



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.

TESCO

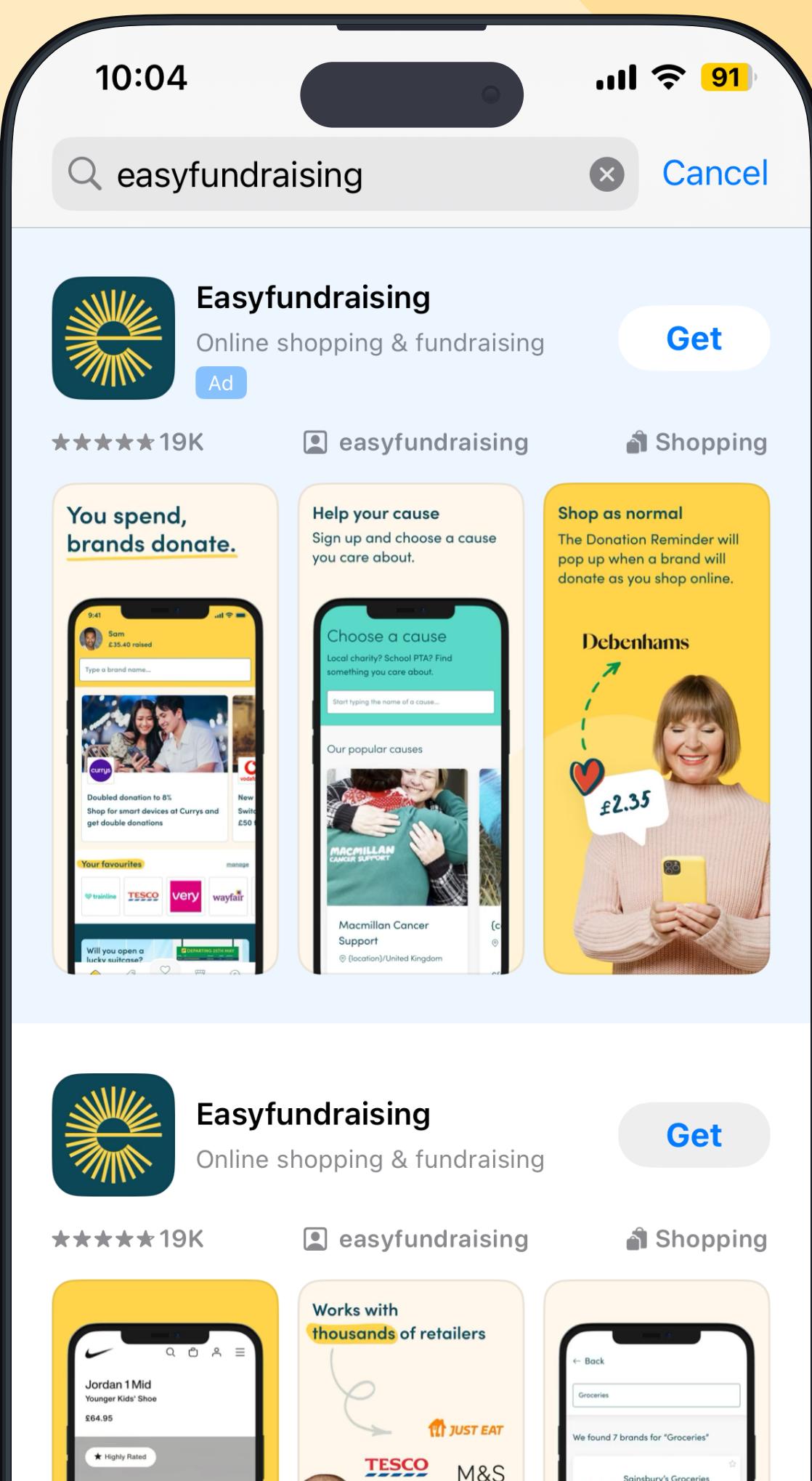
Argos

H&M

ebay

JUST EAT

easyfundraising

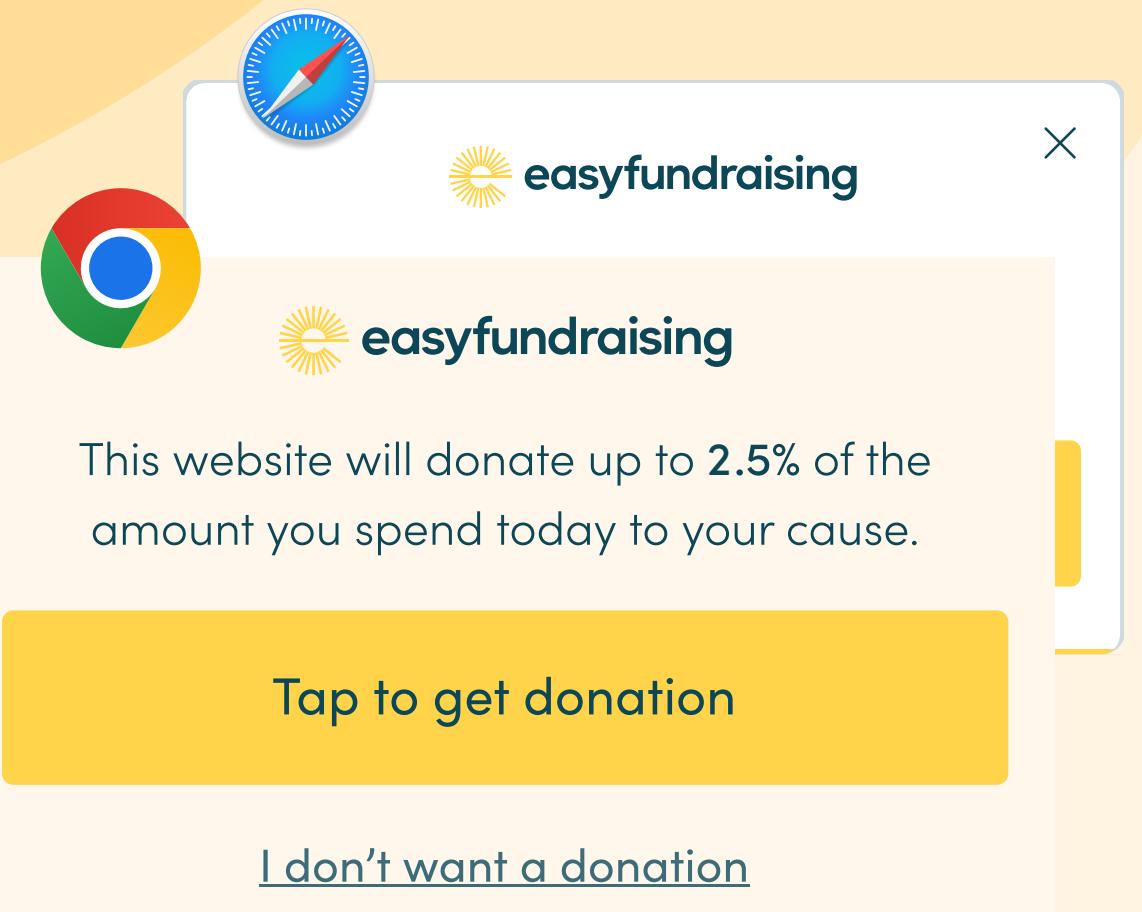


Get the app

- 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



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.

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, MS Society supporter



 **easyfundraising**

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 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!

Paul,

Swansea Running Club supporter

 easyfundraising

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

Start typing a brand name...

Shop by category

Trending offers

Travel

How it works

Browser extension

Refer a friend

Promote my cause

9:41

Log in

Sign up

Tesco Groceries

Increased donations

Raise up to 2.50% donation

Terms & Conditions apply

Shop now

How to earn cashback for your cause

Shop Now

Shop Now

Shop Now

easyfundraising.org.uk

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!