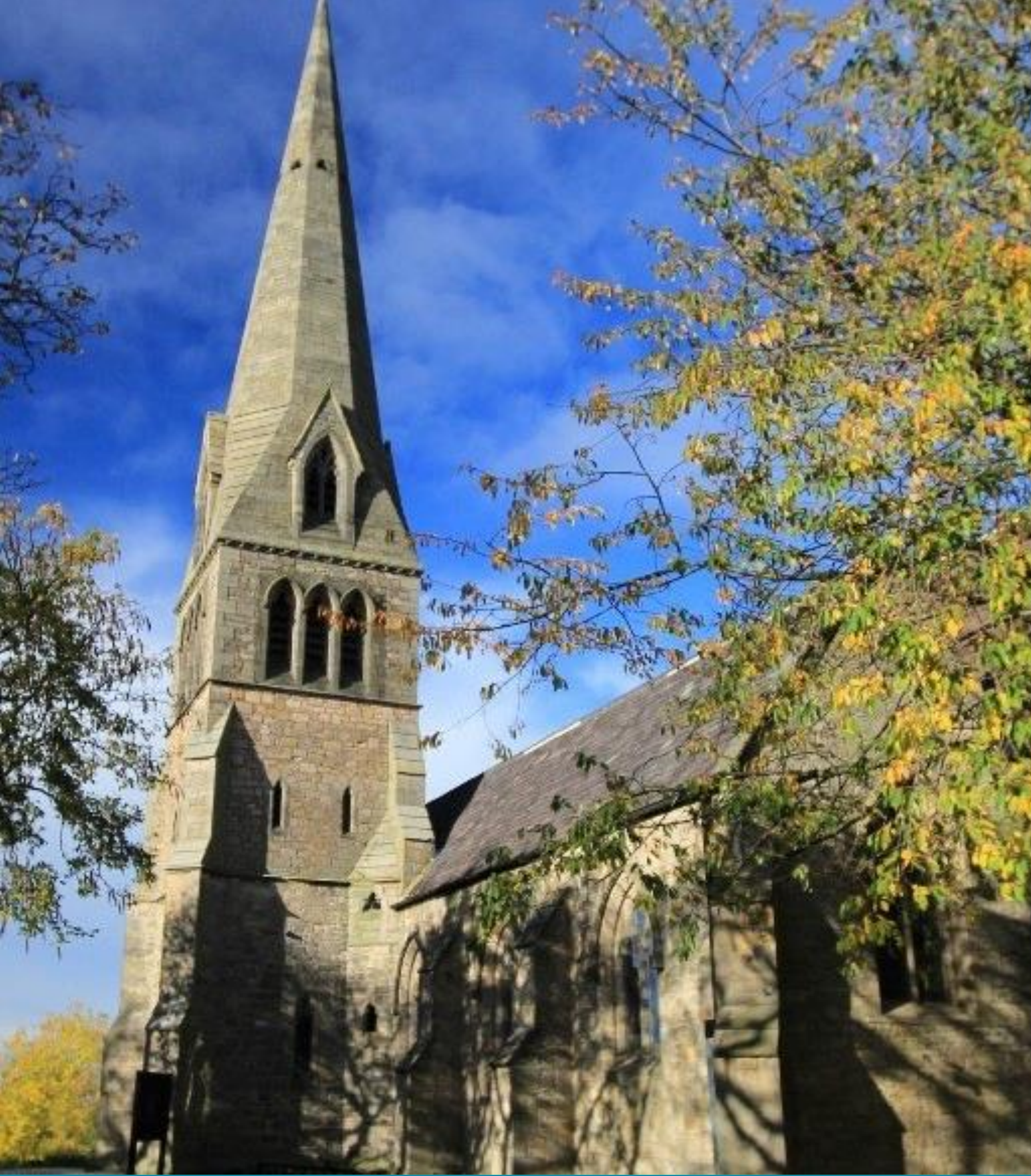


Welcome to easyfundraising

www.easyfundraising.org.uk/acat

How it works, how to get set up and how to get people involved





Who's who –

- Roisin from easyfundraising
- Ben from ACAT

What we will cover today –

- What is easyfundraising
- Getting started
- How to shop
- Getting people involved
- Some tips for raising even more
- Questions and answers

What is easyfundraising?

- An easy way to raise FREE funds for your church – easyfundraising is the largest fundraising shopping website in the UK. Supporters collect a free donation when they do their normal online shopping which is then paid directly to your church
- Since starting out in 2007 we have helped charities and good causes across the UK raise over £32m
- There are over 4300 retailers available on easyfundraising so you and your supporters can raise on everything from groceries to get-aways!
- Church and faith organisations have raised over £1.5m using easyfundraising
- This is a great digital option particularly important during this pandemic



Getting Started

How to get started...



1. Join

Go to www.easyfundraising.org.uk/acat and set up your church as a good cause.



2. Spread the word

Ask your supporters to use the easyfundraising website or app every time they shop online. We'll help you to do this.



3. Raise

When they buy something the retailer sends your church a free donation at no extra cost.



4. Donate

You can also have a Donate button so your supporters can donate directly to your church using a credit or debit card. Great for specific appeals.

Over £32 million raised so far

Raise FREE funds for your Church

ACAT members are using easyfundraising to raise FREE funds. Join today.

Ready to get started

What's the name of your Church

[Register now](#)

Collect free donations every time members of your congregation shop online



1. Join

Register your Church then ask your congregation to sign up and support you



2. Shop

When your congregation shops online, they go to the easyfundraising website or app first...



3. Collect

When they buy something, the retailer they shop with sends your Church a free donation at no extra cost!

[Watch: how to raise funds for your Church with easyfundraising](#)

Raise donations for Christ Church Epsom with easyfundraising

The parish church of Christ Church Epsom Common a prayerful caring community.

Over **£31m** raised for good causes through easyfundraising

About this cause



Support Christ Church Epsom

£2,431.98

Total raised

48

Supporters

Support this cause

Give a donation



Time to have a go!

Small acts of kindness

to make a big difference

Shop now



You've raised
£163.06

£5.03 in the last 30 days

[View my profile](#)



Your latest donation
53p

From 12th May 2020

[View my donations](#)

Ways to raise donations for your cause

Shop online & raise

Download the Donation Reminder

Download the Mobile app

Invite your friends to raise

Promote your cause



227th Holy Name Rainbow, Brownies and Guides

[View a breakdown of your supporter activity](#)

Small acts of kindness

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Shop now



You've raised
£163.06

£5.03 in the last 30 days

[View my profile](#)

227th Holy Name Rainbow, Brownies and Guides

[View a breakdown of your supporter activity](#)



Eden

Raise up to 5.00% donation

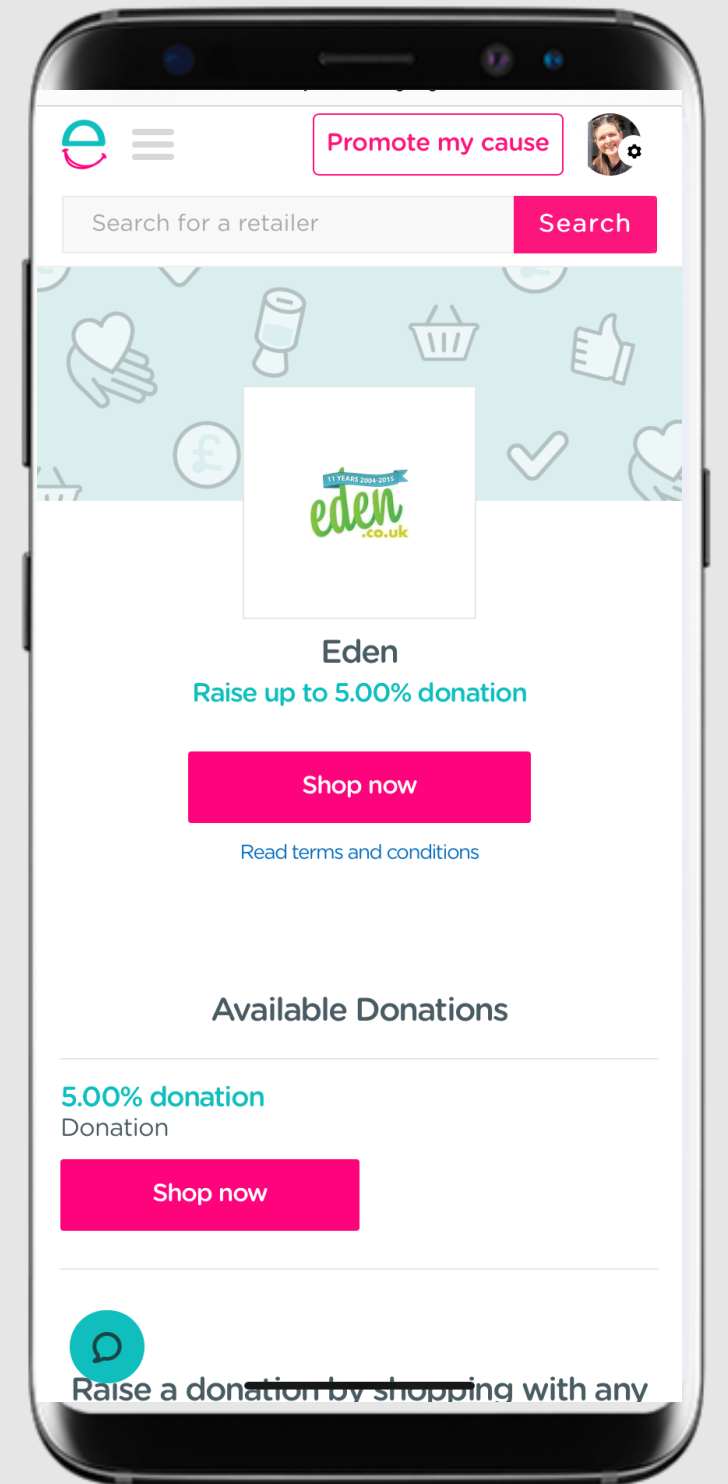
Shop now

[Read terms and conditions](#)

Available Donations

5.00% donation
Donation

Shop now



YOUR ONE-STOP-SHOP
FOR CHRISTIAN RESOURCES

FAST FREE DELIVERY
ON ALL UK ORDERS OVER £5

OVER 500,000 CUSTOMERS
SERVING EVERY TOWN/CITY IN THE UK!

BUY NOW PAY LATER
SCHOOLS, CHURCHES & MORE

RATED EXCELLENT
EKOMI ★★★★★

CHRISTIAN RESOURCES FOR LOCKDOWN

CHECK OUT OUR NEW PODCAST SERIES

Find previous video devotionals

Watch Now

BLOWING UP THE BOOK

Blowing Up The Book
The Fruit of the Spirit: 1 - Love

FIND OUT MORE

BLESS THE ONES YOU LOVE

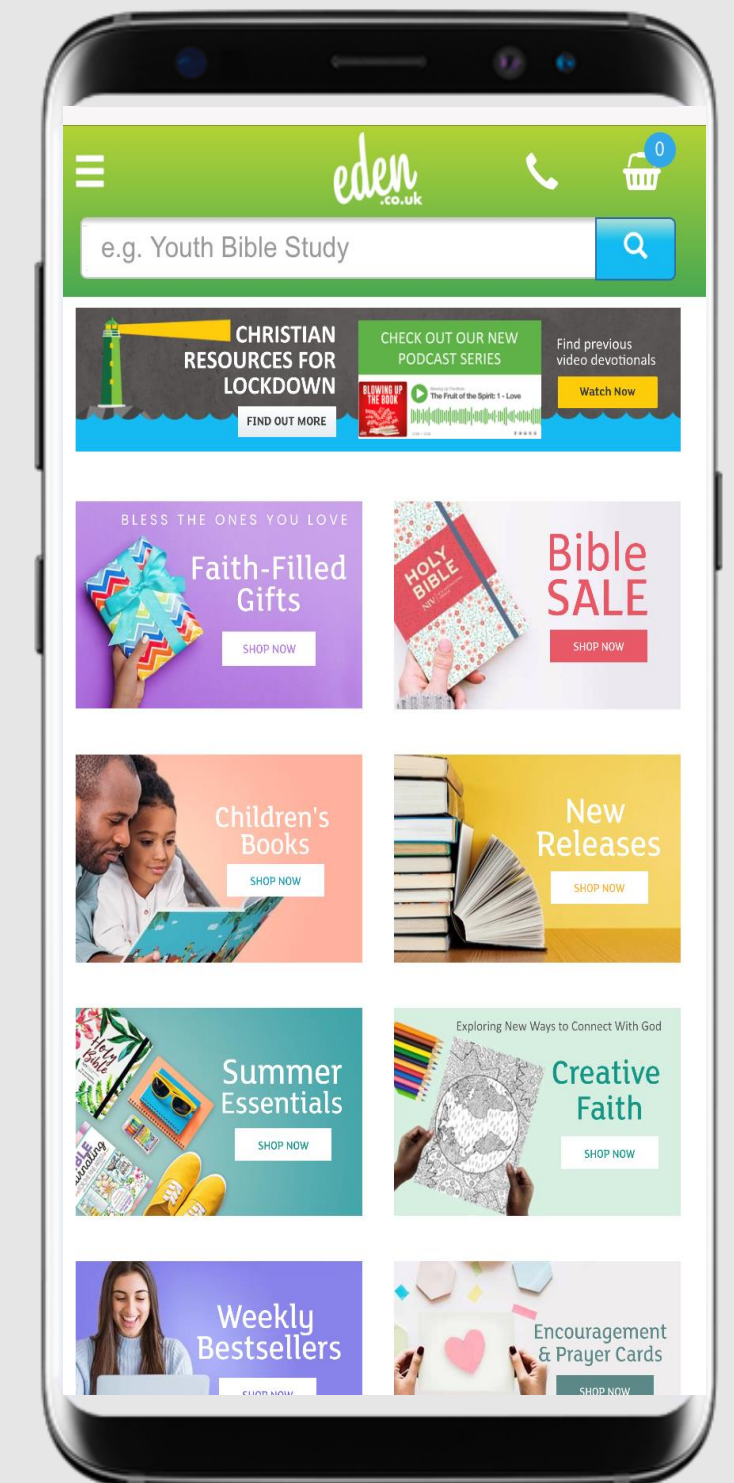
Faith-Filled Gifts

SHOP NOW

HOLY BIBLE

Bible SALE

SHOP NOW



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Raise on the everyday items

- Retailers give a % of what you and your supporters spend back as a donation
- The donation will typically be between 0.5% and 10%
- Some retailers like insurance or broadband providers will give a flat fee rather than a % - it could be up to £60
- On our website you will find a large selection of your favourite ethical retailers such as Oxfam, Hotel Chocolate, The Body Shop and Ethical Superstore



**Getting supporters to
use easyfundraising**

Fundraising coaching over the phone

Your can book a **FREE** coaching call

- One of our friendly fundraising coaches can show you the best way to make easyfundraising work for your Church
- You'll receive tailored tips, tools and a guided tour
- It only takes around 15 minutes and can be at a day and time to suit you. Evening calls are available
- Find out how to recruit and remind your supporters

Causes who have a coaching call raise twice as much money!!



Fundraising Toolkit

- Get Started
- COVID-19 Messages
- Refer to Win £500
- Refer a Friend
- Refer a Cause
- New Retailer Offers to Share
- Your Cause Page Link

By Channel







- Facebook
- Twitter
- WhatsApp & Text
- Email, Signature & Newsletter Copy
- Presentations & Guides
- Add to Your Website

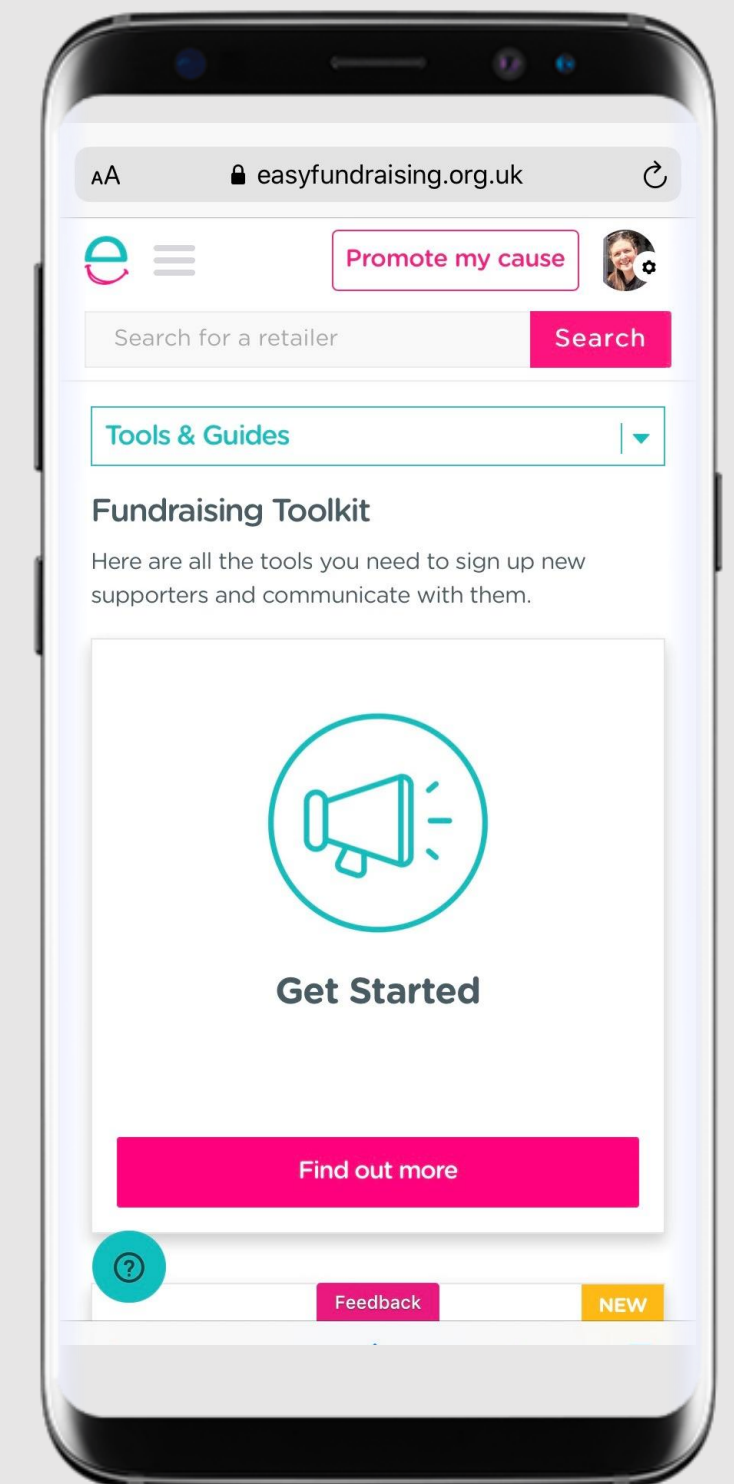
Fundraising Campaigns

- Get Supporters Using the Donation Reminder
- Get Supporters Using the App
- Business Purchases

Fundraising Toolkit

Here are all the tools you need to sign up new supporters and communicate with them.

 Get Started Find out more	 COVID-19 Messages Get posts	 Refer to Win £500 Get posts
 Refer a Friend	 Refer a Cause	 New Retailer Offers to Share



Fundraising Toolkit

[Get Started](#)[COVID-19 Messages](#)[Refer to Win £500](#)[Refer a Friend](#)[Refer a Cause](#)[New Retailer Offers to Share](#)[Your Cause Page Link](#)

By Channel

[Facebook](#)[Twitter](#)[WhatsApp & Text](#)[Email, Signature & Newsletter Copy](#)[Presentations & Guides](#)[Add to Your Website](#)

Fundraising Campaigns

[Get Supporters Using the Donation Reminder](#)[Get Supporters Using the App](#)[Business Purchases](#)

Get Started

Welcome! It's great to have you here, our job is to help you raise as much as possible for RideLondon 2020 raising for WellChild - Ben Harper. If you're the person responsible for promoting easyfundraising, the key to success is to ask as many people as possible to help you. You can do this by sharing your [unique cause page link](#).

We've also created a list of the top 4 things the highest raising causes do straightaway.

1. Social: Share to Social Channels

Facebook Post

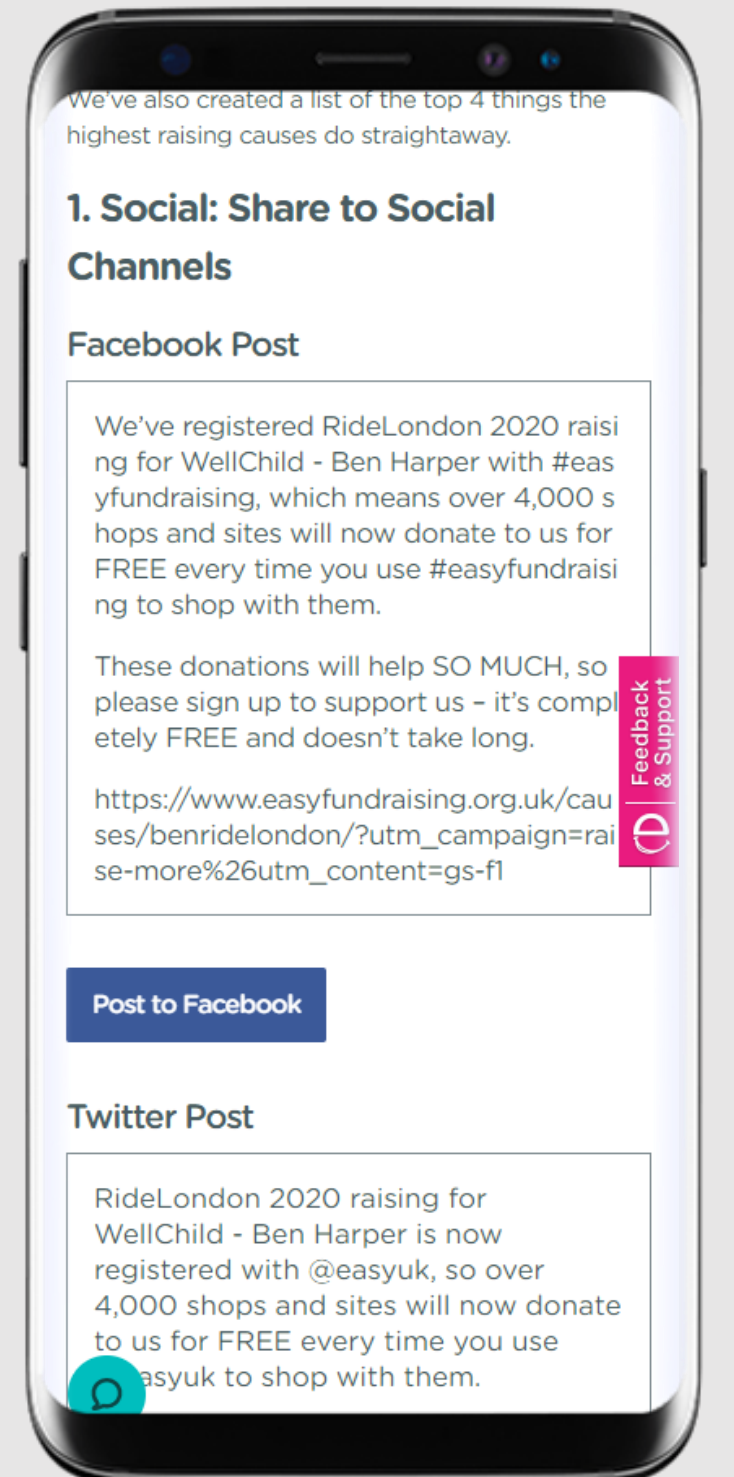
We've registered RideLondon 2020 raising for WellChild - Ben Harper with #easyfundraising, which means over 4,000 shops and sites will now donate to us for FREE every time you use #easyfundraising to shop with them.

These donations will help SO MUCH, so please sign up to support us - it's completely FREE and doesn't take long.

https://www.easyfundraising.org.uk/causes/benridelondon/?utm_campaign=raise-more%26utm_content=gs-fl

Twitter Post

RideLondon 2020 raising for WellChild - Ben Harper is now registered with @easyuk, so over 4,000 shops and sites will now donate to us for FREE every time you use @easyuk to shop with them.



FREE resources and tools to help you



The graphic is a vertical rectangular banner with a teal background. At the top left is the Easyfundraising logo, which includes a stylized 'e' and the text 'easyfundraising feel good shopping'. The main headline reads 'Raise FREE donations for' in large white letters, followed by a dark teal rectangular box. Below this, it says 'every time you shop online' in white, and 'Find us on [easyfundraising.org.uk](https://www.easyfundraising.org.uk)' in a smaller white font. Another dark teal box is below the URL. The text 'or download the App' is centered, followed by 'GET IT ON Google Play' and 'Download on the App Store' with their respective logos. Below this, it says 'Shop at over 4,000 online stores' and lists various retail partners: ebay, M&S, JOHN LEWIS, Argos, Apple, Currys, PCWorld, ASOS, Debenhams, 150, Sainsbury's, Boden, Booking.com, JUST EAT, Boots, Clarks, H&M, sky, and The Works. At the bottom, a dark teal bar contains three statistics: 'Over £30 million raised', '1.6 million users', and '130,000 causes'.

easyfundraising
feel good shopping

Raise FREE donations for

every time you shop online

Find us on [easyfundraising.org.uk](https://www.easyfundraising.org.uk)

or download the App

GET IT ON Google Play Download on the App Store

Shop at over 4,000 online stores

ebay M&S JOHN LEWIS Argos Apple Currys PCWorld
ASOS Debenhams 150 Sainsbury's Boden Booking.com
JUST EAT Boots Clarks H&M sky The Works

Over £30 million raised 1.6 million users 130,000 causes

- A range of customisable handout cards, flyers and posters
- Pre written emails
- Pre prepared social posts and graphics ready to share
- Simply add your unique cause page address and circulate to the members of your congregation



Quick Start Guide

6 steps to success

1. First things first - have a go

It's useful to understand how easyfundraising works, even if you don't have anything to buy. This will help you explain how it works to others.



2. Your cause page

You have your own cause page to share with your supporters. This shows them how to sign up, raise donations and see how much you've raised so far.

Share your cause page

3. Recruit new supporters

Get others on board with these posters, flyers, videos, Facebook and Twitter posts and more!



Get fundraising tools



Raise FREE Donations for us when you purchase for Business



Quick Start Guide

6 steps to success

1. Hit the ground running

It's time to start raising donations! Shopping online with easyfundraising couldn't be simpler, but before making your first purchase, do take a few minutes to watch our informative 'Get Started' video.



2. Never forget!

Whether you shop online on a PC, laptop, mobile or tablet, our Donation Reminder and easyfundraising app make it easier to remember to raise a donation - wherever you are.



Donation Reminder

The Donation Reminder highlights when donations are available as you search and shop with brands and retailers online on your laptop or PC.



easyfundraising app

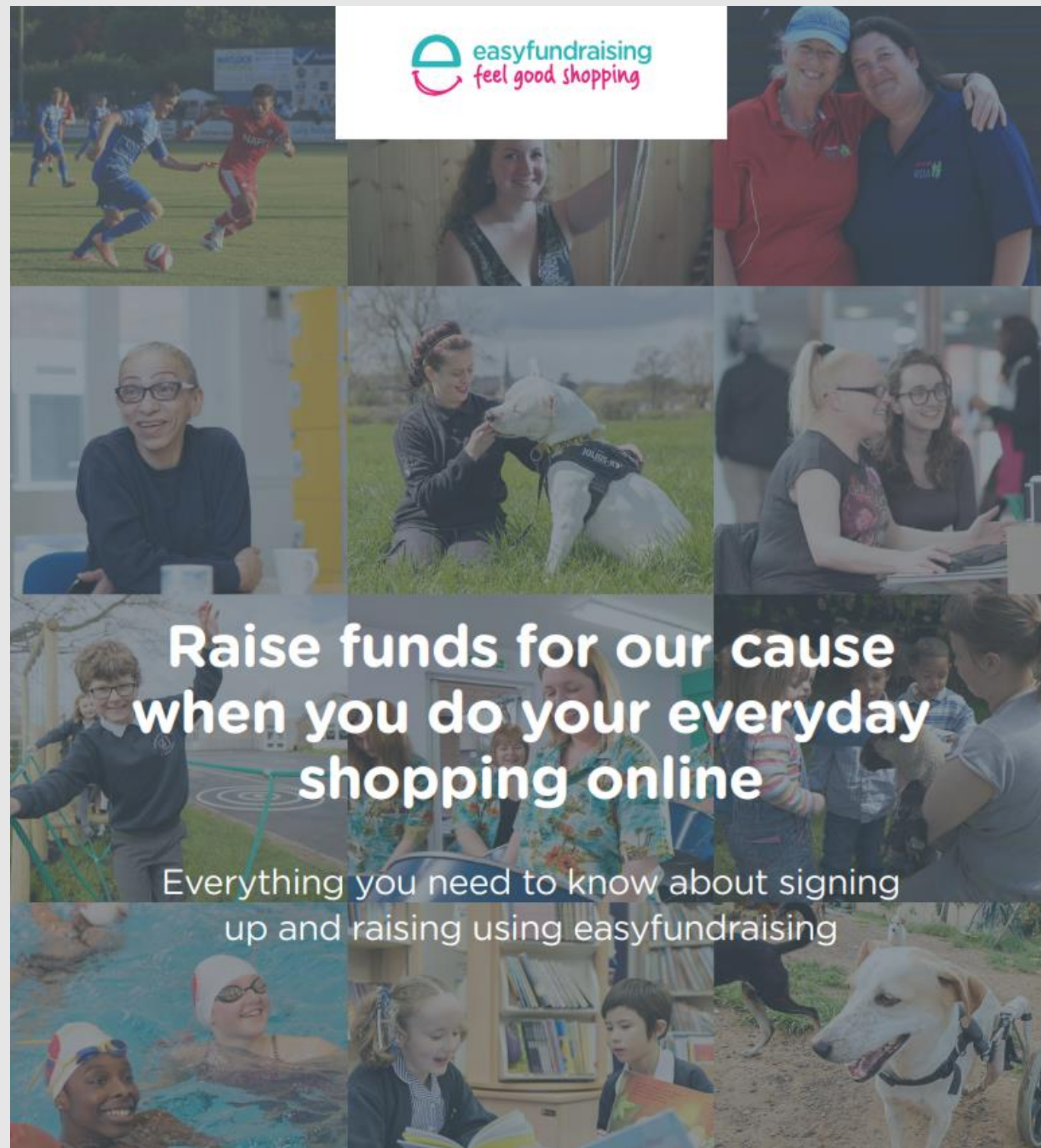
Raise up to 50% more for your cause when you shop with over 3,300 great retailers all in one app on your mobile or tablet.



£31M Raised

Raise a £2 donation for us

when you sign up for a 7 day free trial



You Shop Retailers Donate To Causes For FREE



£31M Raised



Support us



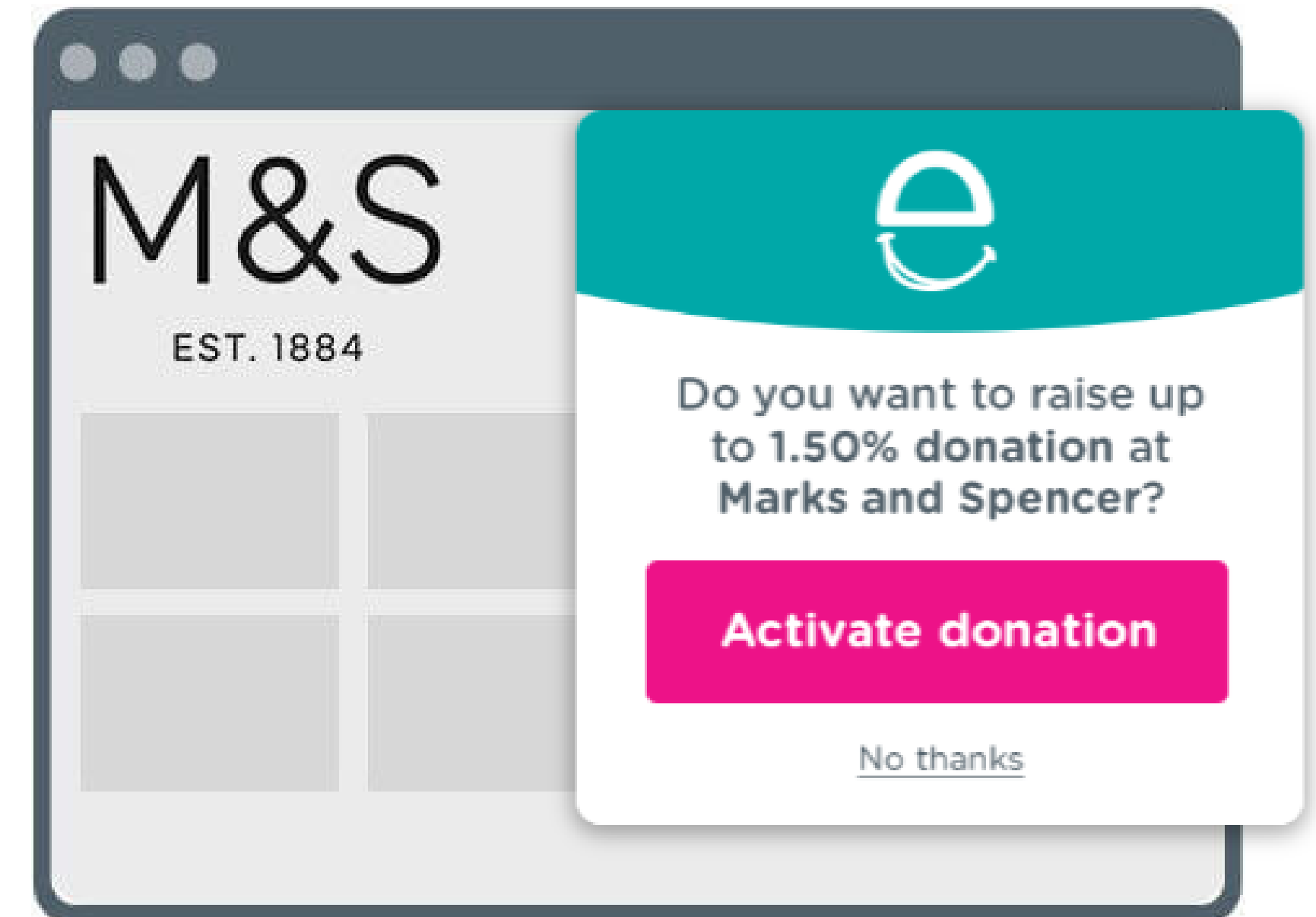
Never miss out on a donation

The Donation Reminder helps you remember to use easyfundraising - so the cause you support never misses out when you shop online.

- ✓ Highlights +4,000 online shops & sites where donations are available
- ✓ Activates your donation in just a couple of clicks
- ✓ Simple to install, easy to use

[Add the Donation Reminder](#)

By downloading the Donation Reminder you agree to our [EULA](#)



Raise donations with the FREE easyfundraising App

Join over 352,000 supporters already using our app

- Never miss a donation for your cause using your mobile
- Easily find your favourite online shops & raise donations
- Keep track of how much you & your cause have raised



By downloading the easyfundraising App you agree to our [EULA](#)



Get support for your church with business purchases

You can raise even more funds by asking supporters to use easyfundraising for their business purchases

- ✓ Business purchases are a great way to boost your churches fundraising
- ✓ A business can raise £££'s by purchasing office supplies, business travel, hotel stays, ink & toner and much more!
- ✓ easyfundraising have 100's of well-known business retailers where you and your supporters can raise donations



Why should we join
easyfundraising?

Direct donation success



“ Lahore Diocese Pandemic Appeals have raise £10,570 using easyfundraising

We wanted to raise money to assist our partner Diocese in Lahore in providing food packages to the needy following Covid and support church schools in poorer rural areas. We chose easyfundraising as our online method for raising donations because of the ease of use of the website and the low fees charged to raise money. We would highly recommend their services.

”

The Revd | George Reeves

More churches raising...



“ Using easyfundraising as a means of increasing our church’s income is so good because, for once, we’re not asking our congregation to give the church more money. All they need to do is to log into easyfundraising at the start of their online shopping and that’s it! Our church, St Paul’s in Whitley Bay, has raised £424.24 to date. Once you have raised enough, the money simply appears in your given bank account – a lovely surprise for any treasurer! ”

Lilian - PCC Treasurer St Paul’s Whitley Bay



“ All Saints Church at Rennington have joined easyfundraising and we have 10 supporters already. It’s one of the first fundraising schemes I’ve seen that doesn’t ask for your Charity number and understand our exempt status. ”

Paul W - Church Warden

5 reasons to sign up your church with easyfundraising

1. It's easy to manage and raise valuable funds for your church
2. The whole congregation can get involved and make a real difference to your church without it costing them a penny
3. Your church can receive regular donations all through the year
4. A direct donation option available for everyday raising and appeals
5. Its completely FREE!



Good luck with your fundraising

www.easyfundraising.org.uk/acat

Contact roisin@easyfundraising.org.uk with any questions 😊

