



# Fundraising Tips of '26

All the ways you can raise  
for FREE this year.

# Online

## In a nutshell...



Register your cause



Ask everyone to join in support



They shop via our app or site



A free donation is raised

# FREE cashback donations through online shopping

8,000+ retailers will donate to your PTA when your parents shop online with them.

## Get the app

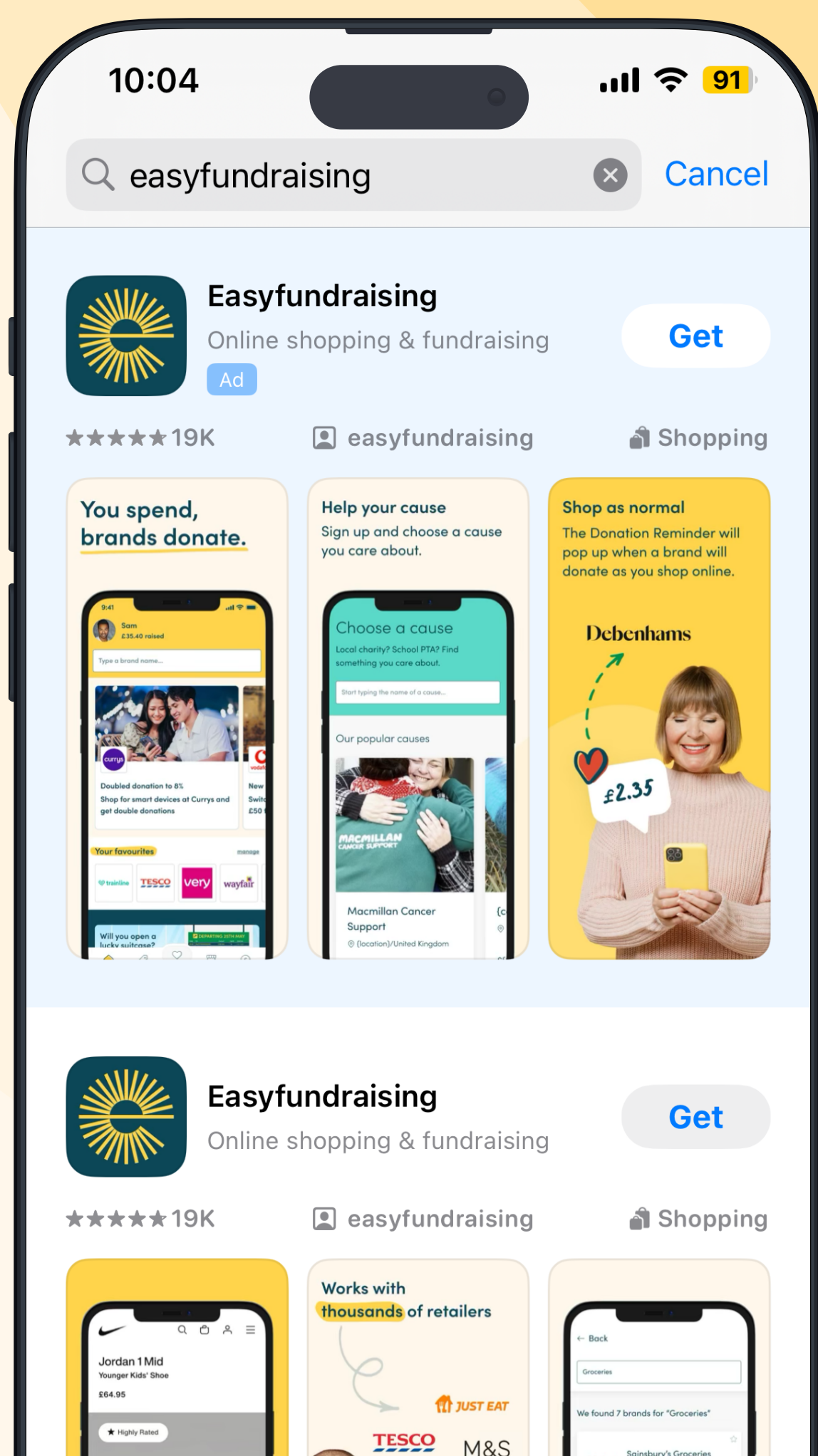
- Shop and raise on the go!
- Manage your cause, see raising progress
- Receive regular updates to your phone



## Get the Donation Reminder

- A simple pop up when supporters land on a participating retailer's site
- Available for desktop and mobile
- One tap to activate donations

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# In-store

## In a nutshell...



Supporters link a bank card to our app



They use that card to pay at the checkout in store



A free donation is raised

TRAVELBAG™

PÂTISSERIE  
VALÉRIE

TESCO

JOHN  
LEWIS

HOTEL  
Chocolat.

## FREE cashback donations through in-store shopping

Selected retailers will donate to your PTA when parents shop in person too.

💬💬 Supporters only need to connect a card to be able to raise in-store. There's no need to use a specific card / payment method when raising online! 💬💬

Tom, St Joseph's Primary School PTA

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# Refer causes

## In a nutshell...



Share your cause referral link



It's used to register a cause



The referred cause raises money



We match 20% of what they raise in 6 months and give it your cause as bonus

Ready-made material will help you share your referral link:



**Bonus**  
**donations**  
when you refer another  
**cause** like yours

I'm the admin Ridgeway Primary School PTA on easyfundraising

I referred our neighbouring pre-school to join too using my cause referral link

They came on board and raised £300 in their first 6 months 😊

Ridgeway Primary School got a bonus £60!

Sara,  
Ridgeway Primary School PTA

# Refer supporters

Share your link via:



**Bonus  
donations**  
when you refer other  
supporters to join

I'm a supporter of my son's school and  
asked my brother if he'd support us too

He used my supporter referral  
link to join

He ordered a new top from M&S last  
week via his easyfundraising app

He raised us a donation, plus a  
bonus £1 got added to our total!

## In a nutshell...



You and fellow  
supporters share your  
unique supporter  
referral link



Someone uses it to join  
as a new supporter of  
your cause



Once the referred  
supporter raises  
their first donation,  
your cause gets a  
bonus £1!

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Paul,

Blakeley High School parent



# Competitions

## In a nutshell...

“ The £500 bonus we have won courtesy of easyfundraising and Sports Direct is huge for us! We are currently raising funds for new kits for our junior teams and this prize will help us take a huge step towards securing them. ”

Mhairi, Newtonhill Netball Club



There are lots of chances to win bonus donations!



Sharing our social content



Shopping with selected retailers



Taking a certain action on our site or app to enter a draw!

**£1,000s in  
bonus donations  
are awarded every  
single month!**

Win donation prizes throughout the year

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# Incentives

## In a nutshell...

In 2025, more than £40k was given to causes from our £2 app-eal incentive



Bonus incentives and donation rate increases at selected times of the year

All handy displayed in our trending offers area



Retailers will offer donation rate increases – often doubled!

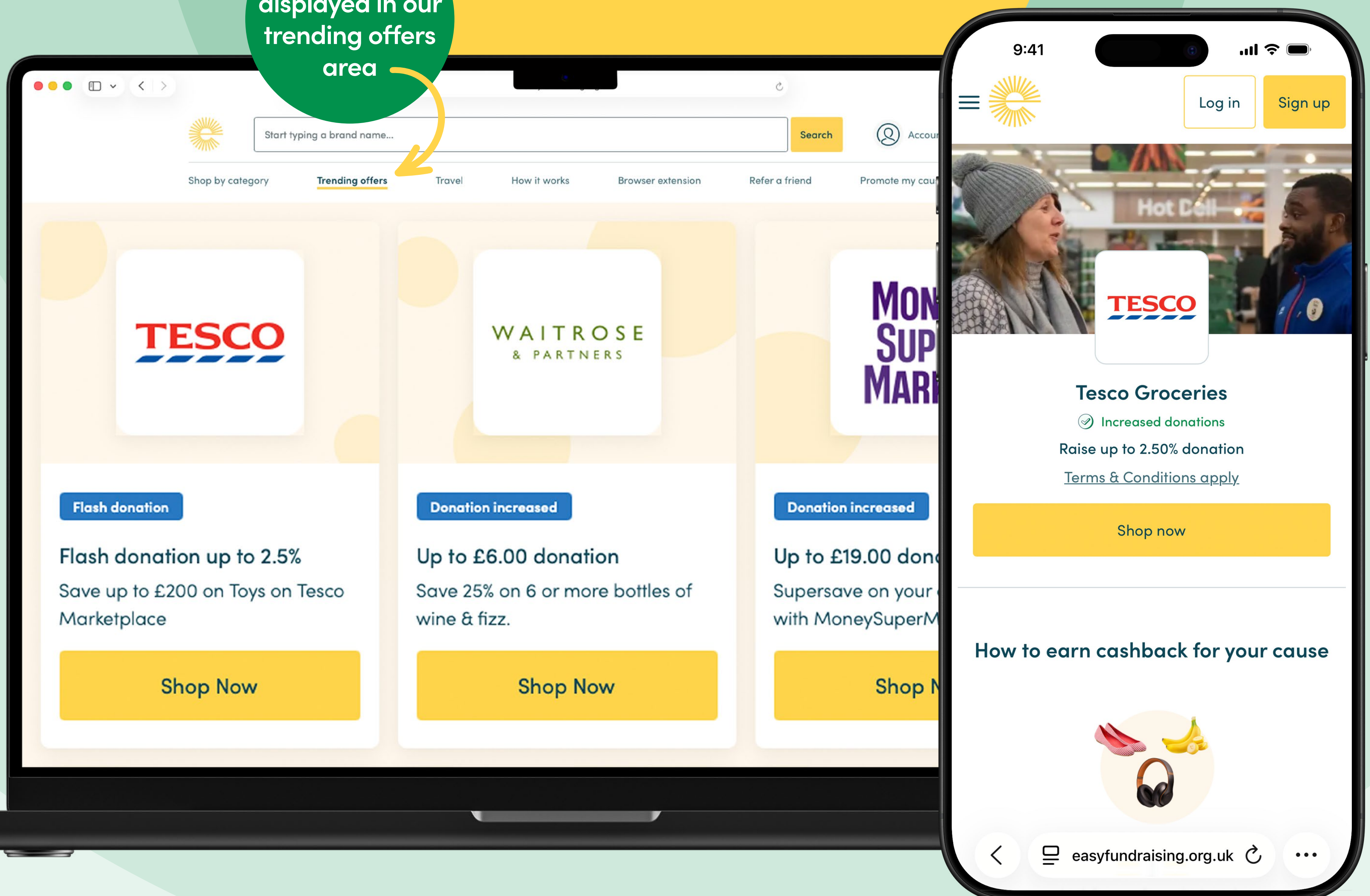


Retailers will offer exclusive discounts and offers to our users = more shopping, more raised!



We offer incentives like our £2 app-eal – get £2 every time you get a new supporter via our app

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# Key stats from 2025

Over **£130k** was awarded in competition prizes and incentives

Over **£7.5m** raised for good causes and charities

Our highest raising cause this year raised **£10,126**

Our most generous retailer was **Booking.com**

Be part of the story in 2026!

Join easyfundraising today