



# 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 have been using easyfundraising for years and raising £100s of pounds. It's an easy and no pressure method of raising funds - why wouldn't you! ”



Eagley Brass Band

Used by  
**180,000**  
organisations

**£35 million**  
raised to date

Partnered  
with  
Heart of  
England Community  
Foundation

Shop at over **4,500** online sites



# So, how does it work?

easyfundraising enables organisations to raise money when volunteers, staff and supporters shop online. 4,500 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?

“I would certainly recommend easyfundraising to other groups. It's a very easy way of raising funds for our work. There are many well-known shops in the scheme, and it doesn't cost our members any extra.”



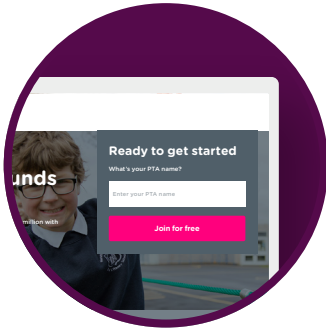
RSPB Aberdeen

“I would recommend it to any good causes who are trying to raise funds. It is a simple and easy to use platform for gaining free cash to support the things you love.”



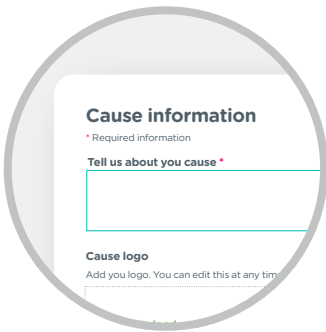
Nacton Cricket Club

# How to register your organisation:



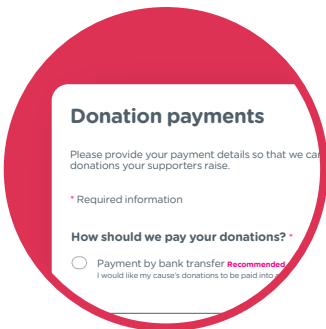
## Step 1

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



## Step 2

Add some information about your organisation so supporters know what you are raising for



## Step 3

Select payment option of either cheque or BACS payment direct to the organisation. easyfundraising will make payments every quarter



## Step 4

Congratulations! Your organisation is now registered and you are your organisation's first supporter!



## Step 5

**Book a FREE 15 minute coaching call** with one of our experienced fundraising coaches who can help you get off to a flying start



# 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/hoecf">www.easyfundraising.org.uk/hoecf</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 Heart of England Community  
Foundation's easyfundraising page  
to register for free funds today:

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