



# easyfundraising for your organisation



# How to make the most of easyfundraising for your organisation



easyfundraising is a **simple, safe and secure** fundraising option that organisations can use all year round - and it's completely **free**.

And unlike face-to-face fundraising events, easyfundraising is **COVID proof**.

“ We would definitely recommend easyfundraising. It's so easy to use and it makes a huge difference to our funds. ”



206th Liverpool Senior Section, £161 raised.

Used by  
**180,000**  
causes

**£35 million**  
raised to date

**£1m raised**  
by UK organisations

Shop at over **5,000** online sites



# So, how does it work?

easyfundraising enables organisations to raise money when volunteers, staff and supporters shop online. 5,000 retailers will **donate to your organisation for free** when shoppers buy anything from fashion to furniture and holidays to home insurance.



## 1. Join

Register your organisation then ask volunteers, staff and supporters to sign up in support



## 2. Shop

Every time they shop online, they go to easyfundraising's website or app first...



## 3. Raise

...they shop as normal and the retailer gives your organisation a free donation - easy!

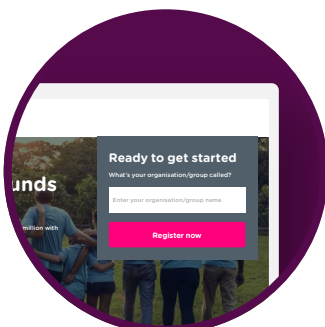
## What do other organisations think?

“ It is an essential method of fundraising for our Club that doesn't request monies from our friends and family. We would absolutely recommend it - this is FREE money! ”



Liverpool Water Polo Club, £1706 raised

## How to register your organisation:



Visit this page to register:  
[www.easyfundraising.org.uk/lcvs](http://www.easyfundraising.org.uk/lcvs)

# Committee meeting checklist

Use this checklist at your next meeting to ensure your organisation makes the most of easyfundraising



Item	Action	Who	Deadline	Complete
1	Register at easyfundraising page: <a href="http://www.easyfundraising.org.uk/lcvs">www.easyfundraising.org.uk/lcvs</a>			
2	<b>Book your coaching session</b> – 15 minutes with an easyfundraising expert who can show you around the website.			
3	Set your target or decide what you want to use the funds raised for			
4	Nominate your easyfundraising reps - ask other people within your organisation to help you get the message out to supporters			
5	Use the ready written tools to start letting supporters know. Think about promoting at key shopping times eg Easter, Christmas, Father's Day			
6	Think about other opportunities to speak to supporters and get them signed up e.g. welcome pack, open days, AGMs			
7	Contact local businesses and ask them to support your organisation via easyfundraising – businesses make regular online purchases, including travel and accommodation!			

# Top 3 tips for raising as much as possible



1

Use the resources that easyfundraising provide in the **Promote My Cause** area to regularly promote easyfundraising to your network. Don't limit yourselves to just volunteers, staff and supporters - anyone in the community can help and don't forget any local businesses who will be able to boost funds through their buying too!

2

Ask everyone to download the **Donation Reminder** and get the **easyfundraising app**. Supporters with these tools never forget to raise a donation and tend to stick with you for many years!

3

Thank and encourage your supporters - check out the Supporter Communications section on the website to personalise the messages you send. **Everyone loves a 'Thank you'!**

Visit this page  
to register for free funds today:

[www.easyfundraising.org.uk/lcvs](http://www.easyfundraising.org.uk/lcvs)