

8 great ways to sign up new parents to easyfundraising

Visit [easyfundraising.org.uk/raisemore](https://www.easyfundraising.org.uk/raisemore) to discover all the tools you need to inspire new parents to sign up and start raising...

1. Off to a Flying Start

Liaise with the school to see if you can include an easyfundraising handout card in the packs that are sent out to new Reception parents. **TIP:** Add a printout of the Back to School checklist/deals.



Get tools

2. PTA Power

Nominate an 'easyfundraising ambassador' to share their experience at PTA meetings. **TIP:** Include your unique cause page link in every communication and be sure to add the easyfundraising signature strip to all your emails.

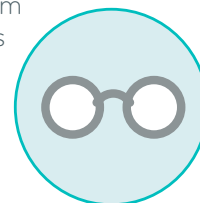


Get unique cause page link

Get email signature strip

3. Love Reading

At the start of every term, print out a stack of bookmarks and ask a parent volunteer to hand them out with the children's reading books. **TIP:** Keep a pile topped up in the library too.



Get bookmarks

4. Be Present

Whenever there are school events with parents in attendance, set up a table in a high-traffic area with posters and flyers. **TIP:** Have a couple of iPads to hand so you can sign up new supporters on the spot.



Get posters

5. Be Social

You can find persuasive pre-written Facebook posts, tweets and images on the Promote My Cause section of the website. **TIP:** Get into the habit of tweeting out regular links to your cause page.



Get social media tools

6. Seal of Approval

Get your headteacher on board and ask him/her to add a reminder to use easyfundraising at the end of their newsletter updates. **TIP:** Get them to add your cause page link.



Get ready-written copy

7. School Gate

Pick a day per month and ask a parent volunteer to hand out copies of our 'absolutely everything you need to know about easyfundraising' booklet at the school gate. **TIP:** Have booklets available at after-school cake/uniform sales too.



Get booklet

8. Seasonal Success

At all seasonal fundraisers be sure to have a recruitment stand set up. **TIP:** Put up plenty of posters to attract attention.



Get seasonal marketing tools



"Loyal supporters are very passionate about how easy it is to use easyfundraising, and really are the best route to recruiting new supporters"

- Holy Trinity Primary School PTA