



Over £5M
raised for PTAs

Everything you need to know about earning **FREE** funds for your school when you shop online

Join **over 6,000 PTAs** who are boosting their fundraising with easyfundraising



+ Who is easyfundraising?

easyfundraising is the UK's biggest charity fundraising platform. It turns everyday online shopping into free donations for your school. Free and easy to use, easyfundraising can sit alongside your existing fundraising activities, allowing you to earn a steady income throughout the year.

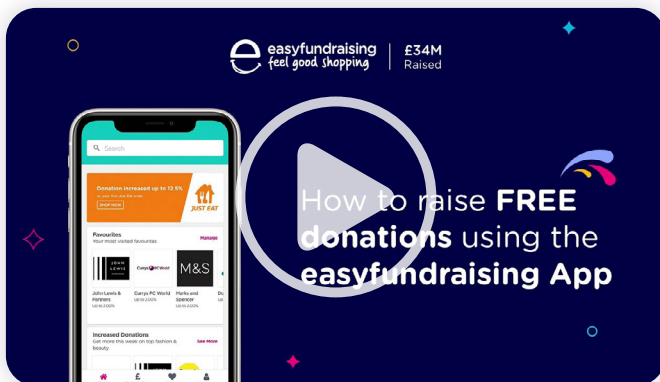
So far, easyfundraising has helped PTAs to raise over £5M and more than £35M for other good causes and charities.

+ How does easyfundraising work?

Visit your favourite retailers through the easyfundraising website or app, and then shop as usual. Once you've made a purchase, the retailer will then make a small donation to your school to say 'thank you' for shopping with them.

There are **over 5,900 retailers** to choose from, so you'll be spoilt for choice. Including all of your everyday favourites; Amazon, John Lewis & Partners, M&S, Just Eat, Groupon, Boots, Joules, Wickes, The Body Shop, Clarkes, George at ASDA, Dunelm, Very, and many, many more.

Take a look at our How to Videos



My top tip for easyfundraising users is to emphasise just how simple it is to raise money whilst you shop online by using the Donation Reminder tool - it really is very quick and easy!

Chilton Foliate Primary School

+ What is the potential of how much your school can raise?

The potential is huge! The donation per purchase will generally be between 0.5% and 10%. Some retailers - including insurance and broadband providers - will pay a flat fee which can be in the £100s.

An average online shopper can easily raise over £30 a year with easyfundraising. Multiply that by the number of people already fundraising for your school, and the potential is substantial. Just think how much your school could raise in total and how these funds could help cover costs outside of your school budget.

+ How can easyfundraising help your school?

Using easyfundraising means that you will have a steady stream of income coming in throughout the year. It's an effortless way of raising funds consistently alongside all of your other fundraising initiatives.

+ Is easyfundraising really free?

Yes, there's no catch. easyfundraising has always been and will always be free. The retailer donates money to your school every time you and your supporters shop with them, so it doesn't cost you or your supporters anything.

I think it's great. It is only our first month, but already we are starting to see donations adding up.

Friends of Swing Gate PTA



“ It’s brilliant, it really helps us add to the funds by contributing in the background every time someone shops online. I’d recommend other schools get onboard because it is such an easy way to raise money. ”


Friend of St Alphege

+ Is my school too big or too small?

No school is too big or too small to register with easyfundraising. Everyone can earn free donations for their school when they sign up and, can put them towards whatever they see fit.

+ What if I forget to shop through easyfundraising?

Not a problem. easyfundraising have designed two handy tools to help you remember:

[Install the Donation Reminder](#)  onto your desktop in just a couple of clicks - it will then automatically highlight retailers where a donation is available while you’re browsing.

[Download the easyfundraising app](#) . You’ll be able to use the app whenever you shop from your mobile or tablet.



Top tips for fundraising success



Spread the word

Encourage parents, supporters, and volunteers to start raising with you too. Your school can also take advantage of bonus donations for every successful referral.



Book a coaching call

The friendly easyfundraising team are on hand to provide advice and support on how best to achieve fundraising success.



Use the online toolkits

easyfundraising has provided pre-built social media messages, email copy, flyers, handouts and toolkits online to help your school to easily spread the word to parents, supporters and volunteers.



Seasonal success

Encourage parents, volunteers, and supporters to use easyfundraising around primetime shopping seasons Black Friday and Christmas. As well as when booking holidays, switching energy suppliers and buying back-to-school essentials. Your school can earn increased donations around increased seasonal spending, so make the most of it.

This method enables every parent to contribute to the school at no cost.

Owen's School Association



The pre-prepared posters, emails and leaflets we can download from the site have been really useful - We feature easyfundraising regularly in our weekly newsletter, have put the leaflets in the children's book bags, displayed posters and sent out emails.

Danbury Park Community Primary School

Contact us



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easyfundraising.org.uk



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