



# Your introduction to raising money for your WI with easyfundraising

## What you'll learn:

- How easyfundraising works
- How to get started
- How other WIs make it work for them

## Housekeeping:

- Pop your questions in the chat
- Recording and slides will be shared

- Helping good causes raise money since 2005
- Members of the Institute of Fundraising & NCVO
- £54million raised for good causes
- Partnered with Essex Federation of WIs



## What is easyfundraising and how does it work?

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

# 3 easy steps to raising funds

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

[www.easyfundraising.org.uk/essexwi](http://www.easyfundraising.org.uk/essexwi)

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

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



## What other WIs like about easyfundraising:

- Free - no cost to you or your members
- Anyone connected to your WI can support you
- A way for people to help you without having to 'donate'
- Unrestricted funding – spend it on whatever you want/need
- 8,500 retailers will donate



Bulphan WI - £458 raised

**“An easy fast way to raise money. It enables us to book speakers or purchase craft materials for the members Do it! It's a no brainer!”**

## Some of our most popular retailers



Sainsbury's



LAKELAND

M&S  
EST. 1884

Booking.com

ebay



ASDA groceries

Boots  
Let's feel good

TESCO



WAITROSE  
& PARTNERS

SCREWFIX





## Christmas is coming....

- ✓ £24.1bn is predicted to be spent online this November and December
- ✓ £3.2bn is predicted to be spent on 'Cyber Weekend' (24-27<sup>th</sup> Nov)
- ✓ 60% of consumers said they prefer to do their Christmas shopping online



Let me show you how it  
works...



## 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

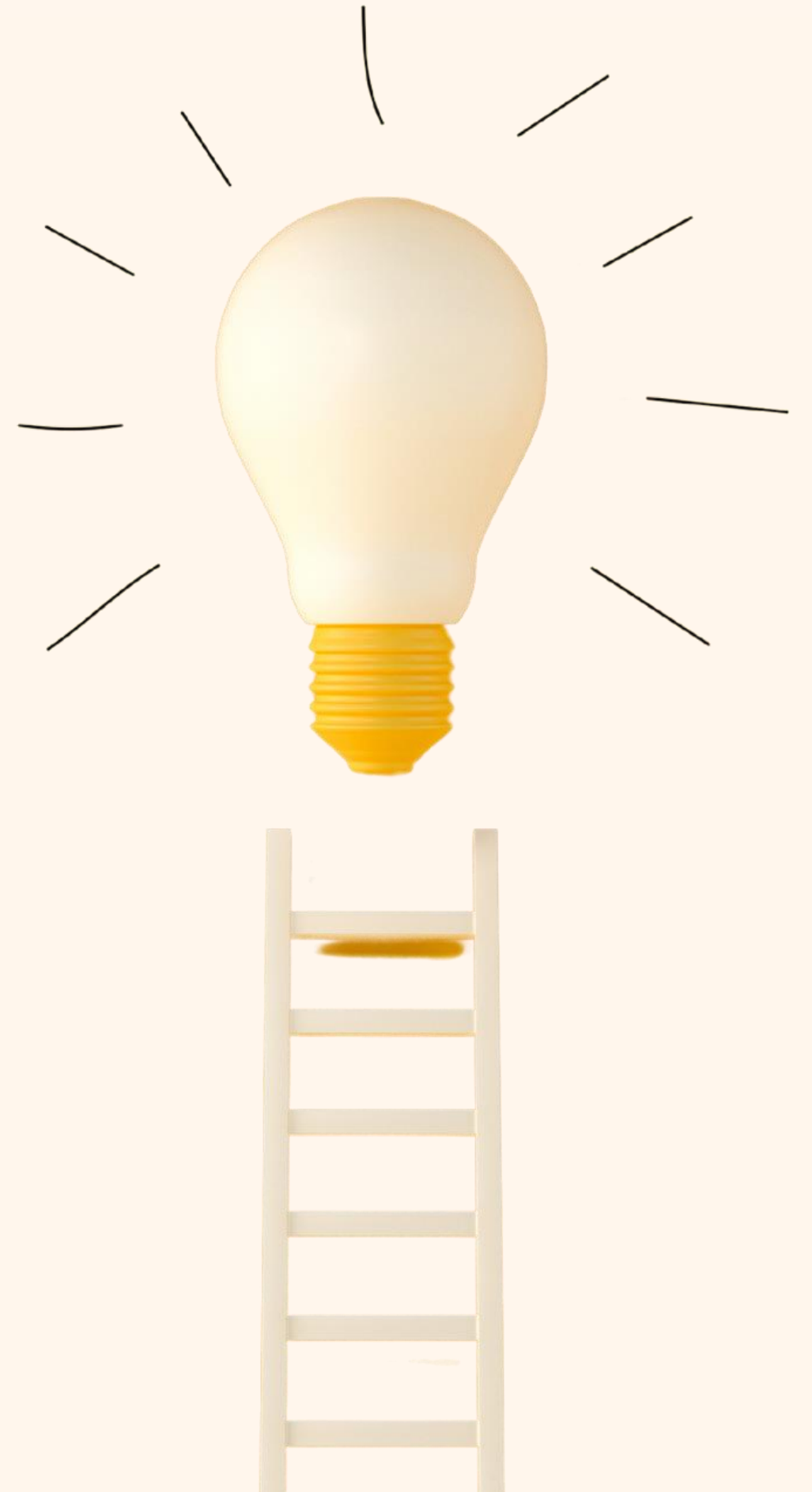
**£246.14**



Birmingham Christmas Shelter



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



Register your WI at:

[www.easyfundraising.org.uk/essexwi](http://www.easyfundraising.org.uk/essexwi)



## An easy way to fundraise for your WI

When your members and their families shop online, retailers donate to your WI -  
for free!

What's your WI called?

eg Loversall WI

Register now



## 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.

 [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

Start typing a postcode or location...



## Register "My Good Cause"

✓ Cause details   **2** 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

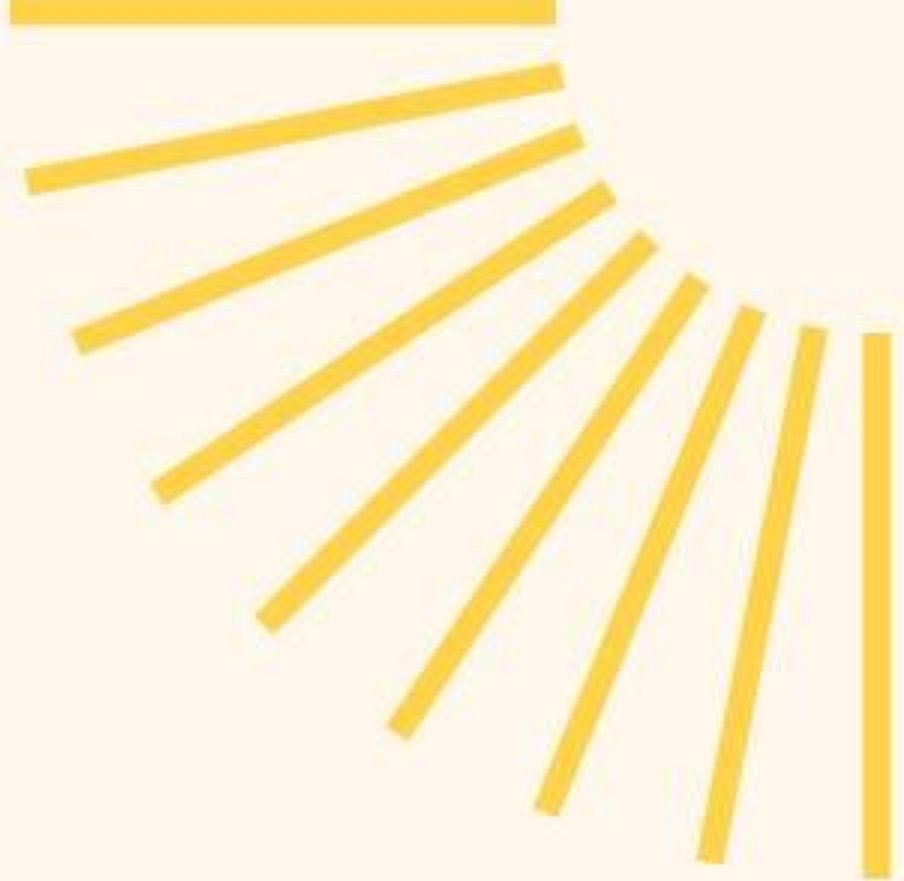
**It's time to create your account!**

First name

Last name

Mobile number

This must be a UK mobile number



## Register "My Good Cause"

✓ Cause details    **2** 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

[www.easyfundraising.org.uk/essexwi](https://www.easyfundraising.org.uk/essexwi)

# Your easyfundraising page




How it worksFind a causeRegister a causeRegister a businessLog inSign up

## Terling WI

£1,098.83 raised

20 supporters

Sign up and support this cause



TERLING WI

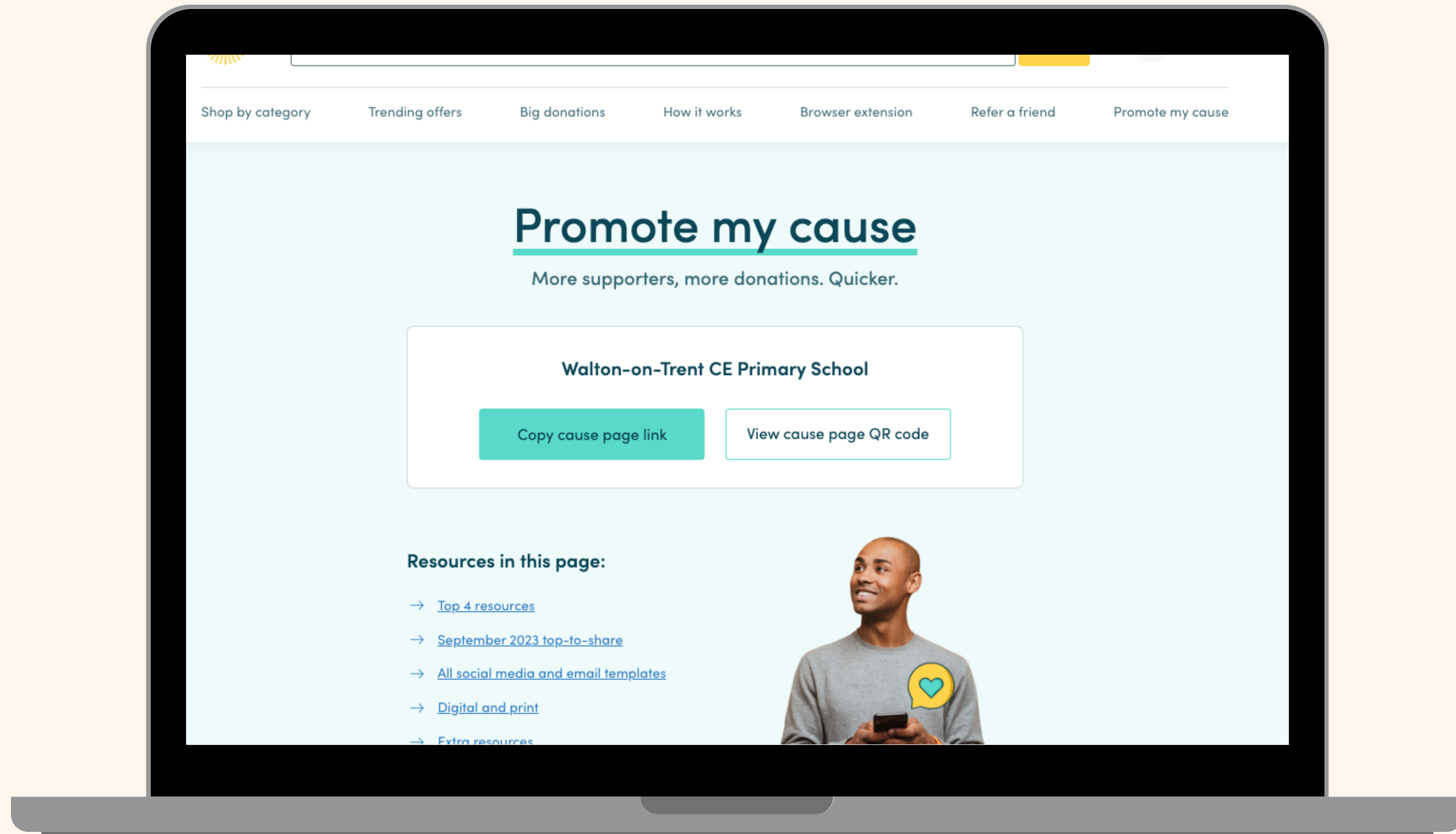
### About Terling WI

Terling WI is a women's institute of the Essex division



# Getting your members on board

# Don't worry! We'll help you!



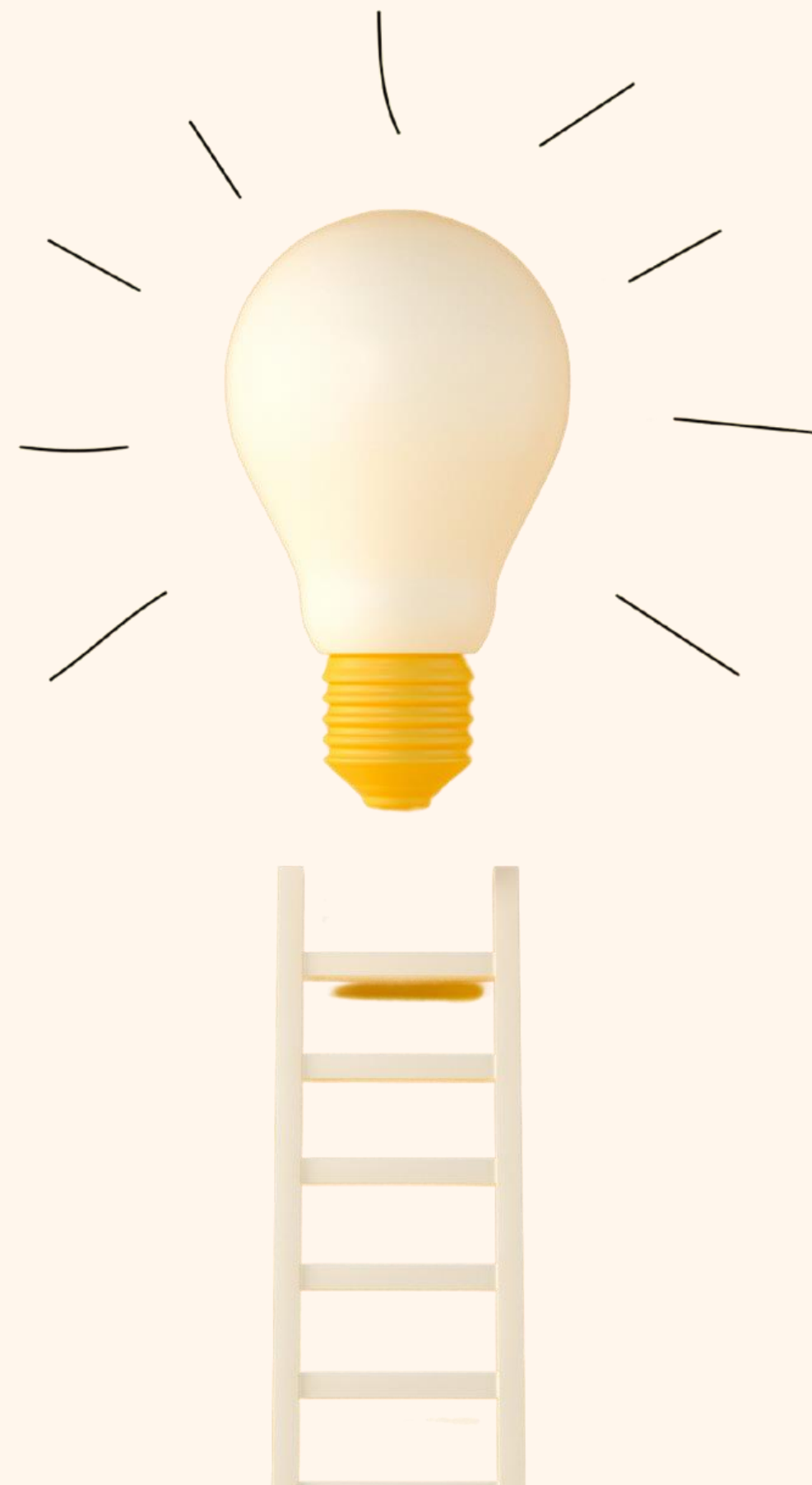
Spread the word using your free '[Promote my Cause](#)' tools

## 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 other WIs





# Tip 1 - Donation reminder

[← Back to all resources](#)

## Invite your supporters to raise in seconds with the Donation Reminder

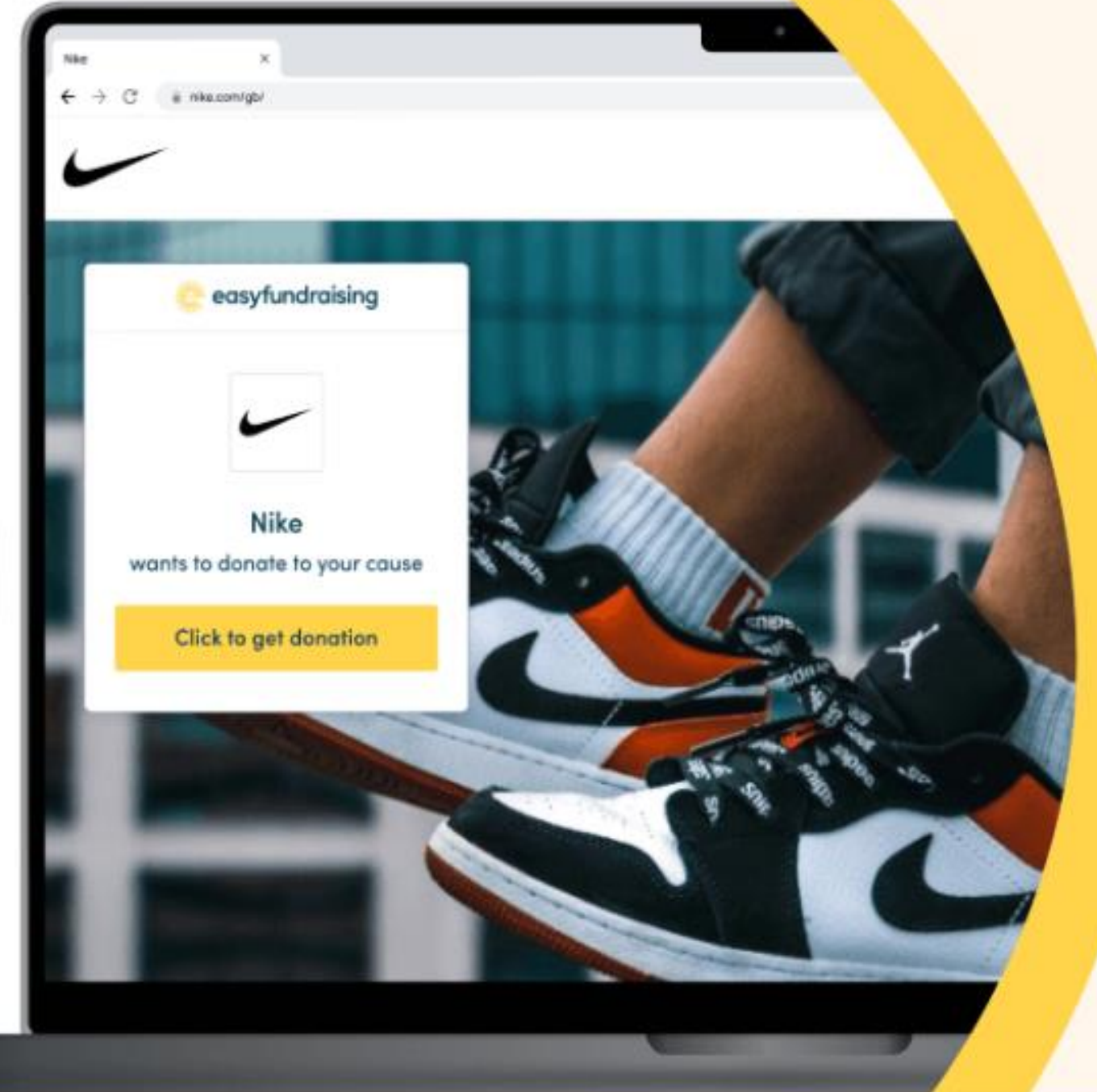
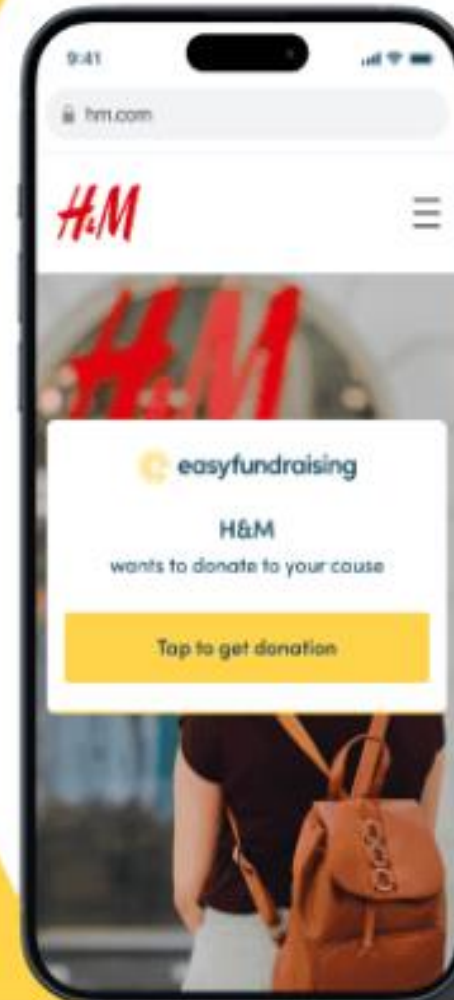
The Donation Reminder will find donations as they shop on their phone, tablet or computer. Never miss out on donations for your cause.

Share these to promote the Donation Reminder:

1 video →

4 posts & emails →

4 images →





# Tip 1 - Donation reminder

“We decided to join easyfundraising as a way of boosting our funds. We are a small group and struggle as our expenditure is more than our income.

We cannot believe how easy easyfundraising is to use and how quickly the amounts add up. The Donation Reminder makes it easier not to forget to buy via easyfundraising.”




Little Baddow WI - £1,600 raised

# 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%




**Double donation**

Up to £7.50 donation

Turn up the heat with Waitrose & enjoy 3 for £12 on meat & fish in the BBQ mix & match offer.

Shop Now




**Increased donation**

Up to £7.50 donation

Make the most of the sunshine. Great Prices this Summer with Nectar.

Shop Now




**Increased donation**

Up to 2.50% donation

25% Off Your First Shop over £60 with max £20 reward and 3 Months Free Delivery.

Shop Now




**Increased donation**

Up to £3.50 donation

Get 3 for £10 on selected meats at Morrisons.

Shop Now




**Triple donation**

Up to 5.00% donation

M&S is the home of the dine in. Discover the Gastropub menu for just £6 per person.


Shop Now



**Up to £2.50 donation**

Shop tasty summer offers with Asda today.


Shop Now



**Up to £3.00 donation**

Any two for £8 on Ready to Cook & BBQ Products with Clubcard Price.

Shop Now



**Up to 4.00% donation**

8 for £10 Easy Teas. Better than Half Price!

Shop Now

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			<u>£36.75</u>
Hotels & accommodations			<u>£10.55</u>
Flights			<u>£8.64</u>
Car hire			<u>£9.27</u>
Airport parking			<u>£2.34</u>
Travel insurance			<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 (200+ retailers!)



# 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
<b>GO.COMPARE</b>	£19	£17
<b>Confused.com</b>	£18	£17
<b>MONEYSUPERMARKET</b>	£16	£15
 <b>comparethemarket™</b>	£12.50	£10

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







**Tip 5 – Raise for your WI  
when you buy for your WI!**



## 3 reasons to join easyfundraising:

- 1 A free and easy way for people to help you raise money
- 2 Ongoing, unrestricted funding
- 3 Everyone is about to start Christmas shopping!



Acton Arts Project, £1,348 raised

Thanks for listening!

Set your free easyfundraising page up here:

[www.easyfundraising.org.uk/essexwi](http://www.easyfundraising.org.uk/essexwi)

Contact me: [becky@easyfundraising.org.uk](mailto:becky@easyfundraising.org.uk)

