



Starter pack

A step-by-step guide through your fundraising journey

Last updated: February 2025

Welcome to easyfundraising!

✨ You've joined a community of nearly 200,000 causes, who have raised almost £60m to date! ✨

You now have access to a completely free funding stream for your cause! Whenever you and your community shop online with 8,000+ retailers, you'll get a free donation for your cause, at no extra cost.

We're here to support you every step of the way, from raising your first donations, to encouraging people to sign up to support you.

Without easyfundraising

£0
Donation



Argos

Price: £289.99

✨ Via easyfundraising ✨

£11.60*
Donation



Argos

Price: £289.99

*Based on Argos donation rate of 4% for new customers, correct at Feb 2025

Your first 3 steps to success

[Visit website](#)

Complete your cause page

Your cause page is your cause's identity on easyfundraising – it's where supporters will come to support you, so it needs to clearly represent you, your need for funding and your mission or work.

When you first log in to your admin area, you will see these 3 steps to complete, simply click each of them on site and complete.



Add your payment details

It's really important we know where to send the funds raised! You need to add your cause' bank account details. It's completely secure and this will only be used to pay you, there is nothing to pay directly to us, ever.

In your admin area, look for this green button and add details. Every 3 months, we will pay out. See more about payments in our FAQs.



Give it a go yourself

Get your cause total off the mark! Have a go at raising via our site. Head to the search bar at the top of our site and search a retailer you'd like to shop with or you can browse by category.

Click out to their site and shop as normal. When you checkout, a percentage of what you spent goes to your cause total. This may take a few days to display.



Promoting your cause

The best way to get people to sign up and support you is to share your cause page link with your community.

The [Promote my cause](#) section of the easyfundraising website has ready made resources you can share via social, email or your website.

The image shows a composite of two screenshots. The top screenshot is from the easyfundraising website, displaying the 'Promote my cause' section for '1st Burntwood Scouts'. It includes a search bar, navigation links, and buttons for 'Copy cause page link' and 'View cause page QR code'. Below this, there are sections for 'Resources in this page' and 'Top 4 resources' with templates for Facebook posts, Twitter posts, WhatsApp messages, and email messages. The bottom screenshot is a WhatsApp chat from Dave Flynn, containing a promotional message about shopping online and donating to 1st Burntwood Scouts, with a sign-up link and a QR code.

Promote my cause
More supporters, more donations. Quicker.

YOU ARE PROMOTING
1st Burntwood Scouts

Copy cause page link View cause page QR code

Resources in this page:
[Top 4 resources](#) → [All social media and email templates](#) → [Digital and print](#) → [Extra resources](#) →

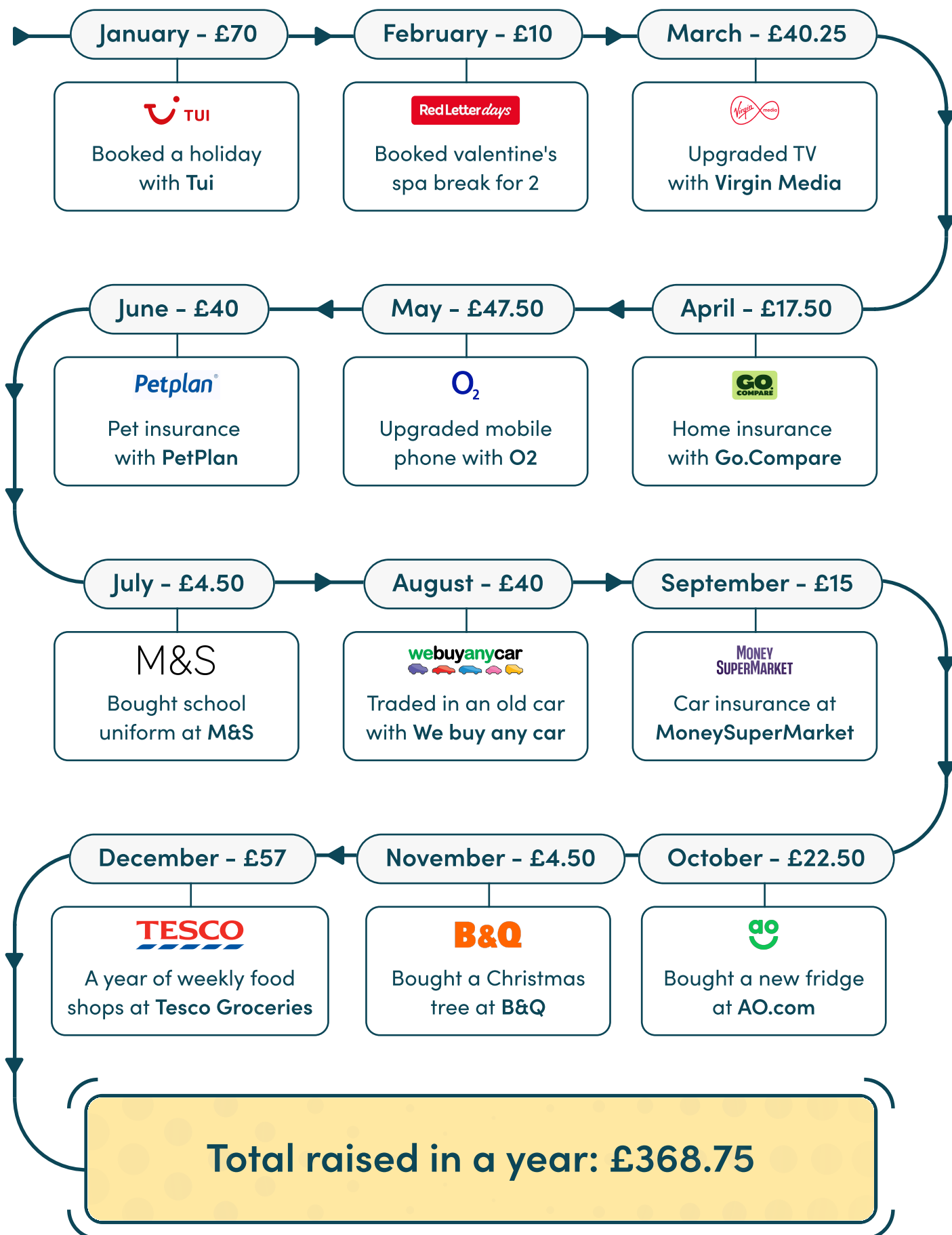
★ **Top 4 resources** ★
We've put together these templates for you to share and get new supporters to sign up

- Facebook post**
Ready to be copied, pasted and shared!
- Twitter post**
Ready to be copied, pasted and shared!
- Whatsapp message**
Ready to be copied, pasted and shared!
- Email message**
Ready to be copied, pasted and shared!

February 2025 top-to-share
Every month we put together the hottest deal and offers for you and your supporters. Help us spread the voice: more shops

WhatsApp chat from Dave Flynn:
easyfundraising
Shopping online? Raise free funds for us at the same time
Sign up
You spend, brands donate to 1st Burntwood Scouts.
Help us when you shop with 7,000+ brands. Join now.
easyfundraising.org.uk
Hi there! We've registered 1st Burntwood Scouts with easyfundraising, which means over 8,000 retailers 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/burntwoodscouts/?utm_source=whatsapp&utm_medium=social&utm_campaign=pmc&utm_content=gs-wa1
12:09 ✓

How much could a supporter raise?



*Donation rates change from time to time
The amounts above were correct as of 2/12/2024

How businesses can help you raise

Business buying through easyfundraising is one of the easiest ways to raise big donations, more frequently.

What is “business buying”?

Anything a business is buying online, e.g. office supplies, food for their employees, train tickets, flights, hotel bookings, technology, internet, couriers, and much more.

Who to approach in your local community



Your place of work



Local businesses, e.g. an estate agents



Business owners in your community



Use the pre-written tools in [Promote my Cause](#) to approach local businesses about joining your cause.

Some of the business retailers easyfundraising works with...





Our fundraising specialists are here to help

Our friendly fundraising experts will provide you with tailored tips and tools to help your cause raise donations. Causes that book a call raise an average of 3x more donations



[Book a call](#)

Take a look at some of our causes who've benefitted from talking to our experts



Restart Rugby - £1,369.98

"With the hectic lives many of our supporter's lead, easyfundraising allows them to contribute while doing their everyday online shopping, making a huge difference without any additional effort."

[Read full case study](#)



Home Group Fund - £3,069.80

"We've made full use of the 'Promote my cause' area of our profile. All of the ready made resources are great including the flyers, whatsapp messages and social posts – we can literally post onto our social media channels in minutes"

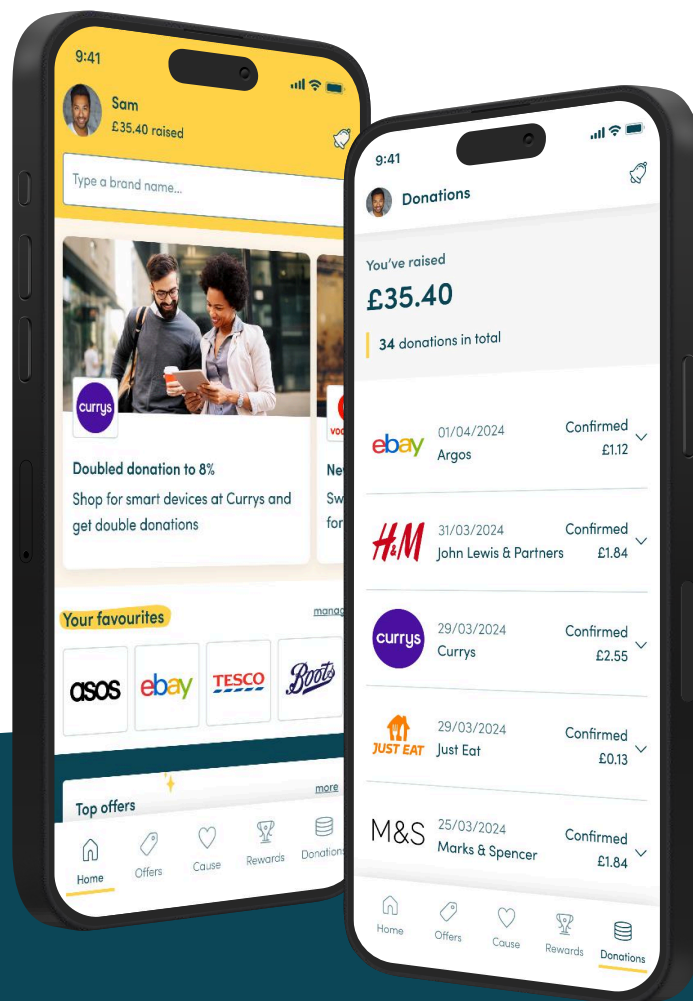
[Read full case study](#)



The easyfundraising app

Shop with thousands of retailers, get handy reminders as you browse and track your donation progress all in one place.

Available on iOS and Android.



Scan the QR code to download the app





The Donation Reminder

We'll find donations as you shop with thousands of retailers so you don't forget to raise. Just tap the pop up to activate your donation.

1

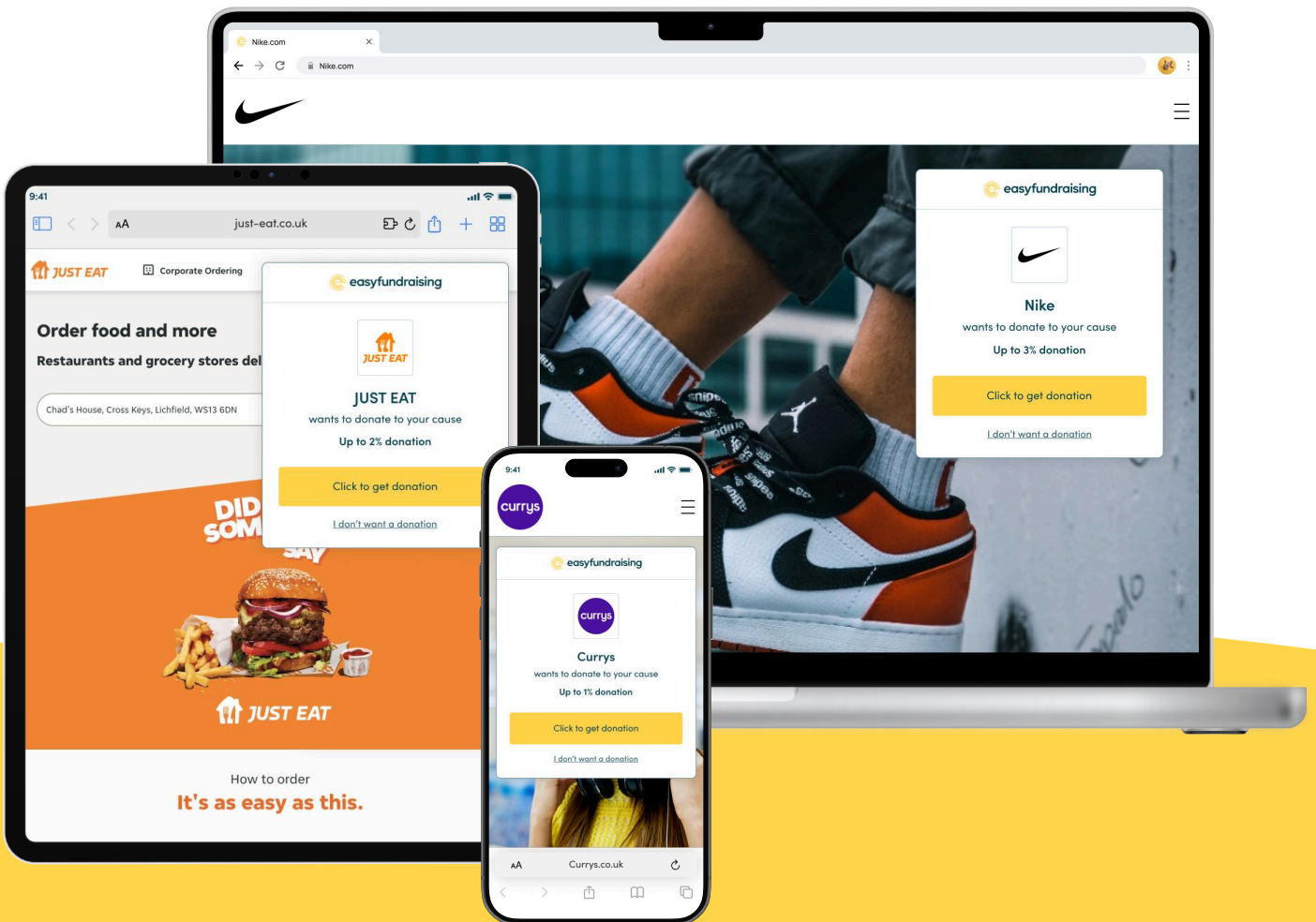
Visit a retailer website

2

Tap the alert

3

Check out and raise



Available on:



Chrome



Safari



Edge



Samsung internet



Firefox

Frequently Asked Questions

1

Which retailers will donate when I shop online?

There are over 8,000 retailers available to shop with, including Amazon, eBay, Argos, John Lewis, Trainline, Sainsbury's, Boots, Booking.com, Currys, Aviva, M&S, Debenhams, Waitrose and Holland & Barrett. From travel and holidays to fashion, homewares, insurance and groceries - you can raise free donations at no extra cost.

2

Will it cost me anything?

No! easyfundraising is completely free to use.

3

Will my shopping cost more?

Absolutely not! It's the retailer who makes the donation, not you. Your shopping experience is exactly as normal.

4

How do we receive the money we raise?

Payments are made quarterly, directly into your registered bank account. If your balance is below £15, it rolls over to the next quarter, so you never lose donations. Your dashboard shows all upcoming payments and past transactions, so you can track how much you've raised.

5

What is the Donation Reminder and is it safe?

The Donation Reminder makes sure you never miss out on donations by alerting you when you're shopping with a retailer that will donate. It is safe, secure and won't slow your device down.

6

How does easyfundraising make money?

easyfundraising is funded by the retailers. This means that retailers pay them a commission each time a sale is made with them through the site. This is separate to the donation you raise.

7

Why do retailers donate to my cause?

Retailers treat this as part of their advertising budget—it's a way for them to attract loyal customers and support good causes.



We wish you the best with your fundraising journey

support@easyfundraising.org.uk