

# How to: Raise more this Christmas



With billions forecast to be spent online this Christmas, it's a great time to raise free donations for your charity or good cause. Here's how to make the most of easyfundraising over the festive period:

- 1 Get more supporters on board to help you
- 2 Help supporters remember to use easyfundraising



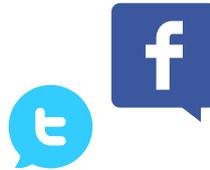
1

## 3 quick things to get more supporters

### ★ Post on social media

Copy pre-written messages and images to post on Facebook and Twitter

[easyfundraising.org.uk/raise-more/facebook-and-twitter-sharing](https://www.easyfundraising.org.uk/raise-more/facebook-and-twitter-sharing)



### ★ Print out posters and flyers

Spread the word at events and gatherings with our editable posters and flyers

[easyfundraising.org.uk/raise-more/print-posters-and-flyers](https://www.easyfundraising.org.uk/raise-more/print-posters-and-flyers)

### ★ Send an email

We've written some emails for you to copy, paste and send!

[easyfundraising.org.uk/raise-more/emails-and-newsletters](https://www.easyfundraising.org.uk/raise-more/emails-and-newsletters)



## Show people

Take a laptop to your next group or meeting and show people how easyfundraising works.

Encourage them to sign up there and then.



*"Some people start their Christmas shopping really early so it's never too soon to encourage people to use easyfundraising"*

Angela, PTA Chair, Southfield Primary School

More ideas...

easyfundraising  
.org.uk



"I email my staff when I use easyfundraising to book my train tickets and suggest they do the same"

Mike, Twenty Twenty

## Remind your supporters to use easyfundraising

The key to success is to be persistent. Try different things to keep easyfundraising in the front of supporters minds.



2

### Top tips to remind supporters

#### ★ Get supporters using the Donation Reminder

The easyfundraising Donation Reminder lets you know every time a donation is available when you're shopping online. It's completely free and really easy to use. On average, people who use it raise 5x more donations!

[easyfundraising.org.uk/raise-more/donation-reminder](https://easyfundraising.org.uk/raise-more/donation-reminder)



#### ★ Set targets

Setting targets is a great way to help motivate your supporters to raise more. Update your supporters regularly with your progress and celebrate successes! Download a target poster:

[easyfundraising.org.uk/raise-more/print-posters-and-flyers](https://easyfundraising.org.uk/raise-more/print-posters-and-flyers)

#### ★ Explore 'Raise More'

'Raise More' is a special area of the easyfundraising website packed with tools, tips and guides to make it easy to promote easyfundraising to your supporters. Many tools can be personalised with your cause name and URL.

[easyfundraising.org.uk/raise-more](https://easyfundraising.org.uk/raise-more)



### Be persistent and try everything!

Different things work for different causes so if something doesn't work first time, try again or try something new. Just spending a few minutes a week pushing out your messages can really make a difference. You'll soon see your numbers and donations increase.

Happy fundraising!

easyfundraising  
.org.uk