



Today's session: making easyfundraising for your church

- We will record the session - slides and recording will be sent to you afterwards
- Pop questions in the chat
- Microphones on mute

What is easyfundraising?

- **Completely free online fundraising platform**
- **Established almost 20 years**
- **Members of the Institute of Fundraising**
- **Trusted by 200,000 good causes including thousands of churches**



What is easyfundraising and how does it work?

- It's a totally free and very easy way for your congregation and clergy to raise money for you as they shop
- 8,500 online retailers will donate money to your church
- They simply start their shopping journey at easyfundraising and the retailer will donate a proportion of what they spend back to your church - at no extra cost to the shopper!



St Mary's Billingham, £485 raised

3 easy steps to raising funds

1. Set up a free easyfundraising page for your church at:

www.easyfundraising.org.uk/diocese-of-newcastle

2. Your congregation and clergy visit your new page and choose you as the cause they want to support

3. The, whenever they shop online, they start at easyfundraising and 8,500 retailers will donate a percentage of what they spend back to your church – at no extra cost to the shopper



Bluntisham Baptists, £4,330 raised

What do other churches like about easyfundraising?

- Free
- Anyone connected to your church can support you
- A way for people to help you without having to 'donate' - 89% online in the last year!
- Unrestricted funding
- 8,500 retailers will donate



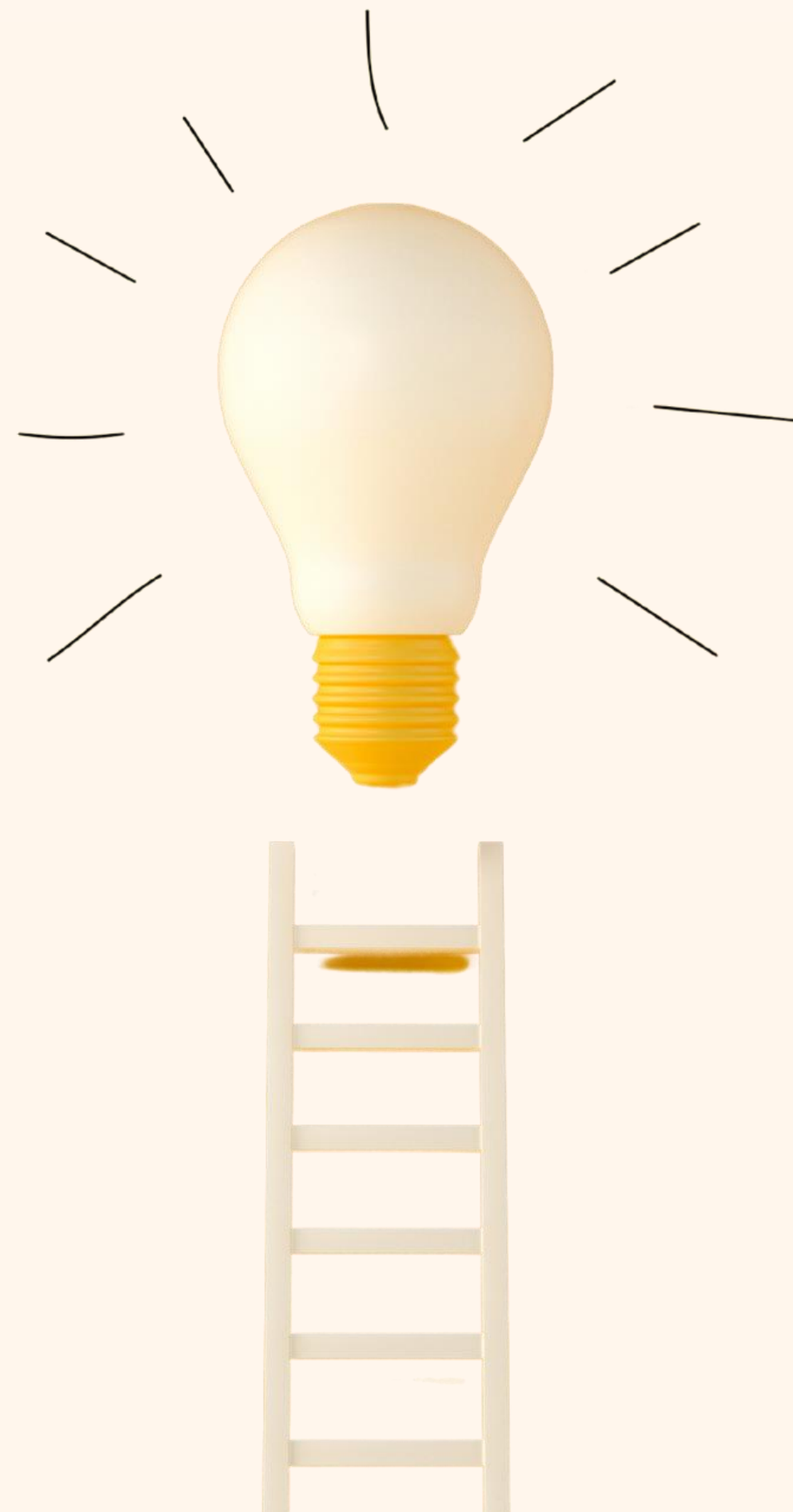
Holy Trinity Stow Bardolph, £1,069 raised

 **easyfundraising** 8,000+ retailers will donate



Let me show your supporters
will raise money for you.....

Registering your
church with
easyfundraising
(it's very easy!)



Register your church at:
www.easyfundraising.org.uk/diocese-of-newcastle



An easy, sustainable fundraising option for your church

When your congregation and friends in the community shop online, brands donate – for free

★ Trustpilot



TrustScore 4.3 4,219 reviews

Start raising funds

Tell us the name of your church

e.g. St Cuthbert's Church, Blyth

Sign us up!



UKFundraising
fundraising.co.uk

Register "My Good Cause"

1 Cause details

2 Your account

Is your cause a registered charity?

By "charity" we mean your group/organisation is registered with a formal body, such as a charity commission or the HMRC.

[!\[\]\(a870788d6ed9b8fd294b7654a8c8526b_img.jpg\) More info](#)

Yes

No

Register "My Good Cause"

1 Cause details

2 Your account

Provide us with the cause details

We will never pass these details to anyone without your permission

Cause address

If this cause operates in different locations, add the UK main office address

Register "My Good Cause"

 Cause details  Your account

It's time to create your account!

Email address

We will never pass your details to anyone without your permission

Confirm email address

Register "My Good Cause"

Cause details **2 Your account**

It's time to create your account!

First name

Last name

Mobile number

This must be a UK mobile number


Register "My Good Cause"

 Cause details  Your account


It's time to create your account!

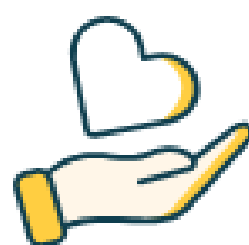
Create password

Your password must be at least 8 characters

[show](#) 

Confirm password

[show](#) 



You're almost there, well done!

You just need the Donation Reminder, which provides a little reminder every time you shop online. Never miss a donation!

Continue

Skip for now



Want to get your supporters registered and raising donations?

Book your free call with a Fundraising Specialist

Causes that have spoken with a Fundraising Specialist go on to raise twice as much.

[Book now](#)

[Skip for now](#)



It's quick

Your call can be as long or as short as you need, on the day and time you prefer



It's personalised

Our team will supply personalised materials to help you tell your story effectively



Exclusive bonus

Our Fundraising Specialists work with you to develop incentives that motivate your supporters keeping them engaged

Your church easyfundraising page

Bluntisham Baptist Church

📍 Bluntisham, Huntingdon

£4,327.47 raised

61 supporters

[Sign up and support this cause](#)

Bluntisham



Great news! We've tracked your donation for Birmingham Christmas Shelter

The donation has been added to your account as 'Pending' until the retailer confirms the cancellation or returns period is complete.

26/08

Argos

£3.90

Help your cause raise even more!

Get your friends & family raising FREE donations for Birmingham Christmas Shelter when they shop online



 easyfundraising

I've raised

£246.14



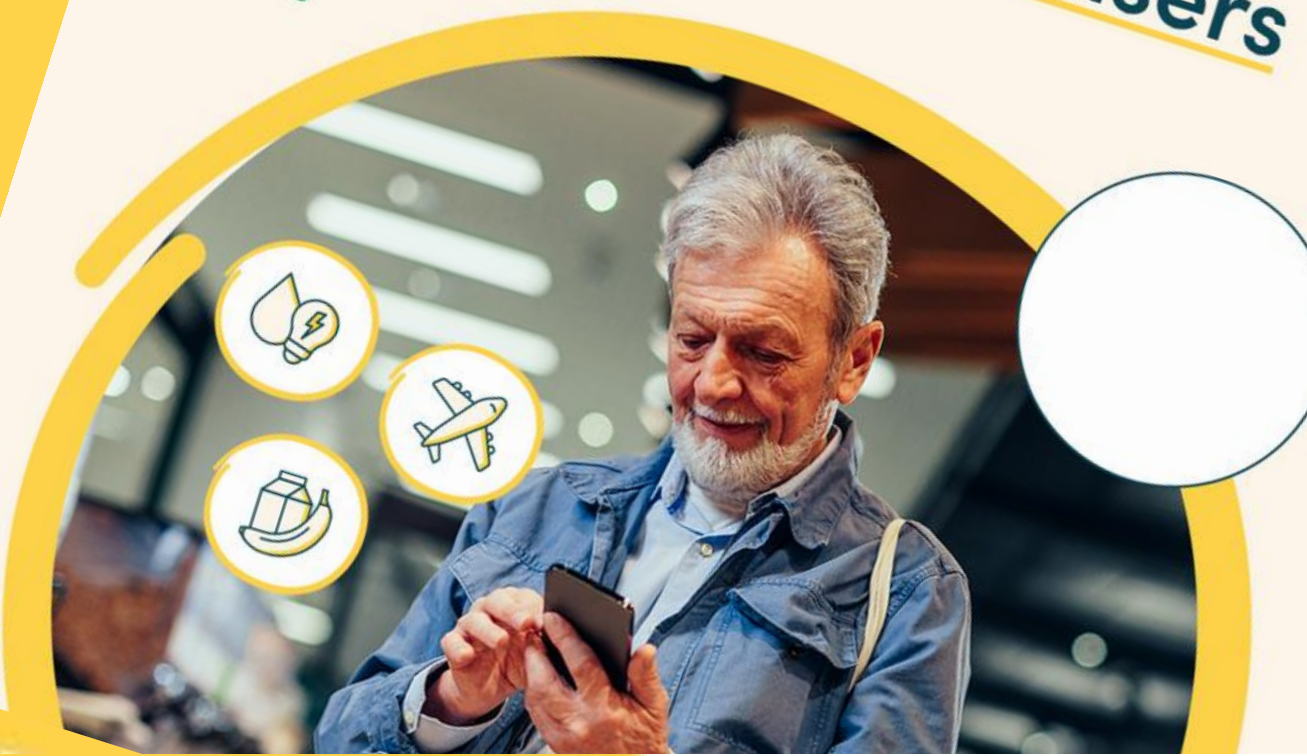
Birmingham Christmas Shelter



Join our congregation
of FREE fundraisers



Join our congregation
of FREE fundraisers



Free donations for our church
when you shop online



Join our congregation
of FREE fundraisers

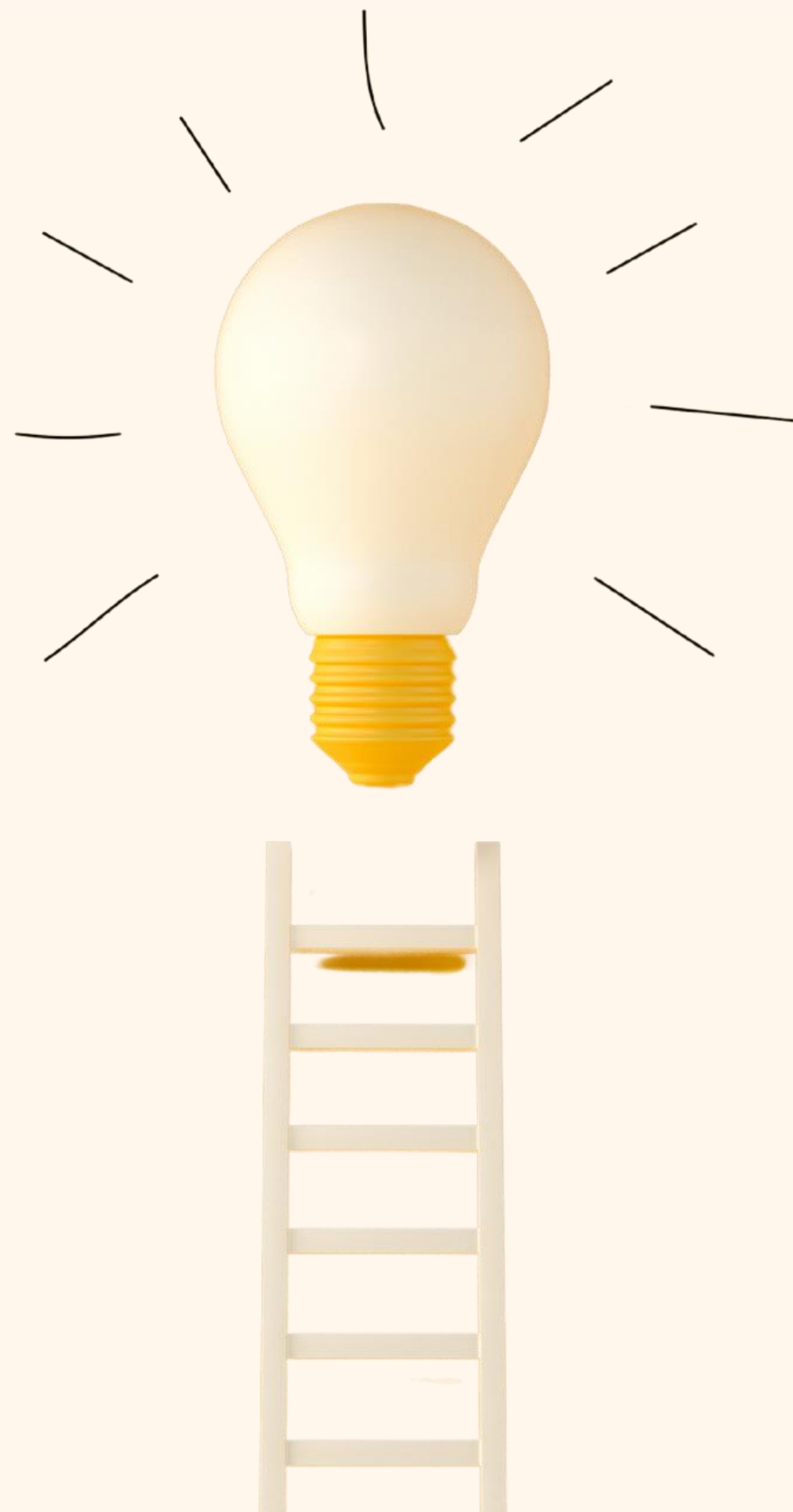


Questions you might have....

- Do we have to be a charity?
- Will it cost us anything?
- How is easyfundraising funded?
- How are we paid our donations?



5 top tips from successful easyfundraising churches



Tip 1 - Donation reminder

[← Back to all resources](#)

Invite your supporters to raise in seconds with the Donation Reminder

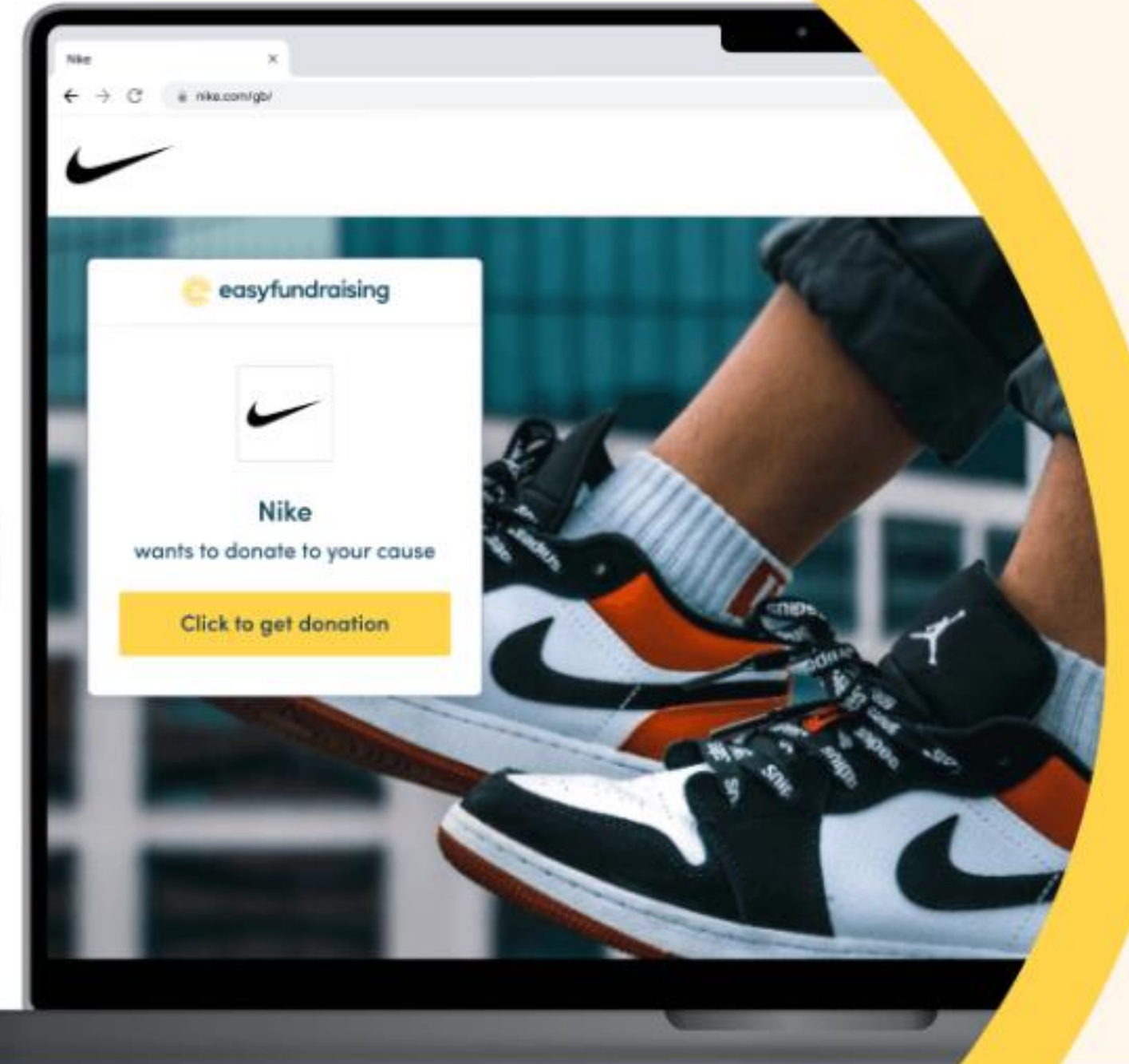
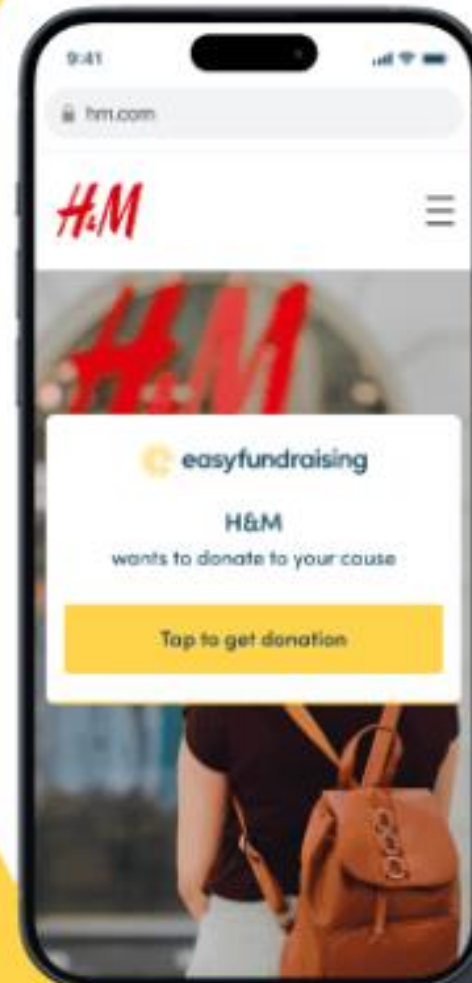
The Donation Reminder will find donations as they shop on their phone, tablet or computer. Never miss out on donations for your cause.

Share these to promote the Donation Reminder:

[1 video →](#)

[4 posts & emails →](#)









[4 images →](#)



Tip 2 - Weekly donations from supermarkets

AT A GLANCE Supermarket donations

	Home delivery 	
	New customer	Existing customer
	£10	£1.50
	£3	£1
	£5	£0.40
	£3.50	£2
	1.5%	0.5%
	5%	1.5%
	4%	1%

 <p>Double donation</p> <p>Up to £7.50 donation Turn up the heat with Waitrose & enjoy 3 for £12 on meat & fish in the BBQ mix & match offer.</p> <p>Shop Now</p>	 <p>Increased donation</p> <p>Up to £7.50 donation Make the most of the sunshine. Great Prices this Summer with Nectar.</p> <p>Shop Now</p>	 <p>Increased donation</p> <p>Up to 2.50% donation 25% Off Your First Shop over £60 with max £20 reward and 3 Months Free Delivery.</p> <p>Shop Now</p>	 <p>Increased donation</p> <p>Up to £3.50 donation Get 3 for £10 on selected meats at Morrisons.</p> <p>Shop Now</p>
 <p>Triple donation</p> <p>Up to 5.00% donation M&S is the home of the dine in. Discover the Gastropub menu for just £6 per person.</p> <p>Shop Now</p>	 <p>Up to £2.50 donation Shop tasty summer offers with Asda today.</p> <p>Shop Now</p>	 <p>Up to £3.00 donation Any two for £8 on Ready to Cook & BBQ Products with Clubcard Price.</p> <p>Shop Now</p>	 <p>Up to 4.00% donation 8 for £10 Easy Teas. Better than Half Price!</p> <p>Shop Now</p>

Minimum spend requirement apply. Full retailer T&C's apply.

Donation rates may change from time to time, rates above were correct as of 30/09/2024

Tip 3 - Travel & holidays

- Raise on everything from flights to foreign currency
- Wide range of well-known travel retailers
- Raise on trips within the UK and holidays abroad

Travel Categories	Top Brands		Estimated Donations*
Package holidays	 TUI	 FIRST CHOICE	<u>£36.75</u>
Hotels & accommodations	 Booking.com	 Expedia	<u>£10.55</u>
Flights	 virgin atlantic	 BRITISH AIRWAYS	<u>£8.64</u>
Car hire	 Rentalcars.com	 AVIS	<u>£9.27</u>
Airport parking	 Heathrow	 MAG Manchester Airport	<u>£2.34</u>
Travel insurance	 MONEYSUPERMARKET	 Staysure	<u>£6.63</u>



UP TO **£74.18** per trip

Potential raised per supporter

£370


Total raised by 5 supporters

Tip 4 – big one-off donations on insurance, broadband, finance and mobiles



How to raise on your car & home insurance

Compare donation rates and get the best deal on your car and home insurance policy.

Retailers	Donation	
	Car Insurance	Home Insurance
GO.COMPARE	£19	£17
Confused.com	£18	£17
MONEYSUPERMARKET	£16	£15
 comparethemarket™	£12.50	£10

*donation rates were correct as of the 22nd July 2024



Tip 5 – Raise for your church when you buy for your church!



3 reasons to use easyfundraising:

- 1** A free and easy way for people to help you raise money
- 2** Ongoing, unrestricted funding
- 3** This money is available – so get your share!



Christchurch Baptists, £3,856 raised



The £5,000 Together for Good initiative

5 organisations will receive £1,000!



- ✓ Every time someone in your network shops online at Waitrose, your church enters the draw to receive a £1,000 funding boost
- ✓ The more people who shop online with Waitrose, the more chances you have of winning
- ✓ Plus, when your supporters shop with Waitrose, they'll raise £10 for your church if it's their first shop, or £1.50 if they are an existing shopper!

Set your free easyfundraising page up here:

www.easyfundraising.org.uk/diocese-of-newcastle

Contact me: becky@easyfundraising.org.uk



“ Using easyfundraising as a means of increasing our church’s income is so good because, for once, we’re not asking our congregation to give the church more money. All they need to do is to log into easyfundraising at the start of their online shopping and that’s it! Our church, St Paul’s in Whitley Bay, has raised £424.24 to date. Once you have raised enough, the money simply appears in your given bank account – a lovely surprise for any treasurer! ”

Lilian - PCC Treasurer St Paul’s Whitley Bay