



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 cause when your supporters shop online with them.

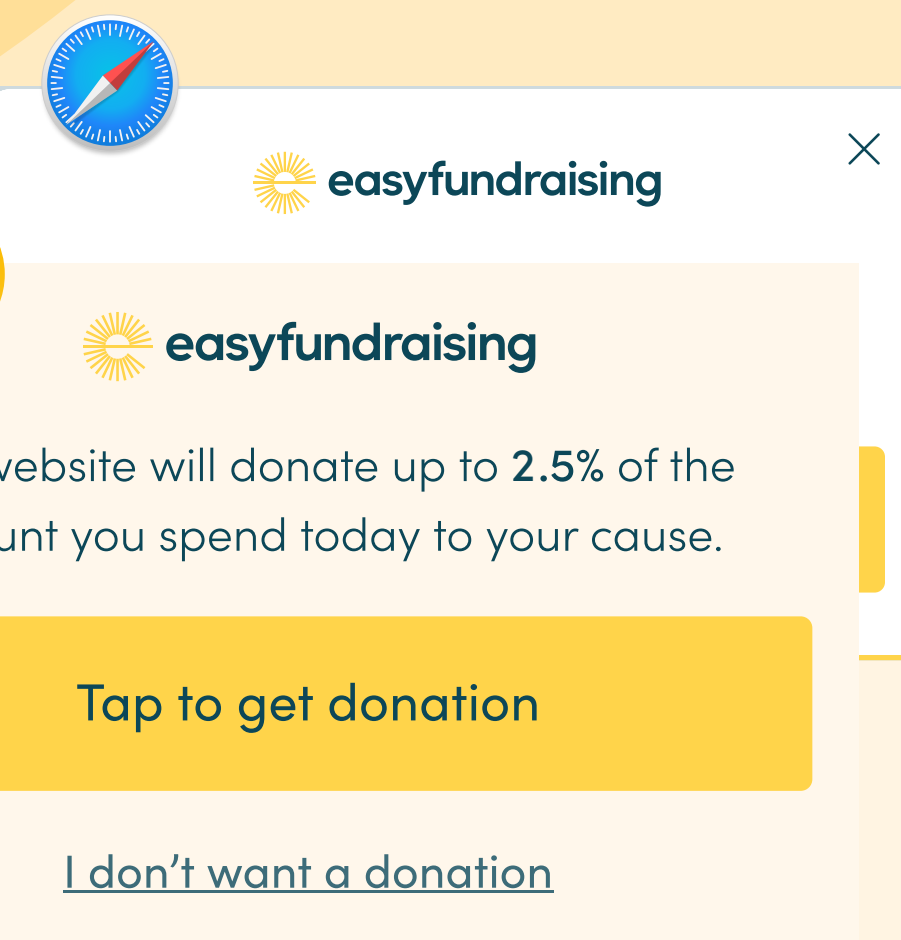
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Get the app

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

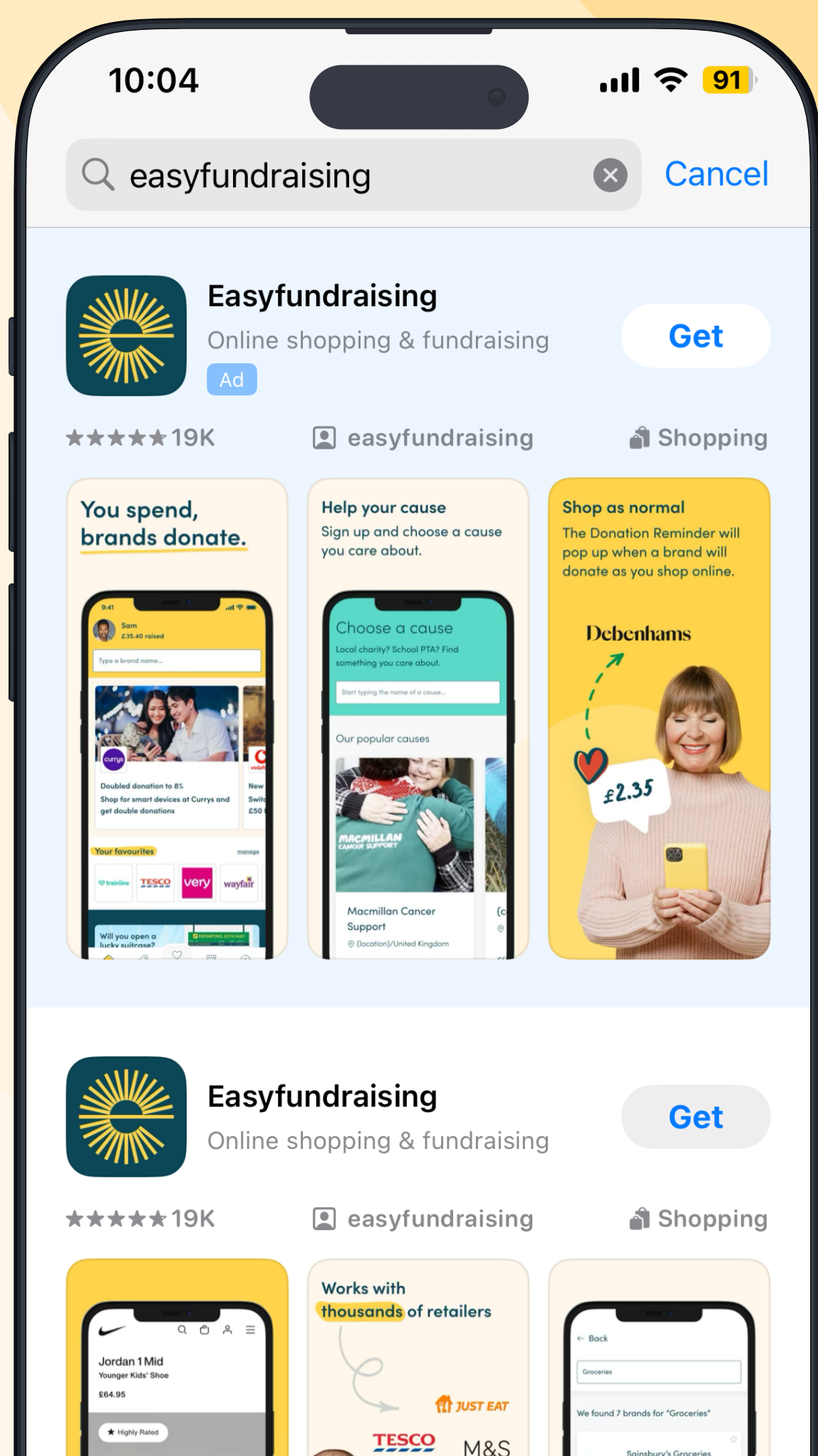
Download on the
App Store

GET IT ON
Google Play



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 cause when supporters shop in person too.



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💬💬 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, MS Society supporter



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 of Kingston Brownies on easyfundraising

I referred Kingston Rainbows to join too using my cause referral link

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

Kingston Brownies got a bonus £60!

Sara,
1st Kingston Brownies

Refer supporters

Share your link via:



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

I support my local running club, 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,

Swansea Running Club supporter



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 handily displayed in our trending offers area



Retailers will offer donation rate increases – often doubled!

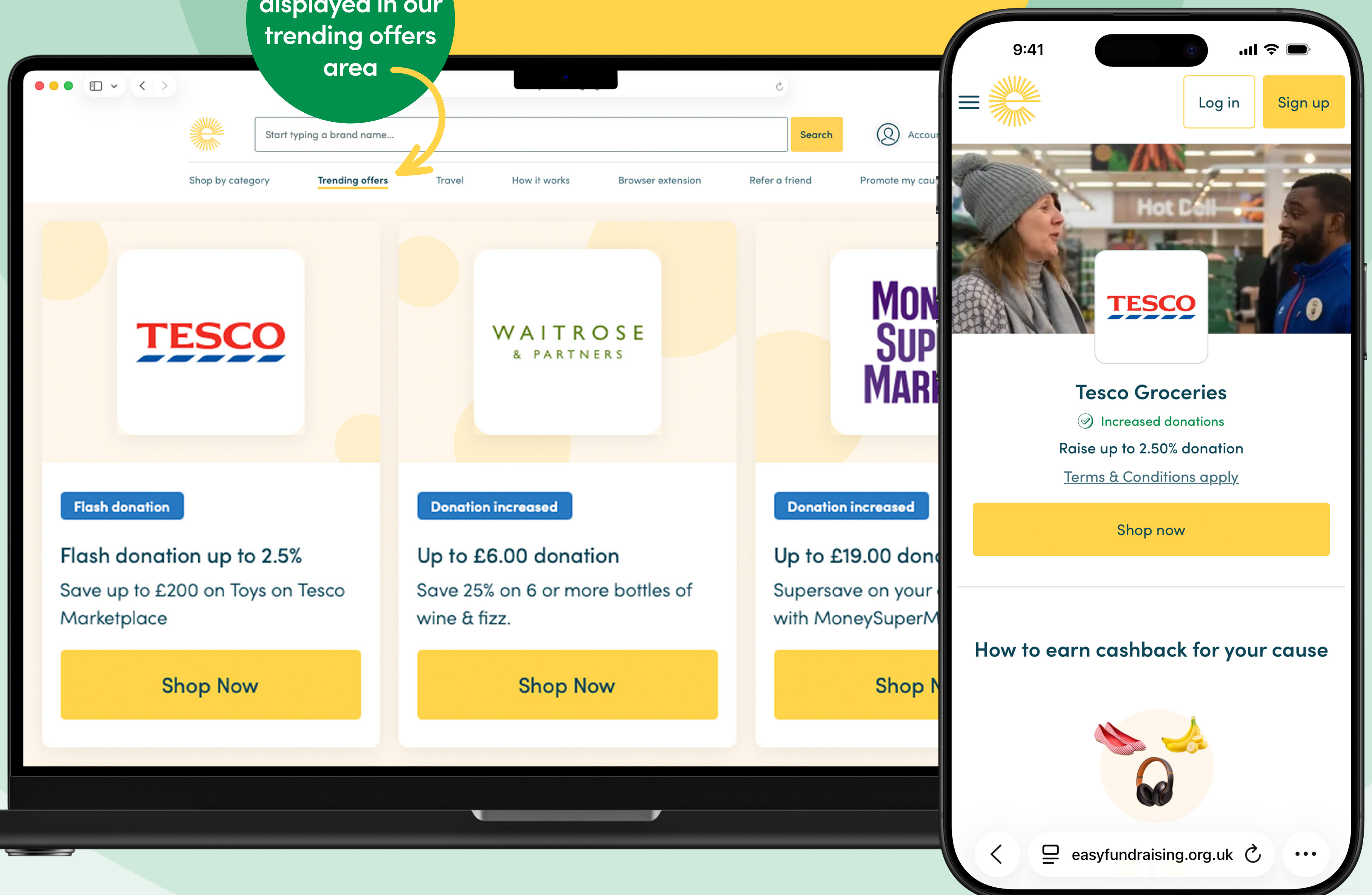


Retailers will offer exclusive discounts and offers to our users = more shopping, more raised!



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!