

2024/25 easyfundraising settings calendar



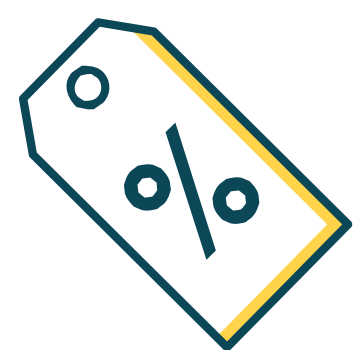
September

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

Why not hand out easyfundraising flyers at events?



December

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



January

Big donations can be raised when parents book holidays.



February

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

Encourage new parents to become your next biggest supporters!



June

Regular food shops mean regular donations. Share the news.



July

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.

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.



A year of raising

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



April

Buy home insurance
Up to £17 donation

Confused.com



June

Shop for pet insurance
Up to £21 donation

Petplan



August

Trade in your old car
up to £40 donation

webuyanycar



October

Time for a new sofa
£13 donation

ScS

January

Book a family holiday
£60 donation

TUI



March

Upgrade TV &
broadband package
Up to £12.50 donation

sky



May

Upgrade your mobile phone
Up to £45 donation

O₂



July

Get school uniform & shoes
£4.50 donation

M&S



September

Buy car insurance
Up to £18 donation

Confused.com



December

A year of weekly food shops
£84 donation

TESCO



Total £315

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