder

Install it for free at:

[easyfundraising.org.uk/raise-more/donation-reminder](http://easyfundraising.org.uk/raise-more/donation-reminder)



### 2. Browse the web

Once installed, browse the web and shop online as you usually would.

Activate



### 3. Get a reminder

When you visit an easyfundraising retailer website, a yellow notification will tell you. Just click to activate your donation.

## More tips to help you remember



### Bookmark us!

If you shop on your mobile or tablet, why not add easyfundraising to your homescreen or add to favourites.



### Make easyfundraising your homepage

Make easyfundraising your homepage and you'll be reminded to raise a donation every time you open your browser!



# Free tools

The following pages contain free tools to help you spread the word and sign up supporters!  
Here's how to use them:



## Poster »

Grab attention with your new poster! Simply type in your cause webpage address in the space provided, print and pin up in a prominent place where it will get noticed!



## "How it works" Flyer »

Type in your cause name and print. Use these handy flyers to show supporters how easy it is to raise money with easyfundraising! Find more flyers on 'Raise More'.



## Calendar »

Our calendar gives you weekly ideas and a monthly top tip. This will help you get more supporters using the tools on 'Raise More' and highlights key shopping events.



## Business Cards »

Type in your cause name and print your new business cards and pop them in your wallet or handbag! Pass them on to people you talk to.

Discover more at [easyfundraising.org.uk/raise-more](https://easyfundraising.org.uk/raise-more)

STATIONERY

BOOKS, DVDS & GAMES ▶

HOLIDAYS

CLOTHES

HOME APPLIANCES

INSURANCE

GIFTS

BROADBAND & UTILITIES

SCHOOL STUFF

MOBILES

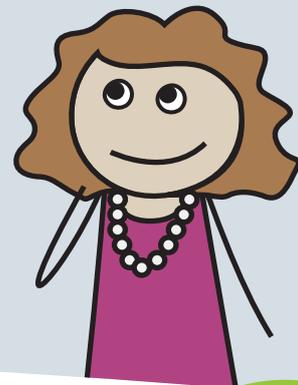
TRAVEL

ELECTRONICS

BUSINESS SUPPLIES

GROCERIES

# What do you buy online?



Whatever you buy online, you can raise free donations for us by simply buying through **easyfundraising**.org.uk

Start raising free donations now!

Register today and support:

WITH OVER 2,700 RETAILERS TO CHOOSE FROM



# Raise **Free** Donations!

with **easyfundraising**  
.org.uk

## How does it work?

- 1 Start at [easyfundraising.org.uk](http://easyfundraising.org.uk)**  
Let's say you want to buy shoes from John Lewis. Instead of going to [johnlewis.com](http://johnlewis.com), you go to [easyfundraising.org.uk](http://easyfundraising.org.uk) first.
- 2 Make a purchase**  
Click from [easyfundraising.org.uk](http://easyfundraising.org.uk) to John Lewis to make your purchase. **The price is exactly the same as if you visited John Lewis direct.**
- 3 Get a donation**  
After you have purchased your shoes, John Lewis will give you a cash reward that you can turn into a donation for your good cause. [easyfundraising](http://easyfundraising.org.uk) collect this and send it on at no extra cost.



**Register now and start raising for:**



WITH OVER 2,700 RETAILERS TO CHOOSE FROM



# Psst...!

Raise **free donations** for:

when you register with [easyfundraising.org.uk](https://www.easyfundraising.org.uk)  
and shop with over 2,700 retailers

**easyfundraising**  
.org.uk

# Psst...!

Raise **free donations** for:

when you register with [easyfundraising.org.uk](https://www.easyfundraising.org.uk)  
and shop with over 2,700 retailers

**easyfundraising**  
.org.uk

# Psst...!

Raise **free donations** for:

when you register with [easyfundraising.org.uk](https://www.easyfundraising.org.uk)  
and shop with over 2,700 retailers

**easyfundraising**  
.org.uk

# Psst...!

Raise **free donations** for:

when you register with [easyfundraising.org.uk](https://www.easyfundraising.org.uk)  
and shop with over 2,700 retailers

**easyfundraising**  
.org.uk

# Psst...!

Raise **free donations** for:

when you register with [easyfundraising.org.uk](https://www.easyfundraising.org.uk)  
and shop with over 2,700 retailers

**easyfundraising**  
.org.uk

# Psst...!

Raise **free donations** for:

when you register with [easyfundraising.org.uk](https://www.easyfundraising.org.uk)  
and shop with over 2,700 retailers

**easyfundraising**  
.org.uk

# Psst...!

Raise **free donations** for:

when you register with [easyfundraising.org.uk](https://www.easyfundraising.org.uk)  
and shop with over 2,700 retailers

**easyfundraising**  
.org.uk

# Psst...!

Raise **free donations** for:

when you register with [easyfundraising.org.uk](https://www.easyfundraising.org.uk)  
and shop with over 2,700 retailers

**easyfundraising**  
.org.uk

# Psst...!

Raise **free donations** for:

when you register with [easyfundraising.org.uk](https://www.easyfundraising.org.uk)  
and shop with over 2,700 retailers

**easyfundraising**  
.org.uk

# Psst...!

Raise **free donations** for:

when you register with [easyfundraising.org.uk](https://www.easyfundraising.org.uk)  
and shop with over 2,700 retailers

**easyfundraising**  
.org.uk

# WEEKLY TIPS TO RAISE MORE

Top tips and helpful hints to maximise your fundraising around seasonal shopping events to raise more for your cause!

**easyfundraising**  
.org.uk

Viewing the calendar online? Click this symbol  to get your bespoke tools.  
Printed your calendar? Head to [easyfundraising.org.uk/raise-more](http://easyfundraising.org.uk/raise-more) for useful tools.

JULY

WEEK 1

## World Cup woes?

Escape from World Cup fever and treat yourself and your friends to a relaxing spa day. Buy online via easyfundraising.



WEEK 2

## Summer holidays

Remind your supporters to book their holiday through easyfundraising for a big donation!



WEEK 3

## Mobile phones

Your supporters could be upgrading their phone soon. Post a Facebook message to remind them to use easyfundraising.

WEEK 4

## Free email templates

A top way to promote your cause and remind your supporters to buy through easyfundraising. Email them regularly for maximum success.



TOP TOOL

AUGUST

WEEK 1

## Staycation!

If you're holiday making in the UK, book your hotel via easyfundraising and raise a sizeable donation!



WEEK 2

## Bank holiday plans

BBQ or family garden party? Get all you need online via easyfundraising. Remind your supporters to do the same.



WEEK 3

## Back to school

Supporters could be planning for the new school year. John Lewis are raising their donations to at least 1.75% (was 1%).



WEEK 4

## Get more supporters

Want to sign up more supporters but not sure where to start? Read our 'How To' guides



TOP TOOL

★ September is an important month for signing up new supporters!

SEPTEMBER

WEEK 1

## Car insurance renewal

Remind your supporters they can raise big donations simply by renewing their car insurance through easyfundraising.



WEEK 2

## Set yourself a target

Our top causes start signing up new supporters now, in the run up to Christmas. Set yourself a target and start raising!

WEEK 3

## Autumn wardrobe

Your supporters will be thinking about updating their wardrobe in time for Autumn. Remind them to shop via easyfundraising.



WEEK 4

## Free advertising!

Why not customise our free Facebook and Twitter posts to advertise your cause to your followers to raise more supporters.



TOP TOOL