



easyfundraising

[www.easyfundraising.org.uk/raleigh-international](http://www.easyfundraising.org.uk/raleigh-international)

# easyfundraising Starter Pack

A step-by-step guide through your fundraising journey



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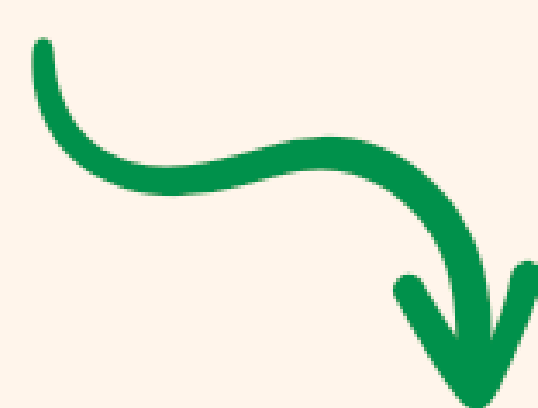
## What is easyfundraising?

easyfundraising turn everyday online shopping into free cashback donations towards your trip target. Free and easy to use, easyfundraising has helped good causes raise over £50 million since 2005.

easyfundraising partners with thousands of brands, so when an online shopper makes a purchase, the brand donates a percentage of what they've spent towards your target and it's entirely free.

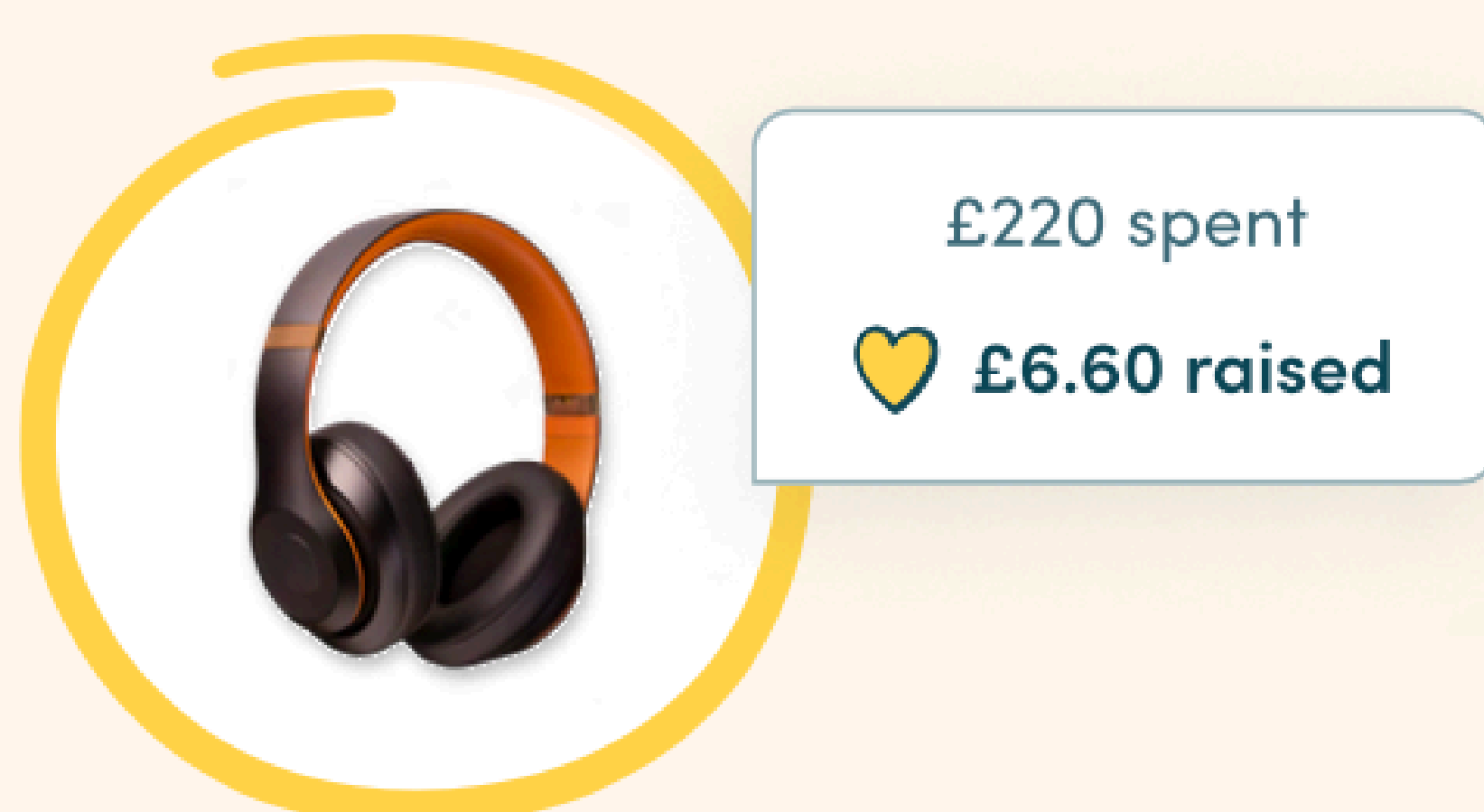


Look for your favourite brands  
on the easyfundraising website or app



Shop now

Use the “Shop now” button  
to make sure your purchase tracks properly



Shop and raise donations  
and we'll send them to your cause



1

## How does easyfundraising work?

easyfundraising turns everyday online shopping into money towards your trip target. When you use the easyfundraising website or app to shop with leading retailers, the retailer sends you a free cashback donation at no additional cost.



2

## Which retailers will donate when I shop?

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. It means that no matter what you buy online, from travel and holidays to fashion, homewares, insurance, and groceries – you can raise free donations at no extra cost.



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## Will it cost me anything?

No! easyfundraising is completely free to use.



4

## Will my shopping cost more?

Absolutely not! It's the retailer who pays the cashback, not the shopper. The shopping experience is exactly as normal.



5

## What does easyfundraising know about my shopping?

So that the easyfundraising team can track the donations you and your supporters have raised, easyfundraising know where you've shopped and how much you spent but what you've bought is your business!



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## What do you mean about 'my supporters'?

Once you've opened your easyfundraising account, you can share your link with all your friends, family, colleagues etc – when they click that link, they will open a 'supporter' account meaning every penny in cashback they generate will get paid into your account. More supporters means more cashback donations!





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### Is it safe? What does easyfundraising do with my data?

easyfundraising is completely safe and secure and they will not sell or pass your data on. They are members of the Institute of Fundraising.



8

### How do we receive the cashback donations?

easyfundraising total up all the cashback donations raised by everyone supporting you and pay out on all confirmed transactions every three months. Make sure you put your bank details in the 'Account' section to ensure you get your quarterly payment.



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### Can I get cashback on renewals of insurance, telecoms or utilities?

Some retailers have a clause that means they only offer a cashback donation for new customers who have never shopped with them before.

However, when new policies are purchased through online comparison sites, for example, you can get between £15-£30 in cashback each time so make sure you let your supporters know about this!



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### What is the Donation Reminder and is it safe?

The Donation Reminder makes sure you never miss out on a cashback donation by alerting you if the retailer you're shopping with will offer a cashback donation. A reminder will appear on your screen whenever a donation is available. Click "Activate Donation" and you'll raise a FREE donation when you check out. It is safe and secure and won't slow your computer down.



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### How do 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 and hence why the platform is completely free to use!



**Supercharge your fundraising with easyfundraising**  
**easyfundraising partners with over 8,000 online brands, so you can receive free cashback donations whenever an online shopper spends with them.**  
**Once you've opened your account at [www.easyfundraising.org.uk/raleigh-international](http://www.easyfundraising.org.uk/raleigh-international) make sure you get the most out of it with these six top tips:**

### Top Tip #1

#### Recruiting supporters.

Get your unique link under 'Refer a Friend' and send this out to everyone in your adult network. What's more, you'll get a bonus £5 for the first £5 your supporters raise!



### Top Tip #2

#### Download the handy reminders

easyfundraising's app (available via the App Store & Google Play) is an easy way to shop online and the Donation Reminder feature means when shopping on a web browser, you and your supporters will never miss a cashback donation.



### Top Tip #3

#### Weekly donation wins

Even leading supermarkets will give you a free cashback donation whenever anyone orders their weekly food shop. Most supermarkets offer a flat amount up to £5.50 per shop.

### Top Tip #4

#### The biggest donation wins

Annual purchases like holidays, buying home, car, pet, or life insurance or switching broadband or mobile phone providers offer the biggest donation wins.

### Top Tip #5

#### Share messages

Let potential supporters know you are using easyfundraising by sharing these pre-written messages and images on social media, in emails and through apps.



### Top Tip #6

#### Raise even more!

Approach local businesses. They regularly buy hotel rooms, train tickets, technology, and stationery online, so it's a fantastic way for you to receive donations from business buying.





## Tips from others

There's nothing better than peer-to-peer advice. Read on for tips and learnings from others who've had great success with easyfundraising



“

A great way is to spread the word and raise cash amongst family and friends.

I've spoken in person to all the friends and family and worth it as I have raised almost £700 already.

**Faris R - Final total £1,288.42**

”

“

I used all the pre developed materials that easyfundraising provide but also made sure I explained in person to people how it works - especially my Nanna who needed help! ABSOLUTELY DEFINITELY DO IT!! Its so easy and makes a huge difference.

**Mimi B - Final total £2,087.87**

”

“

Remember that little by little the pennies become pounds. It also makes online shopping easier too as websites I use are in the easyfundraising app and it is a great way for people to support you.

**Francesa T - Final total £1,218.97**

”

“



My top tip is to: share with all friends and family, post on social media to make it more public and remind people every now and then!

**Anna M - Final Total £745.03**

”

“



If you use the same sites regularly you'll really start to build up your funds, even if it's in small amounts. My brother and I use Dominos Pizzas a lot !! I'd definitely recommend the easyfundraising app to other students.

The EasyFundraising App has been brilliant.

**Piers Walker - Final total £1,215.13**

”

“

I have found easyfundraising incredibly useful so far.

Shopping in small amounts can make a big difference - it all adds up in the end! I suggests starting early on in your fundraising process to get as much out of it as possible.

**Mayuko B - Final total £888.03**

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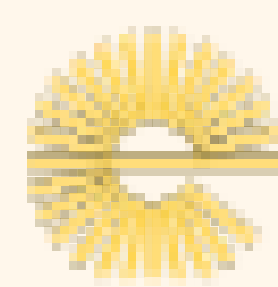
If you haven't registered  
with easyfundraising already, visit

[www.easyfundraising.org.uk/raleigh-international](http://www.easyfundraising.org.uk/raleigh-international)





# 2025



## easyfundraising

### A year of raising

easyfundraising isn't just about what you can raise with your online shopping. This is what just one supporter could raise for you in a year.



**April**

Buy home insurance  
Up to £17 donation

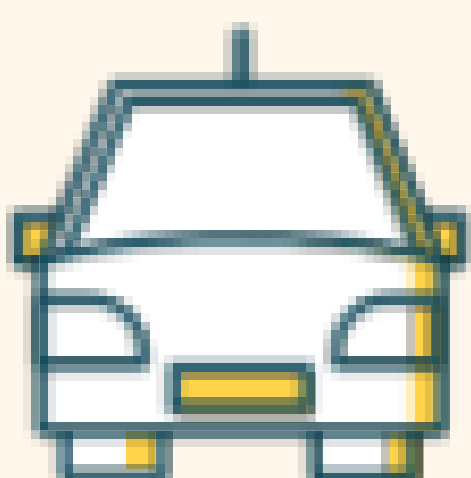
**Confused.com**



**June**

Shop for pet insurance  
Up to £21 donation

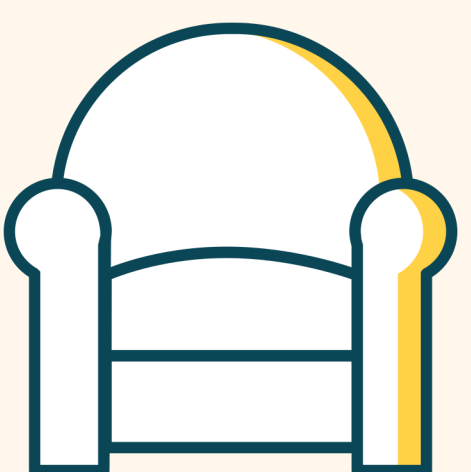
**Petplan**



**August**

Trade in your old car  
up to £40 donation

**webuyanycar**



**October**

Time for a new sofa  
£13 donation

**ScS**

**January**

Book a holiday  
£60 donation

**TUI**



**March**

Upgrade TV &  
broadband package  
Up to £12.50 donation

**sky**



**May**

Upgrade your mobile phone  
Up to £45 donation

**O<sub>2</sub>**



**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.

# Are you a business looking at ways to help people in your community?

easyfundraising turns everyday online shopping into a force for good. They partner with over 8,000 brands, so your business can give back without it costing you a penny.



+7,500  
others

## Why should you help?

Whilst out in country I will be involved in meaningful and sustainable project work to assist rural communities and environmental initiatives.

## How can you help?

I am raising:

£

for my:

and your support would help towards the cost of me attending.





## How can your business make a difference?

Every online purchase you make can earn cash back, with retailers from Viking, Booking.com, Trainline and Tesco. Your business could be raising FREE money towards the cost of my trip without it costing you a single penny.

### Impact on the business

This is a great opportunity for your business to gain recognition within your community for supporting a local good cause, like mine. Once I have completed my trip you can continue to use easyfundraising to support another good cause.

### Benefits to your business



Never going to cost a single penny extra on your business spend



Requires little time to maintain & manage



Over 7,500 brands to shop & raise with



Recognition within your community



Dedicated support

Support me for free by registering at:





# easyfundraising

We wish you the best with  
your fundraising journey

[www.easyfundraising.org.uk/raleigh-international](http://www.easyfundraising.org.uk/raleigh-international)