



## 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

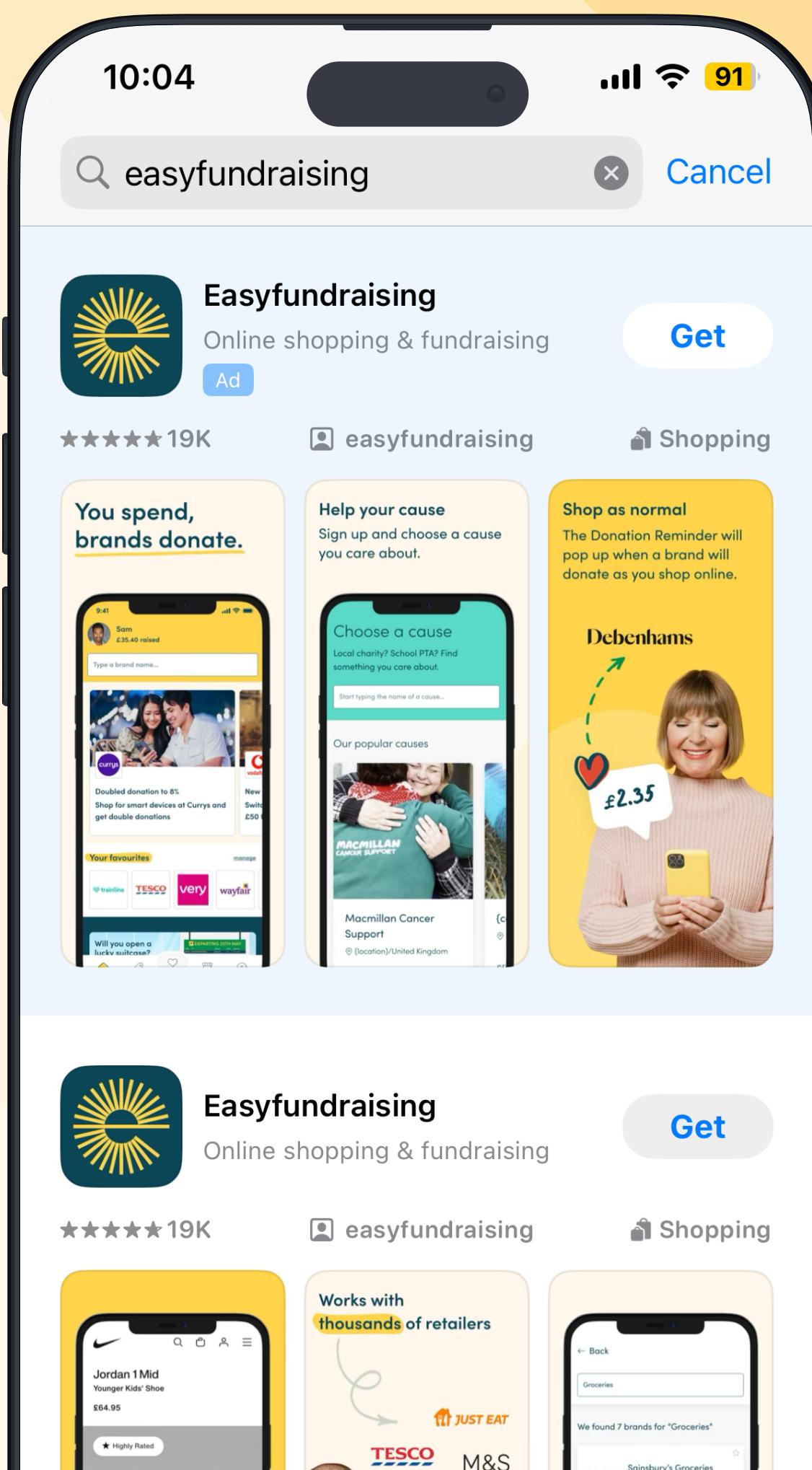


A free donation is raised

## FREE cashback donations through online shopping

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

easyfundraising

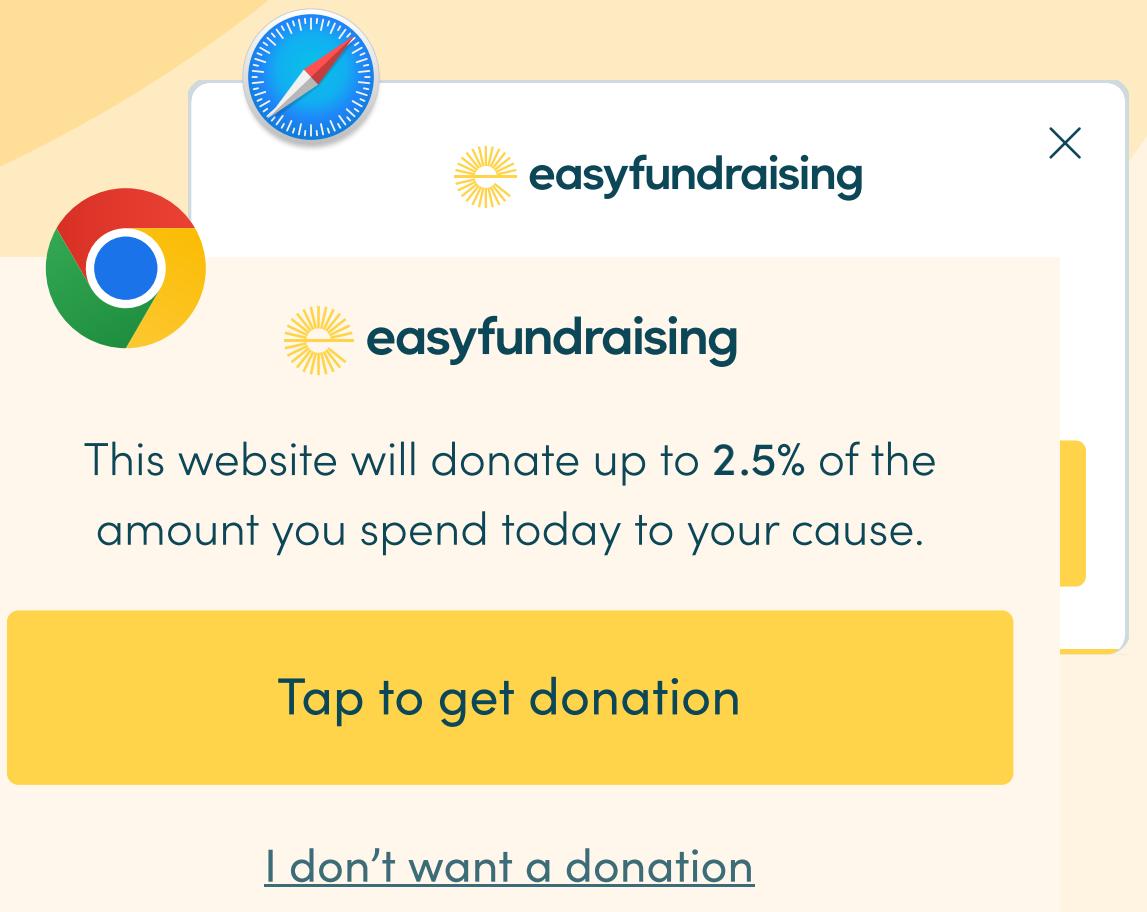


### Get the app

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

Download on the  
App Store

GET IT ON  
Google Play



[I don't want a donation](#)

### 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

# 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  
VALERIE**

**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.

QQ **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!** QQ

**Tom, St Joseph's Primary School PTA**

 **easyfundraising**



# Refer causes

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



## 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

## Bonus donations when you refer another cause like yours

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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

## In a nutshell...

Share your link via:



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!

**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!



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



**£1,000s in  
bonus donations**

are awarded every  
single month!

Win donation prizes throughout  
the year

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!



# 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 handily  
displayed in our  
trending offers  
area

The image shows a laptop and a smartphone displaying the easyfundraising website. The laptop screen is focused on the 'Trending offers' section, which features three cards: 'TESCO' (Flash donation up to 2.5%, Save up to £200 on Toys on Tesco Marketplace, Shop Now), 'WAITROSE & PARTNERS' (Donation increased Up to £6.00 donation, Save 25% on 6 or more bottles of wine & fizz, Shop Now), and 'MONEYSUPERMARKET' (Donation increased Up to £19.00 donation, Supersave on your shopping with MoneySuperMarket, Shop Now). A green callout bubble with a yellow arrow points to the 'Trending offers' tab on the laptop. The smartphone screen shows a specific offer for 'Tesco Groceries' with a 2.5% donation increase, up to £19.00, valid until 2025-01-31, and a 'Shop now' button. The easyfundraising logo is visible on the right side of the smartphone screen.

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**