



# Kick start your setting's fundraising year



## What you'll learn:

- How easyfundraising works
- How to get your supporters involved and raising funds as they shop
- How to boost your funds with easy donation wins

## Housekeeping:

- Mics on mute
- Questions in the chat
- Slides will be shared after the session
- The session is being recorded



## Online shopping is increasing....

- **£217 billion** was spent online in the UK in 2023
- **89%** of people in the UK have shopped online in the last year
- **38%** of shopping in the UK is done online





## Free funding for your setting

We partner with the UK's leading retailers – over 8,000 of them - to turn online shopping into **free donations for your setting.**



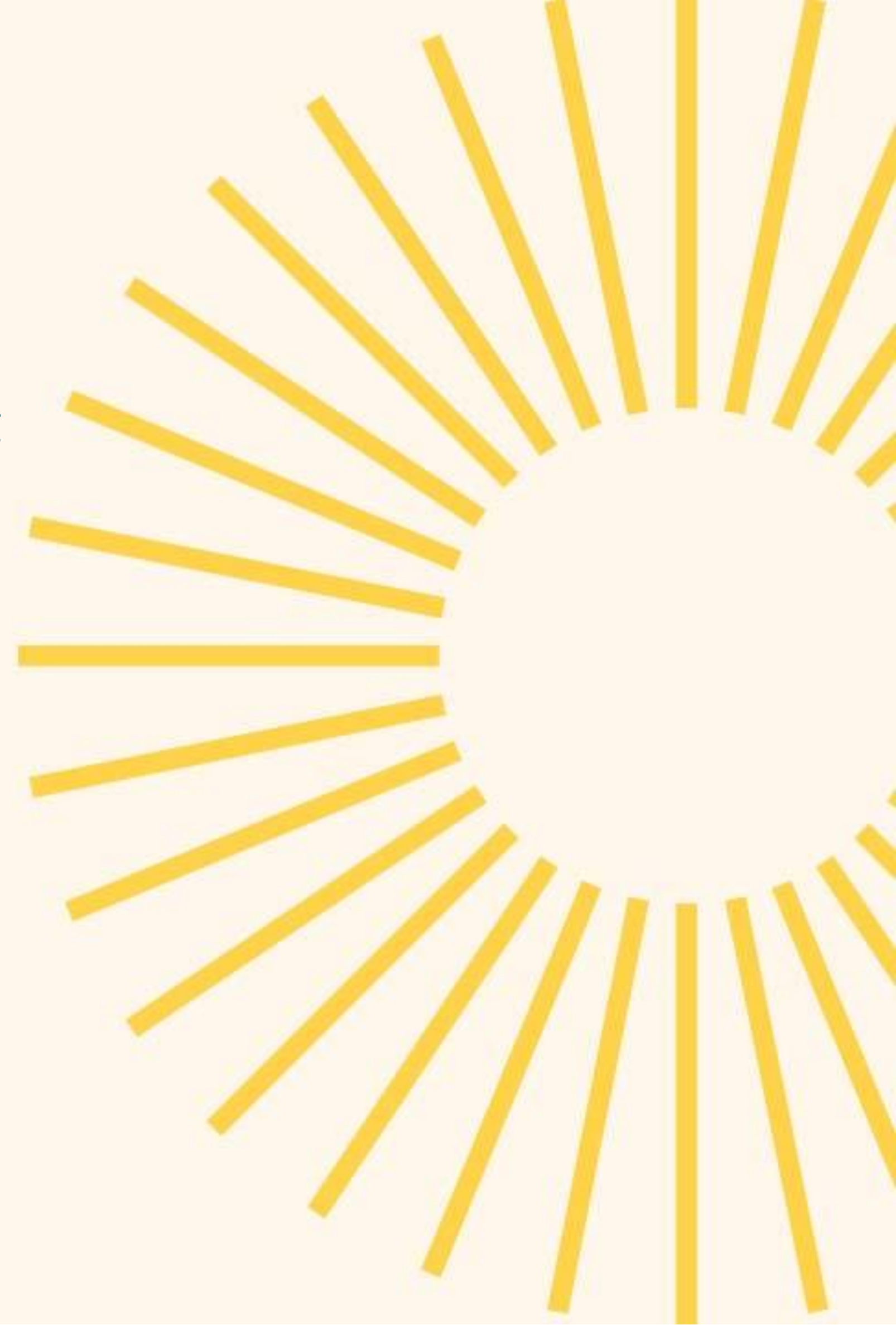


# Who we are & what we do



## Who we are & what we do

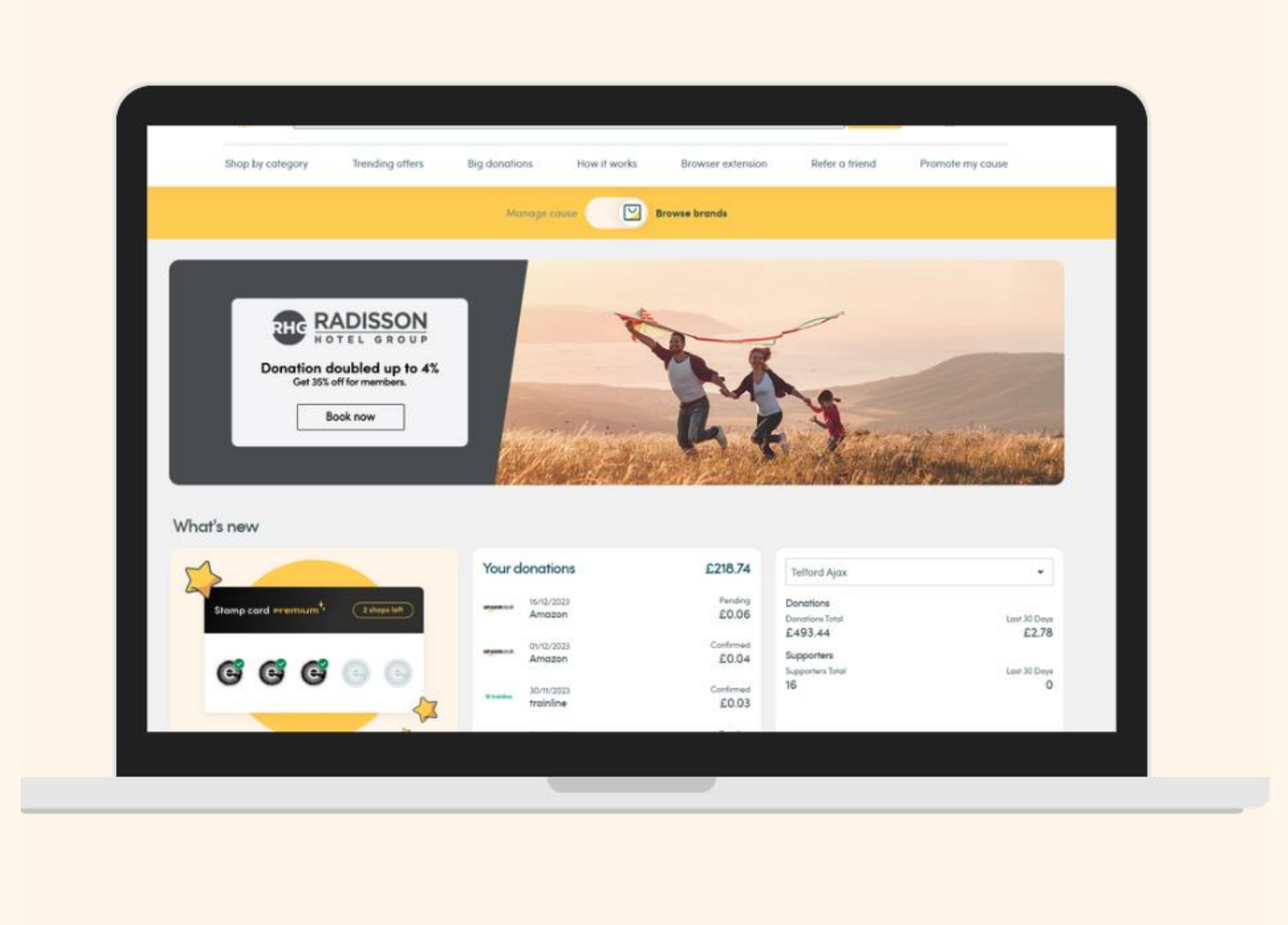
- The largest fundraising shopping website in the UK, supporting thousands of good causes
- Parents and supporters collect a free donation when they do their normal online shopping, which is paid to your setting.
- Partnered with 8,000+ retailers so parents can raise on everything from fashion to food.
- Since 2007 we've helped good causes raise over £54m



**So how does it work?**



# How to raise donations - demonstration





## The benefits

**Free funding** for all settings - regardless of size

Supporters can **give at no cost**

**8,000+** retailers involved

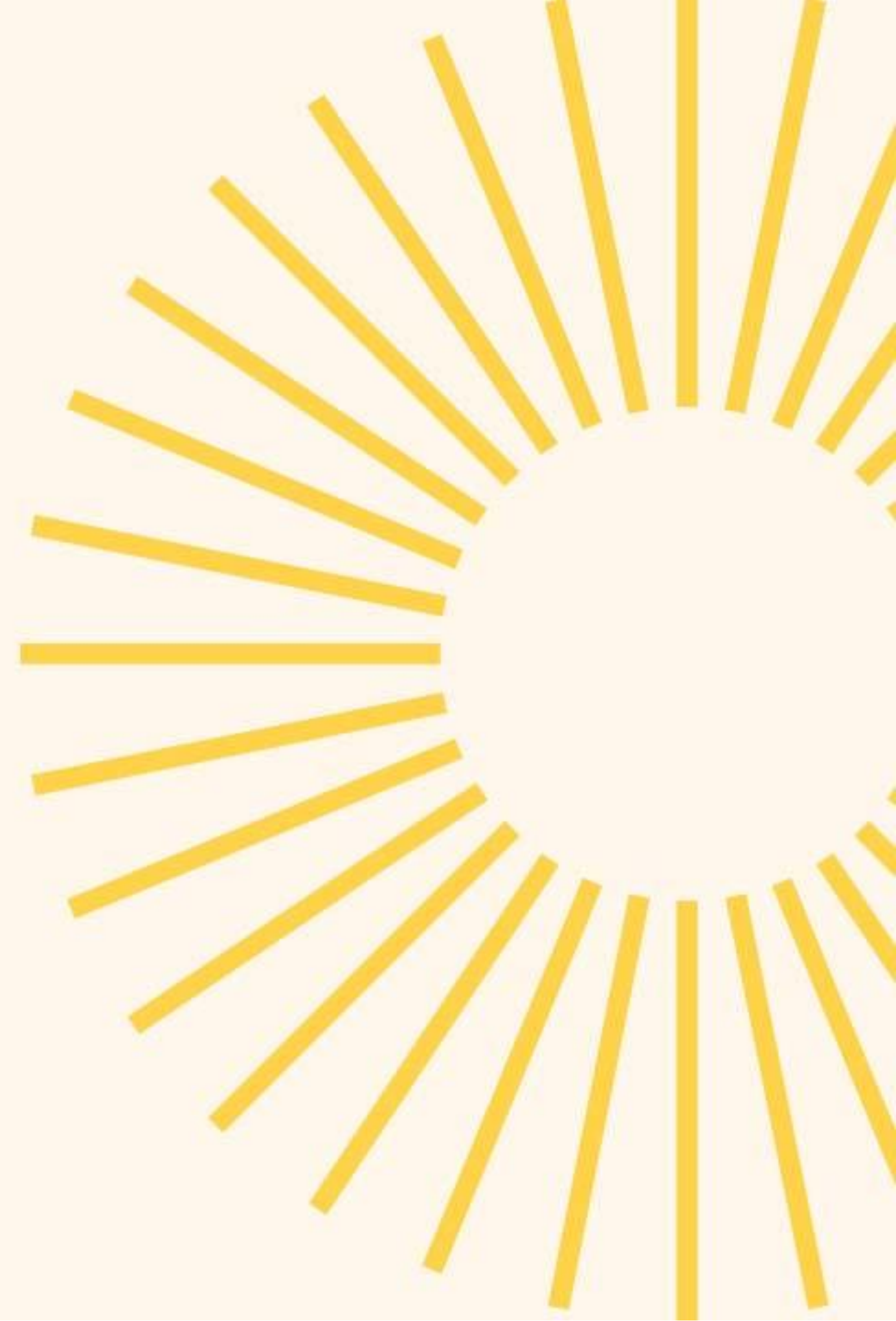


8,000+ retailers will donate, including:



## Questions you might be thinking right now!

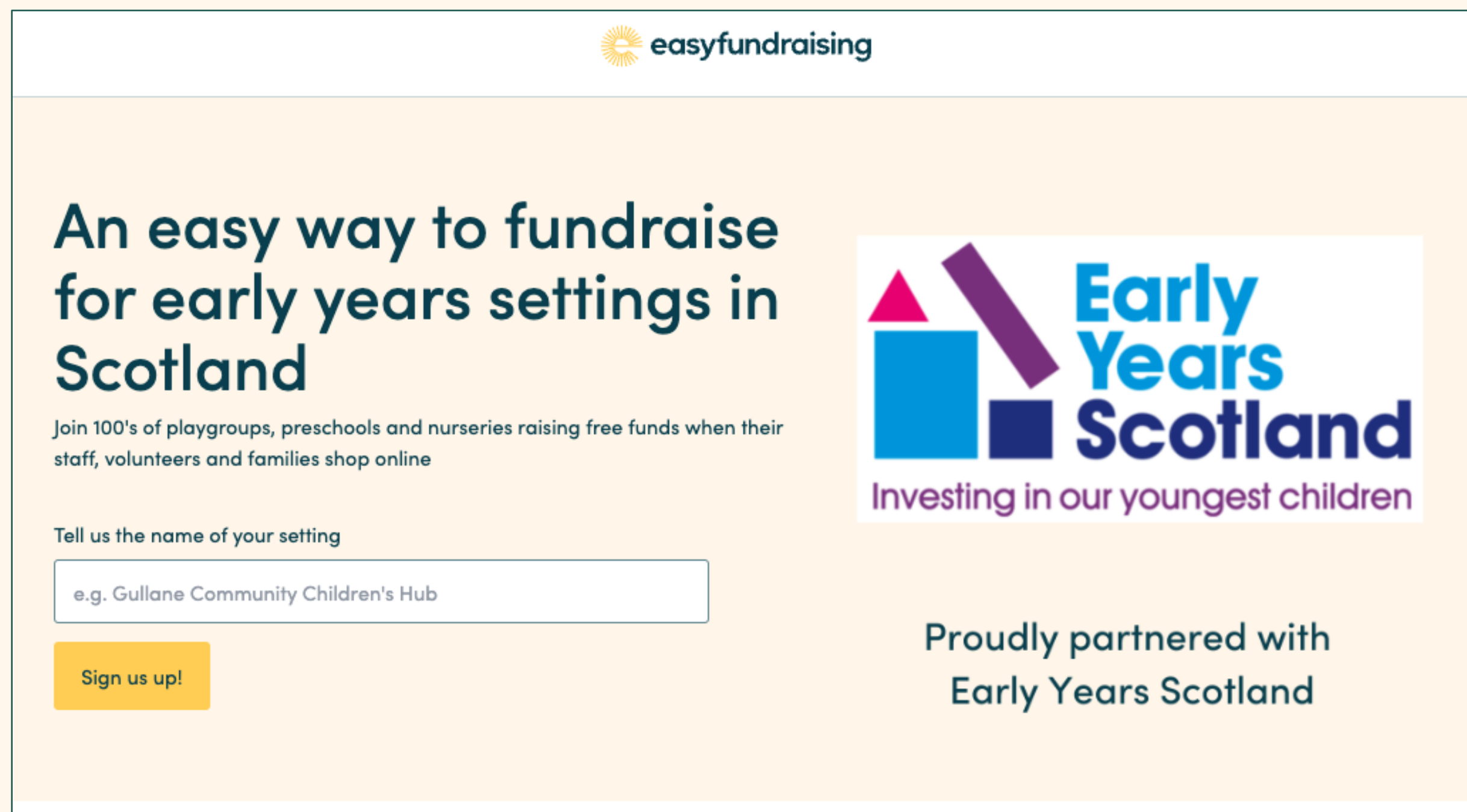
- Do we have to be a charity?
- Will it cost us anything?
- How is easyfundraising funded?
- How are we paid our donations?




# Registering as a cause



**Sign up at: [www.easyfundraising.org.uk/early-years-scotland](http://www.easyfundraising.org.uk/early-years-scotland)**



The screenshot shows the top of the easyfundraising website. At the top center is the easyfundraising logo. Below it, the main heading reads "An easy way to fundraise for early years settings in Scotland". Underneath this heading is a sub-heading: "Join 100's of playgroups, preschools and nurseries raising free funds when their staff, volunteers and families shop online". There is a text input field with the placeholder text "Tell us the name of your setting" and an example "e.g. Gullane Community Children's Hub". Below the input field is a yellow button labeled "Sign us up!". To the right of the text is the logo for Early Years Scotland, which includes a stylized graphic of a house and the text "Early Years Scotland" and "Investing in our youngest children". Below the logo, it says "Proudly partnered with Early Years Scotland".


 easyfundraising

## An easy way to fundraise for early years settings in Scotland

Join 100's of playgroups, preschools and nurseries raising free funds when their staff, volunteers and families shop online

Tell us the name of your setting

**Sign us up!**



**Early Years Scotland**  
Investing in our youngest children

Proudly partnered with  
Early Years Scotland

## Register "My Good Cause"

**1** Cause details **2** Your account

### Is your cause a registered charity?

By "charity" we mean your group/organisation is registered with a formal body, such as a charity commission or the HMRC.

[More info](#)

Yes

No

## Register "My Good Cause"

**1** Cause details **2** Your account

### Provide us with the cause details

We will never pass these details to anyone without your permission

#### Cause address

If this cause operates in different locations, add the UK main office address

Start typing a postcode or location...

## Register "My Good Cause"

Cause details  2 Your account

It's time to create your account!

Email address

We will never pass your details to anyone without your permission

Confirm email address

## Register "My Good Cause"

Cause details  2 Your account

It's time to create your account!

First name

Last name

Mobile number

This must be a UK mobile number

## Register "My Good Cause"

✓ Cause details    **2** Your account

It's time to create your account!

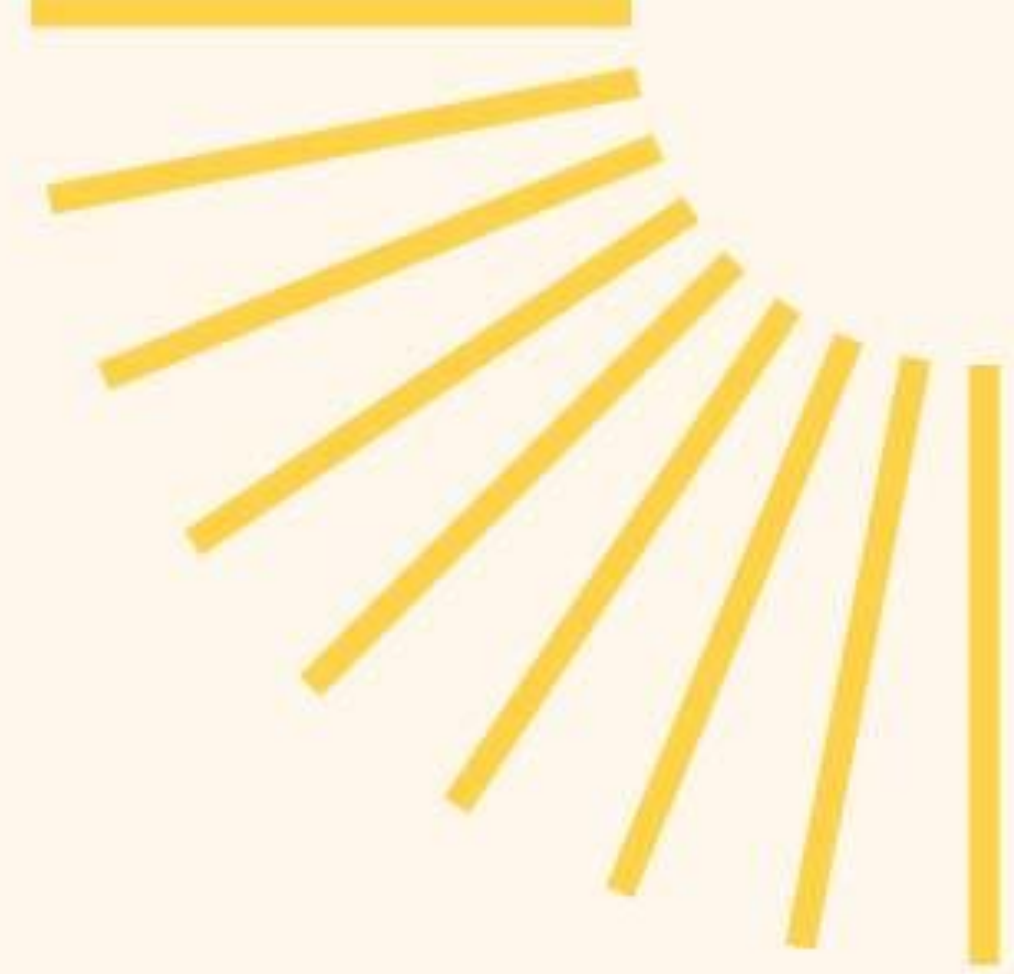
Create password

Your password must be at least 8 characters

show 

Confirm password

show 







## You're almost there, well done!

You just need the Donation Reminder, which provides a little reminder every time you shop online. Never miss a donation!

Continue

Skip for now



## Want to get your supporters registered and raising donations?

Book your free call with a Fundraising Specialist

Causes that have spoken with a Fundraising Specialist go on to raise twice as much.

Book now

Skip for now



### It's quick

Your call can be as long or as short as you need, on the day and time you prefer



### It's personalised

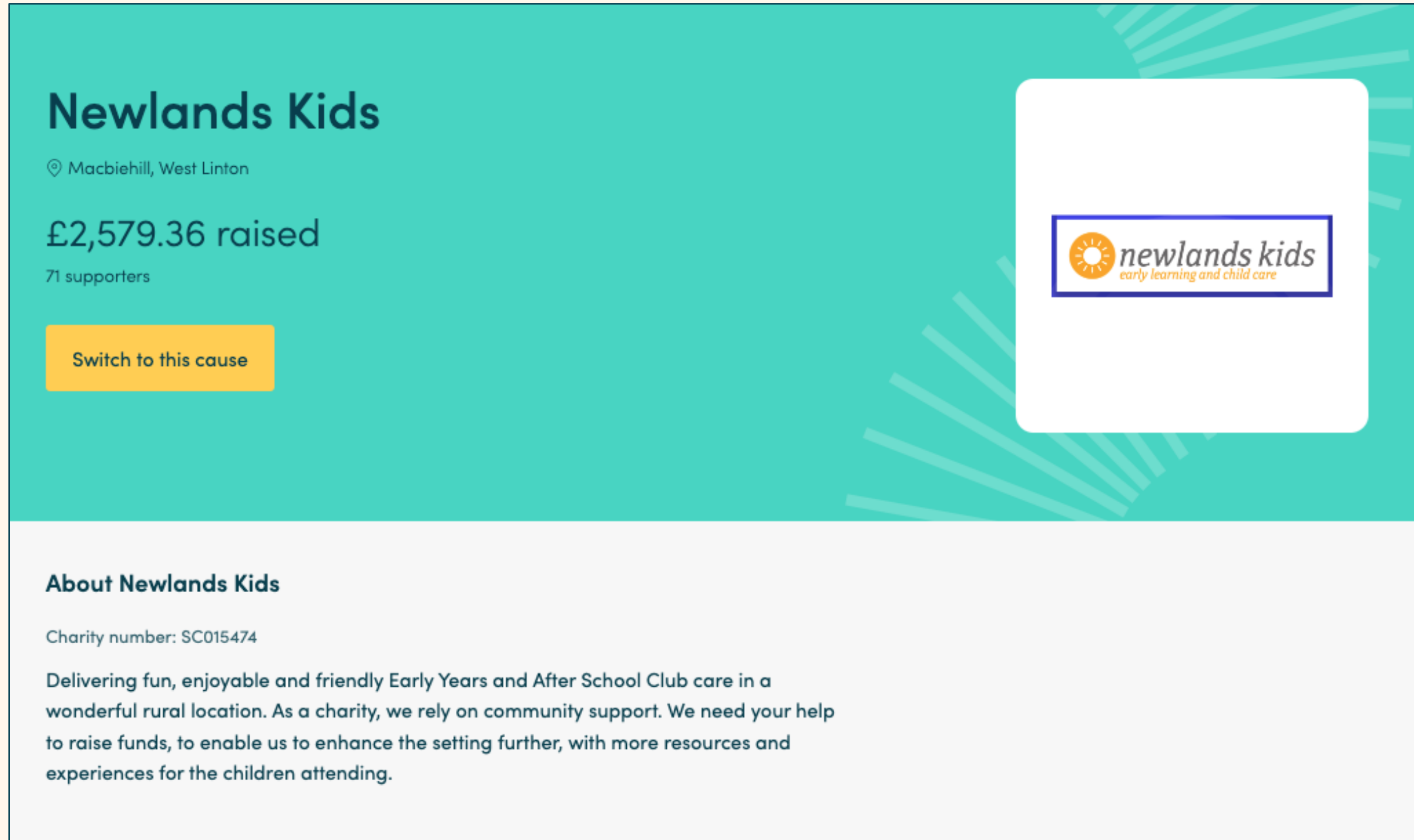
Our team will supply personalised materials to help you tell your story effectively



### Exclusive bonus

Our Fundraising Specialists work with you to develop incentives that motivate your supporters keeping them engaged


# Your easyfundraising page - example

A screenshot of a fundraising page for Newlands Kids. The page has a teal header with white text and a white button. Below the header is a white section with black text. The background of the screenshot has a pattern of light teal lines radiating from the top right.

**Newlands Kids**  
📍 Macbiehill, West Linton

£2,579.36 raised  
71 supporters

[Switch to this cause](#)

The logo for Newlands Kids, featuring a stylized sun icon to the left of the text "newlands kids" in a dark teal font, with "early learning and child care" in a smaller font below it.

**About Newlands Kids**

Charity number: SC015474

Delivering fun, enjoyable and friendly Early Years and After School Club care in a wonderful rural location. As a charity, we rely on community support. We need your help to raise funds, to enable us to enhance the setting further, with more resources and experiences for the children attending.

# **What do other settings think?**



**“Most definitely recommend it. It costs you nothing to donate apart from your purchase.”**

Marlene - Lewis And Harris Childminding

**“Do it!! We are a small charity setting and so literally every penny counts.”**

Tina - North Wraxall Pre-School  
Playgroup

**“I like how supportive easyfundraising is and love the regular updates.”**

Carol - PK Preschool

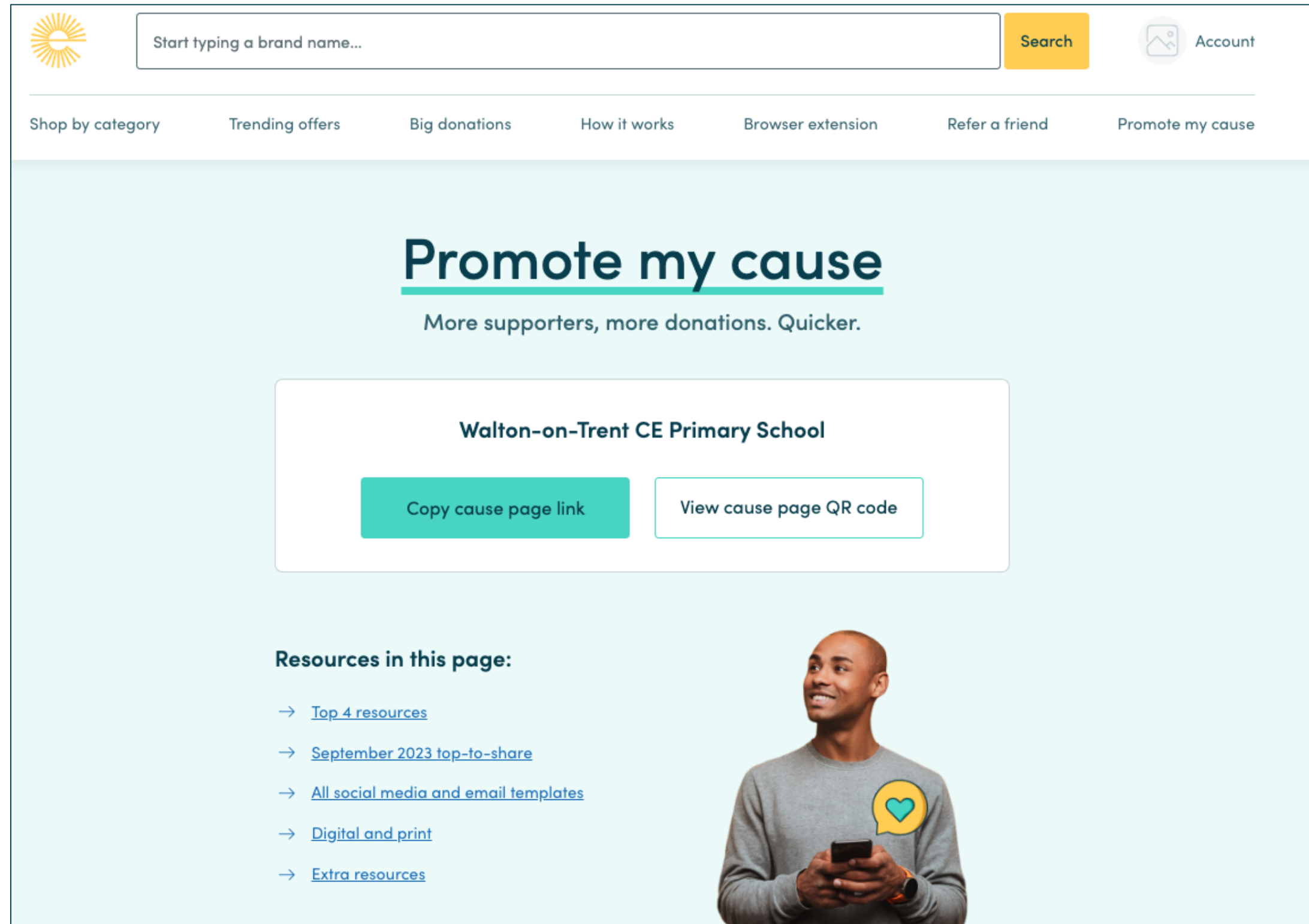
**“We use money raised to buy new resources and experiences for the children at our setting.”**

Karen - Kingsway Preschool

# **Top tips - 5 ways to raise as much as possible**



# Tip 1 - Spread the word using 'Promote my Cause'

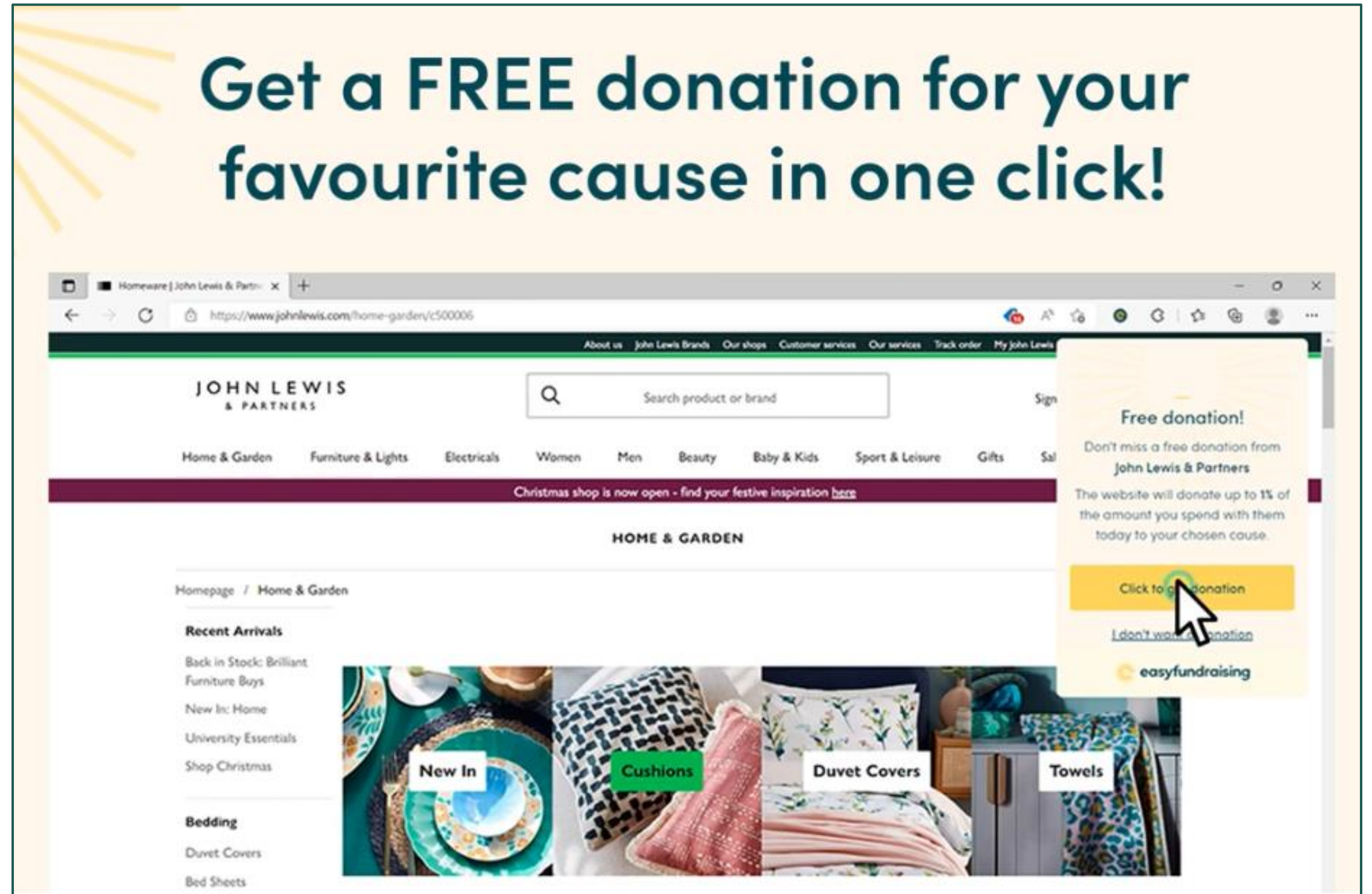


The screenshot shows the 'Promote my cause' page on the easyfundraising website. At the top, there is a search bar with the placeholder text 'Start typing a brand name...' and a yellow 'Search' button. To the right of the search bar is an 'Account' icon. Below the search bar is a navigation menu with the following items: 'Shop by category', 'Trending offers', 'Big donations', 'How it works', 'Browser extension', 'Refer a friend', and 'Promote my cause'. The main heading is 'Promote my cause' in a large, bold, teal font, with a teal underline. Below the heading is the subtext 'More supporters, more donations. Quicker.' In the center, there is a white box containing the text 'Walton-on-Trent CE Primary School'. Below this text are two buttons: a teal button labeled 'Copy cause page link' and a white button with a teal border labeled 'View cause page QR code'. At the bottom left, there is a section titled 'Resources in this page:' with five links: '→ Top 4 resources', '→ September 2023 top-to-share', '→ All social media and email templates', '→ Digital and print', and '→ Extra resources'. At the bottom right, there is an image of a smiling man in a grey sweater holding a smartphone, with a teal heart icon overlaid on the image.

## Tip 2 - Donation reminder

- Donation Reminder users earn 3 times more.
- It makes it impossible to forget to use easyfundraising!
- You can compare what % donations different retailers are offering.









<https://www.easyfundraising.org.uk/promote-my-cause/donation-reminder/>



**Get a FREE donation for your favourite cause in one click!**

The screenshot shows the John Lewis & Partners website interface. At the top, there is a navigation bar with links for 'About us', 'John Lewis Brands', 'Our shops', 'Customer services', 'Our services', 'Track order', and 'My John Lewis'. Below this is a search bar and a category menu including 'Home & Garden', 'Furniture & Lights', 'Electricals', 'Women', 'Men', 'Beauty', 'Baby & Kids', 'Sport & Leisure', 'Gifts', and 'Sal'. A banner for 'Christmas shop is now open - find your festive inspiration here' is visible. The main content area is titled 'HOME & GARDEN' and features a 'Recent Arrivals' section with items like 'Back in Stock: Brilliant Furniture Buys', 'New In: Home University Essentials', and 'Shop Christmas'. Below this is a 'Bedding' section with 'Duvet Covers' and 'Bed Sheets'. A large image displays various home goods: 'New In' (plates), 'Cushions', 'Duvet Covers', and 'Towels'. A yellow overlay on the right side of the page reads 'Free donation! Don't miss a free donation from John Lewis & Partners. The website will donate up to 1% of the amount you spend with them today to your chosen cause.' It includes a 'Click to get donation' button with a mouse cursor pointing to it, and a link for 'I don't want a donation'. The easyfundraising logo is at the bottom of the overlay.

# Tip 3 - Regular weekly donations from groceries

 <p><b>Double donation</b></p> <p>Up to £7.50 donation Turn up the heat with Waitrose &amp; enjoy 3 for £12 on meat &amp; fish in the BBQ mix &amp; match offer.</p> <p>Shop Now</p>	 <p><b>Increased donation</b></p> <p>Up to £7.50 donation Make the most of the sunshine. Great Prices this Summer with Nectar.</p> <p>Shop Now</p>	 <p><b>Increased donation</b></p> <p>Up to 2.50% donation 25% Off Your First Shop over £60 with max £20 reward and 3 Months Free Delivery.</p> <p>Shop Now</p>	 <p><b>Increased donation</b></p> <p>Up to £3.50 donation Get 3 for £10 on selected meats at Morrisons.</p> <p>Shop Now</p>
 <p><b>Triple donation</b></p> <p>Up to 5.00% donation M&amp;S is the home of the dine in. Discover the Gastropub menu for just £6 per person.</p> <p>Shop Now</p>	 <p>Up to £2.50 donation Shop tasty summer offers with Asda today.</p> <p>Shop Now</p>	 <p>Up to £3.00 donation Any two for £8 on Ready to Cook &amp; BBQ Products with Clubcard Price.</p> <p>Shop Now</p>	 <p>Up to 4.00% donation 8 for £10 Easy Teas. Better than Half Price!</p> <p>Shop Now</p>

AT A GLANCE  
Supermarket donations

	Home delivery 	
	New customer	Existing customer
	£3	£1
	£7.50	£0.57
	£3.50	£2
	Up to £7.50	Up to £1.50
	Up to £2.50	£0.50
	2.50%	Up to 1.5%

Minimum spend requirement apply. Full retailer T&C's apply.  
Donation rates may change from time to time, rates above were correct as of 12/08/2024



## Tip 4 - Big donation wins - travel & holidays

- Raise on everything from flights to foreign currency
- Wide range of retailers to shop with
- Raise on trips within the UK and holidays abroad

Travel Categories	Top Brands		Estimated Donations*
Package holidays	 TUI	 FIRST CHOICE	<u>£36.75</u>
Hotels & accommodations	 Booking.com	 Expedia	<u>£10.55</u>
Flights	 virgin atlantic	 BRITISH AIRWAYS	<u>£8.64</u>
Car hire	 Rentalcars.com	 AVIS	<u>£9.27</u>
Airport parking	 Heathrow	 MAG Manchester Airport	<u>£2.34</u>
Travel insurance	 MONEYSUPERMARKET	 Staysure	<u>£6.63</u>



UP TO

**£74.18**

per trip

Potential raised per supporter

**£370**

Total raised by 5 supporters

## Tip 5 - Other big donation wins – insurance, broadband, finance and mobiles

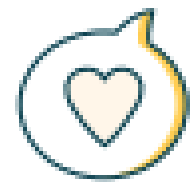


# Other tips



# Plan out your easyfundraising year - keep the momentum going all-year round

## 2024/25 easyfundraising settings calendar



### September

 Supporter sign up

A new year, means new supporters! Let people know how easy it is to support you on easyfundraising.



### October

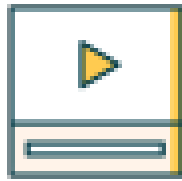
Time to get everyone ready and raring for the peak shopping season.



### November

 Supporter sign up

Why not hand out easyfundraising flyers at events?



### December

 Supporter sign up

Play easyfundraising videos at Christmas events. Or even run a supporter incentive!

### Flyers:

<https://www.easyfundraising.org.uk/promote-my-cause/posters-flyers-handouts/>

### Video:

[https://www.youtube.com/watch?v=T9\\_XwaxfG94](https://www.youtube.com/watch?v=T9_XwaxfG94)

# Plan out your easyfundraising year - keep the momentum going all-year round



## January

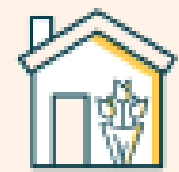
Big donations can be raised when parents book holidays.



## February

 Supporter sign up

Hand out more easyfundraising flyers at events.



## March

Home and garden improvements? There's donations available for those.



## April

Easter plans are a great way to raise donations.



## May

 Supporter sign up

Encourage new parents to become your next biggest supporters!



## June

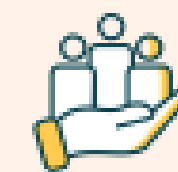
Regular food shops mean regular donations. Share the news.



## July

 Supporter sign up

Make sure you've got an iPad with you at summer events to capture new supporters.



## August

And breathe! Let people's summer plans continue to raise for your setting.


# Other helpful resources

**easyfundraising**

**Supercharge your setting's fundraising with easyfundraising**  
 easyfundraising partners with over 8,000 online brands, so your setting can receive free donations whenever an online shopper spends with them. Make easyfundraising a success for your setting with these six top tips:


**Top Tip #1**

**Recruiting parents & guardians**  
 Use events to recruit parents & guardians. Use the events to live demo the easyfundraising site or play easyfundraising's short explainer video.



**Top Tip #2**

**Community spirit**  
 Approach local businesses. They regularly buy hotel rooms, train tickets, technology, and stationery online, so it's a fantastic way for your setting to receive donations from business buying.



**Top Tip #3**


**Weekly donation wins**  
 Seven leading supermarkets will give your setting a free donation whenever families order their weekly food shop. Most supermarkets offer a flat amount of up to £5.50 per shop.

**Top Tip #4**

**The biggest donation wins**  
 Annual purchases like buying home, car, pet, or life insurance or switching broadband or mobile phone providers offer the biggest donation wins.


**Top Tip #5**

**Download the handy reminders**  
 easyfundraising's app (available via the App Store & Google Play) and 'Donation Reminder' are great tools parents and guardians can download to never miss a donation. Head to Promote my Cause for shareable resources.



**Top Tip #6**

**Share messages**  
 Let parents and guardians know your setting is using easyfundraising by sharing these pre-written messages and images on social media, in emails and through apps.



**easyfundraising**

## A year of raising

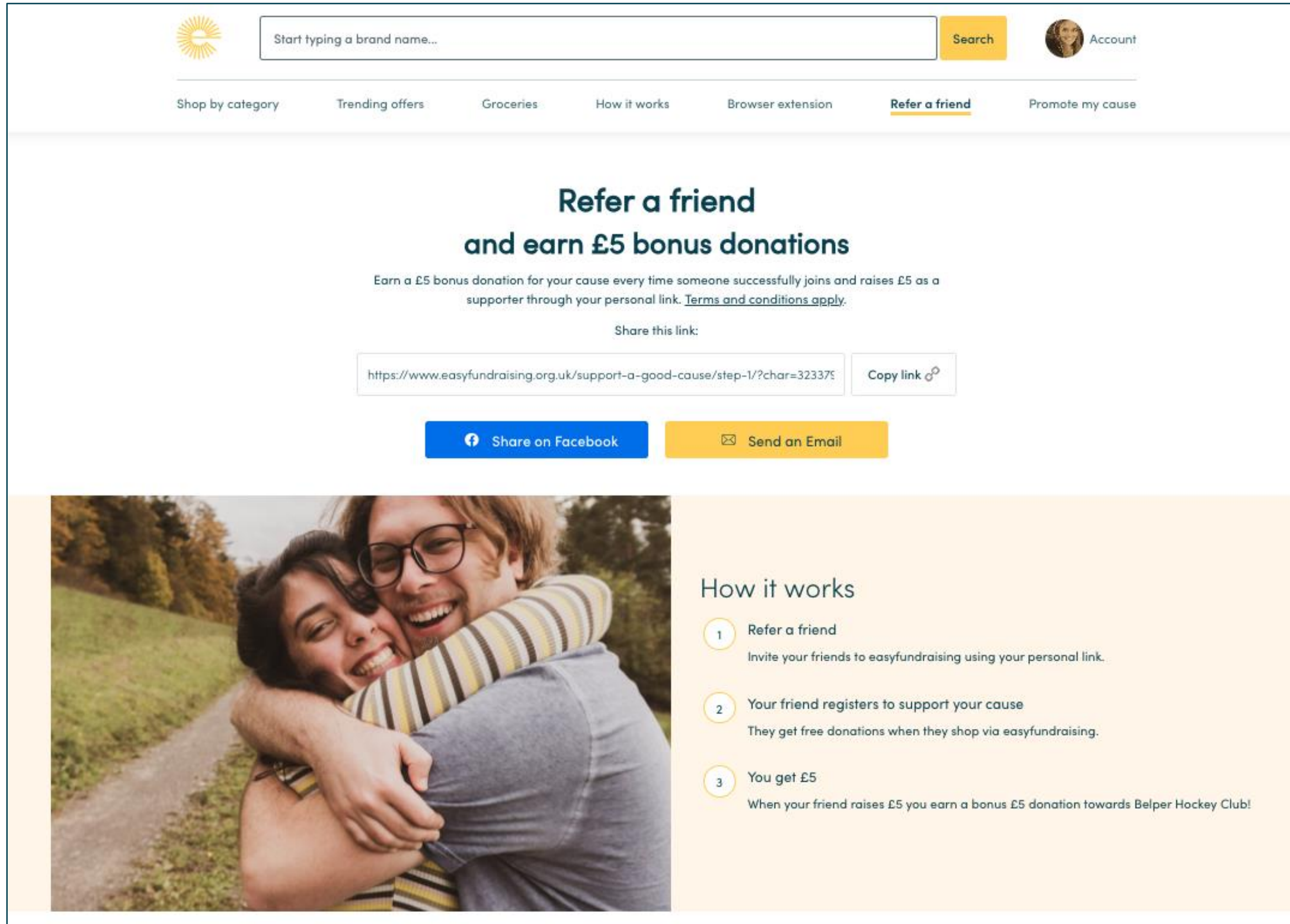
This is what just one supporter could raise for us in a year.

Month	Activity	Donation Amount	Brand
January	Book a family holiday	£60 donation	TUI
February	Buy home insurance	Up to £17 donation	Confused.com
March	Upgrade TV & broadband package	Up to £12.50 donation	sky
April	Upgrade your mobile phone	Up to £45 donation	O2
May	Get school uniform & shoes	£4.50 donation	M&S
June	Buy car insurance	Up to £18 donation	Confused.com
July	Trade in your old car	up to £40 donation	webuyanycar
August	Time for a new sofa	£13 donation	ScS
September	A year of weekly food shops	£84 donation	TESCO
October	October		
November	November		
December	December		

**Total £315**

\*Donation rates may change from time to time, the amounts above were correct as of 06/12/2023.

# Refer a friend



Start typing a brand name... Search Account

Shop by category Trending offers Groceries How it works Browser extension **Refer a friend** Promote my cause

## Refer a friend and earn £5 bonus donations

Earn a £5 bonus donation for your cause every time someone successfully joins and raises £5 as a supporter through your personal link. [Terms and conditions apply.](#)

Share this link:

<https://www.easyfundraising.org.uk/support-a-good-cause/step-1/?char=323375> Copy link

Share on Facebook Send an Email

### How it works

- 1 Refer a friend**  
Invite your friends to easyfundraising using your personal link.
- 2 Your friend registers to support your cause**  
They get free donations when they shop via easyfundraising.
- 3 You get £5**  
When your friend raises £5 you earn a bonus £5 donation towards Belper Hockey Club!



14:56 4G

 Cause

 £1,079.76 raised  
95 supporters

## Belper Hockey Club

Belper, Derbyshire

Invite supporters, get £5

or

[View my Analytics](#) →

### About Belper Hockey Club

<https://www.belperhc.co.uk/>

We are a Mens and Ladies Hockey Club located in Belper, Derbyshire. We are fundraising for the running costs of the club as a whole...

[read more](#) ✓

### Leaderboard

5	 You	£83.59
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Home Offers **Cause** Rewards Donations

## Three reasons to use easyfundraising

8,000 UK retailers will donate to your setting. Anything from a takeaway to a train ticket can raise a donation.

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

It's beginning to look a lot like Christmas.....







Next steps:

Set up your free easyfundraising page here:

[www.easyfundraising.org.uk/early-years-scotland](http://www.easyfundraising.org.uk/early-years-scotland)

Still have questions? Contact me at:  
[joanna.lane@easyfundraising.org.uk](mailto:joanna.lane@easyfundraising.org.uk)

