

What is easyfundraising?

easyfundraising is an affiliate marketing platform with a charitable purpose.

easyfundraising is the UK's biggest charity cashback platform. Raising over £41M for charities and good causes, they are committed to making every online purchase mean more. Offering shoppers, a free and easy way to support their favourite cause or charity through online shopping, they work with over 6,800 leading retailers who will donate to organisations like ours; **for free**.

What is Affiliate Marketing?

The Advertising Standards Authority (ASA) definition is: "Affiliate marketing is a type of performance-based marketing where an affiliate (e.g. easyfundraising) is rewarded by a business for each new customer attracted by their marketing efforts, usually with a pre-agreed percentage of each sale. Affiliates typically place ads and links online that direct consumers to the website of a company."

Affiliates can also earn money by encouraging repeat purchases of course, not just on first purchases made by new customers.

Note that online affiliate marketing in the UK is covered by the CAP (Committee of Advertising Practice) Code - [Learn more about the CAP here](#)

How does easyfundraising make money?

Like price comparison websites such as MoneySupermarket or GoCompare, easyfundraising makes money through affiliate marketing. This means that retailers pay them a commission each time a sale is made with them through the easyfundraising site **and most importantly, easyfundraising then pass at least 50% of this nett value on to your club.**

This is the key difference between easyfundraising and price comparison websites and other affiliate platforms. easyfundraising shares its profits with good causes like ours.

easyfundraising provides a vehicle to allow retailers to offer groups and organisations such as ours a way to raise funds for their causes as part of the retailer's corporate social responsibility strategy.

What is the relationship between SIGBI and Easyfundraising, and how does SIGBI benefit?

Our partnership with easyfundraising enables SIGBI to benefit from a small commission when our clubs sign up to easyfundraising. SIGBI receives a 20% commission - **over and above** what clubs earn for themselves and based on the total amount raised - which is used to support central activities.

Please do use our SIGBI link to register as this will mean that as well as you benefitting from additional funding, SIGBI will also benefit, at no cost to you.

This is the link to use to sign up your club: www.easyfundraising.org.uk/sigbi

How safe is easyfundraising?

Very...

- easyfundraising does NOT capture your credit or debit card details, nor your Paypal account details etc.
- easyfundraising does NOT capture your personal details
- easyfundraising does NOT capture details of what you have purchased

easyfundraising ONLY knows *where* you have shopped (the retailer) and *how much you spent before VAT* - nothing more. It uses this information to calculate how much you will receive as your donation for each purchase.

easyfundraising will not sell or pass this information data on. They are members of the Chartered Institute of Fundraising and abide by the **Code of Fundraising Practice**.

Within your club only the Cause Administrator can see how much supporters have raised by transaction but can't see who they shopped with, what was purchased or how much was spent.

You can choose to remain anonymous and if you do your name will not appear on the Club Leader Board.

If you have chosen **not** to remain anonymous you will also feature in the cause leaderboard. easyfundraising will show your first name and the initial of your last name, the amount you have raised for that cause and your position on the leaderboard, they don't show where you have shopped or what you purchased. Here is an example of a leaderboard:

All cause supporters

This table shows you the current active supporters for your cause and how much they have raised through shopping. It does not include referral bonuses or competition prizes.

User	↕	Date Registered	↕	Last Active	↕	Total Raised
Jane S		11 Sep 2018		25 May 2022		£31.29
Roisin L		18 Oct 2015		29 Oct 2018		£5.79
Katie R		03 Oct 2021		30 Nov 2021		£5.61
Nigel S		24 Oct 2021		13 Apr 2022		£3.29
Catherine L		17 Nov 2018		19 Feb 2021		£2.28
Kim S		14 Sep 2018				£0.00

How does easyfundraising work?

Every time you shop online via the easyfundraising website or by using the pop-up donation reminder, you will receive a donation which is a percentage of the value of your order BEFORE VAT and subject to any terms and conditions the retailer wishes to impose.

Note that generally speaking if you use a voucher or discount code, you will not also receive an easyfundraising donation as retailers tend not to allow that. However, the terms and conditions for each retailer are clearly displayed on the easyfundraising website so you can check this information before you shop.

Also, the percentage donation is often higher if you are a new customer to a business than if you are a repeat customer, (it will tell you clearly when this is the case), BUT remember that all donations mount up and this exercise costs you nothing!

What do I need to do to raise a donation for my club?

There are two different ways you can get your donation:

1. Shop via the easyfundraising website here: <https://www.easyfundraising.org.uk>

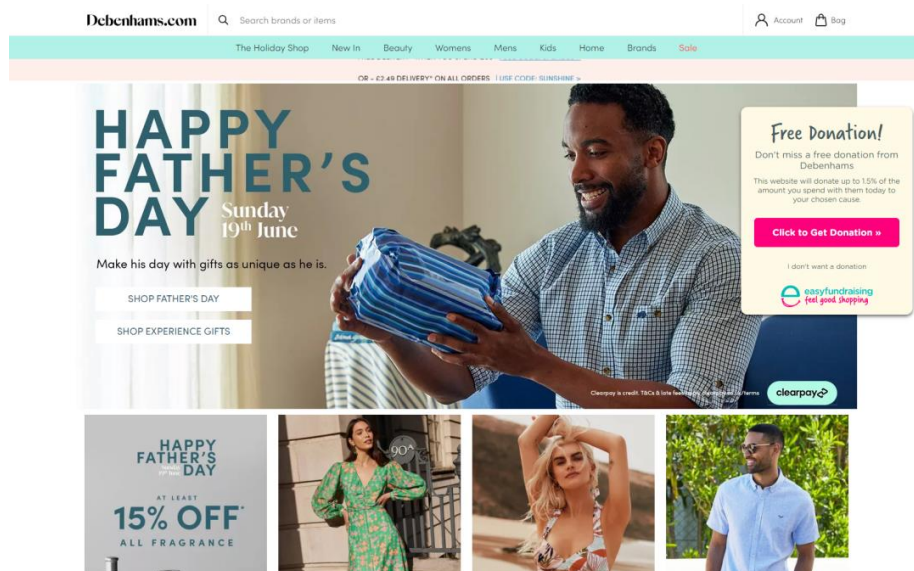
You can log in each time or stay logged in. Either way simply search for the retailer you wish to use and follow the link to their website. Shop as normal.

2. Use the pop-up donation reminder

What is the pop-up donation reminder?

By downloading the donation reminder onto your computer or smart device, you can avoid missing opportunities to earn donations. When you navigate to a participating retailer's website, the reminder will "pop-up" in the top right-hand corner of the screen and remind you that the retailer is part of the scheme.

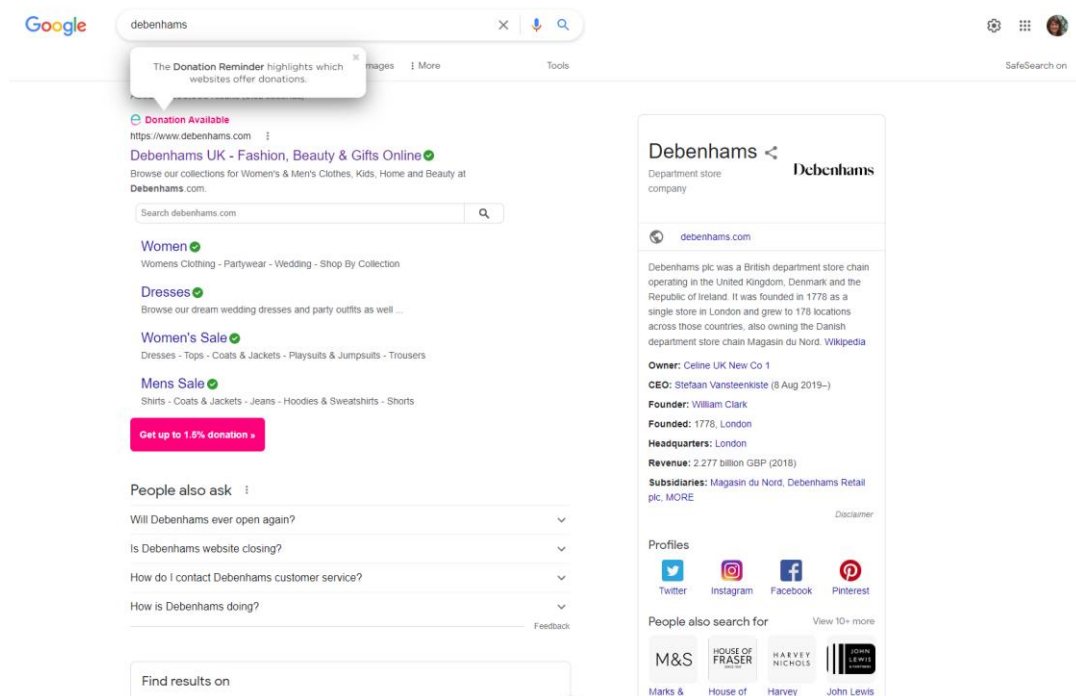
By clicking the pink button which says "Click to get donation" any purchases you make from the site will qualify for a donation. If you don't click it - they won't.

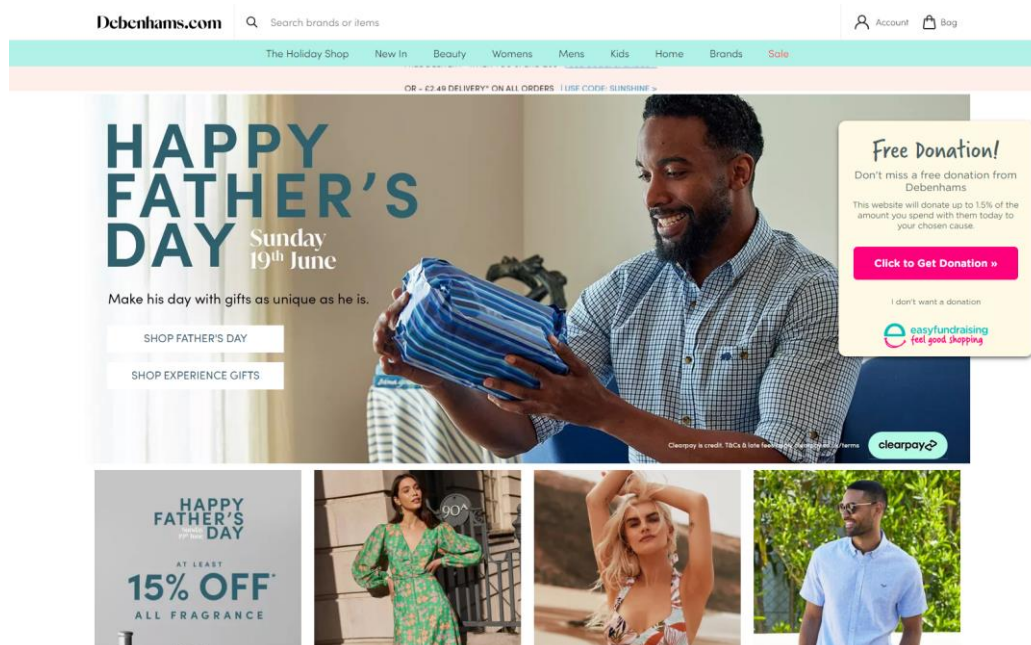


Download the easyfundraising pop-up donation reminder from their website. Once you've done that you don't need to be logged into your easyfundraising account. When you want to shop, just browse the web as usual and look for the reminders in your normal search engine listing. (Figure 1 below).

The reminder will also pop-up if you navigate directly to the retailer's site via your Favourites etc.

Select the store you want. The pop-up donation reminder will appear - click it and away you go (Figure 2 below).





My club isn't a charity – Can we still use Easyfundraising?

Yes – you don't need to be a charity to use Easyfundraising. There are over 170,000 good causes safely using easyfundraising to raise funds, including school PTAs, churches, scout and guide groups, community organisations, hospices – and 125 UK based Soroptimist clubs!

How much will we raise?

That depends on two things really. How much you spend on eligible online shopping and what the percentage rate offered by the retailer is. You can see how much you've raised as an individual and club within your personal easyfundraising account

The more members who sign up and use easyfundraising the more your club will earn.

The aim here is simply to gain extra benefit from the shopping you already do online - not to encourage unnecessary purchases.

What does it cost clubs?

Nothing. There's no charge for setting up on Easyfundraising, for using the service or for receiving your funds each quarter.

Which retailers will donate to our club?

There are over 6800 retailers available to shop with, including Amazon, eBay, Argos, John Lewis, Trainline, Booking.com, Currys, Aviva, M&S, Debenhams, Waitrose, and Direct Line. It means that no matter what you buy online, from travel and holidays to fashion, homewares, insurance, and groceries – you can raise free donations at no extra cost.

How do we get started?

What details do I need to setup my club on easyfundraising and how long will it take me?

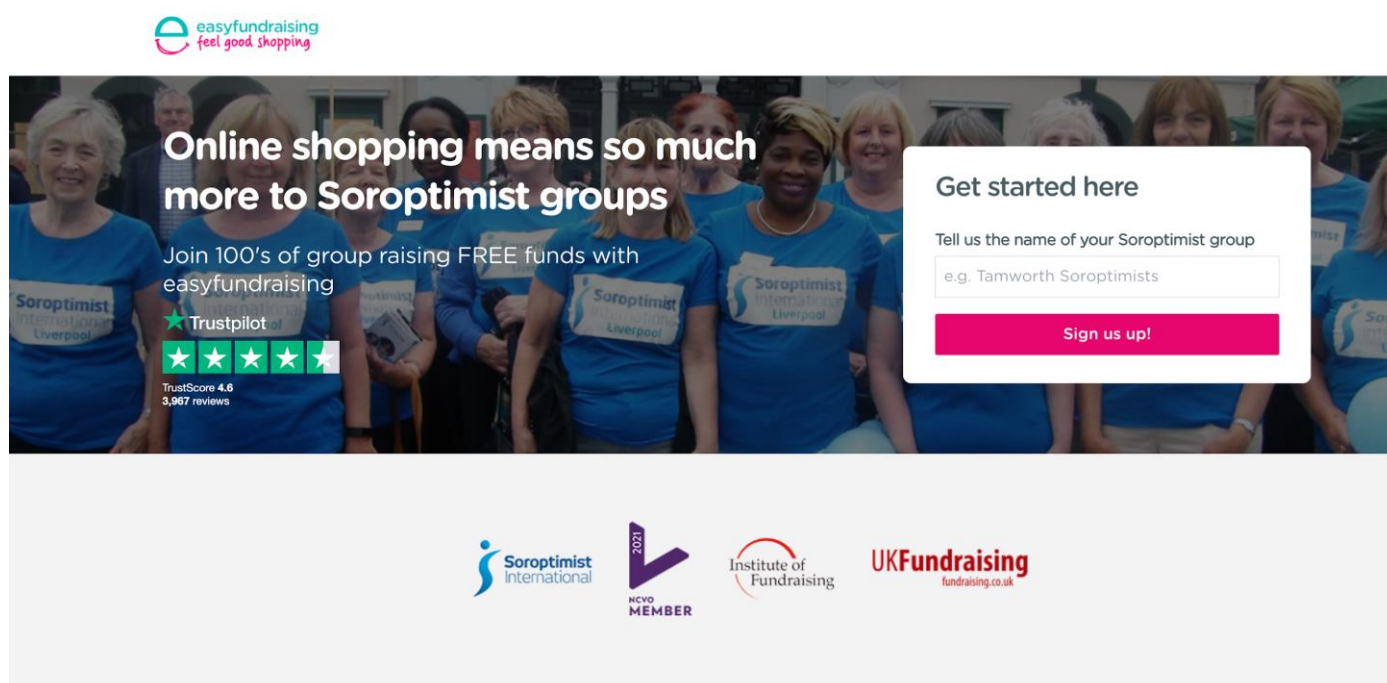
To register your club with easyfundraising will take about 15 minutes at most. You will need to know:

1. The name you would like your club to be known by on easyfundraising - try to make this unique so that supporters know it's you e.g., Soroptimist International Anytown & District or Soroptimists of Anytown
2. A description - this should include who you are and what you are raising funds for
3. Payment details – easyfundraising can pay your donations by cheque or straight into your club bank account so have your club's bank details ready
4. There are also **optional** fields for:
 - a. A logo - making your club unique and giving you an identity - useful to identify Soroptimist clubs
 - b. Charity number - if you have one. Clubs tend not to, but some.

You can come back to these optional fields later if you don't have the information to hand when you sign up.

What is the process to set up our Club on Easyfundraising?

Sign up here: www.easyfundraising.org.uk/sigbi- enter your club name in the box:



The screenshot shows the easyfundraising website. At the top left is the easyfundraising logo with the tagline 'feel good shopping'. Below it is a large banner image of a group of women in blue Soroptimist t-shirts. Overlaid on the banner is the text 'Online shopping means so much more to Soroptimist groups' and 'Join 100's of group raising FREE funds with easyfundraising'. There is also a Trustpilot star rating of 4.6 from 3,967 reviews. On the right side of the banner is a white sign-up box titled 'Get started here' with the text 'Tell us the name of your Soroptimist group' and a text input field containing 'e.g. Tamworth Soroptimists'. Below the input field is a pink 'Sign us up!' button. At the bottom of the page are logos for Soroptimist International, NCVO 2021 MEMBER, Institute of Fundraising, and UKFundraising.

Enter your own details on the next screen:

Hi, tell us about you

My full name is

Enter your full name here



My email address is

Enter your email address here

I want to use this password

Enter your password here



Your password has to be 8 characters or more.

Tell us about your cause

TESTING SIGBI SIGN UP - DELETE

Is your cause a registered charity?

☐ Yes

☒ No

Register my cause



I agree to easyfundraising contacting me by email, phone or SMS with offers and updates to help me raise donations for my good cause.

By creating an account, you confirm that you have read and agree to the easyfundraising [Terms and Conditions](#) and [Privacy Policy](#)

Then add a description of your club here: (you can skip this step if you don't have it to hand)

Let's spread the word

Describe your cause in a few words

Write a clear, brief description that helps people quickly understand what it is and what it's raising money for. And don't worry, you can edit this later.

We are raising money for...

Next step

[Skip for now](#)

Add your phone number in case we need to contact you (optional, you can skip this step too if you want)

Let's keep in touch

Enter your telephone number

Add your telephone to help manage your account, and for easyfundraising to make your cause a success!

Enter a contact number

Next step

[Skip for now](#)

When you register your club, you become the very first supporter so we'll ask you if you would like to have the Donation Reminder so you can easily shop and raise for your club.

Click 'Add the Donation Reminder' if you want to, or click 'no thanks' or 'I've done this' if you don't:



You're almost there, well done!

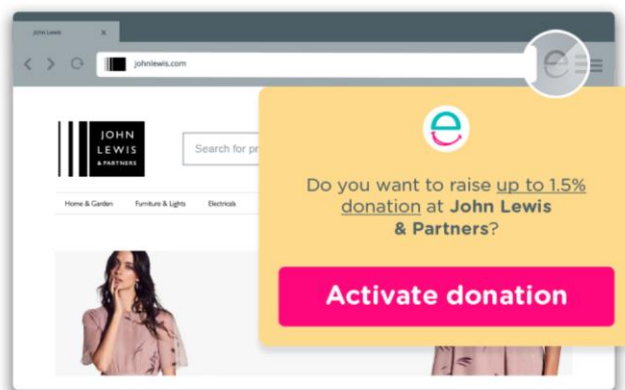
You just need the Donation Reminder, which provides a little reminder every time you shop online. It's the easiest way to collect donations.

- ✓ Over 150,000 supporters use it
- ✓ They raise on average 5x more
- ✓ It's free with no annoying ads

Add the Donation Reminder

[No Thanks or I've done this](#)

By downloading the Donation Reminder you agree to our [EULA](#)



Shop as normal and never miss a donation

You can book a free call with one of the friendly coaches who will help you get set up.



Book your FREE personalised coaching call

One of our friendly fundraising coaches will show you the best way to make easyfundraising work for your good cause, with tailored tips, tools and a guided tour. It takes around 15 minutes and can be at a day and time to suit you.

- ✓ Find out how to recruit and remind your supporters
- ✓ Demonstrate your FREE fundraising tools
- ✓ Ask them anything you are unsure of
- ✓ Causes who have a coaching call raise twice as much money

[Book now](#)

[No thanks](#)



If you do want to book, click 'Book now' and you'll see a calendar where you can book a time for a call that suits you best and one of the team will call you:



Book a time with a Fundraising Coach

July 2022



Today	Fri	Sat	Sun	Mon	Tue	Wed
Thu 14	15	16	17	18	19	20
09:30	09:30	09:30	09:30	09:30	09:30	09:30
10:00	10:00	10:00	10:00	10:00	10:00	10:00
10:30	10:30	10:30	10:30	10:30	10:30	10:30
11:00	11:00	11:00	11:00	11:00	11:00	11:00
11:30	11:30	11:30	11:30	11:30	11:30	11:30
12:00	12:00	12:00	12:00	12:00	12:00	12:00

And that's it, all done! You have successfully registered your cause with easyfundraising! You'll see this screen which is your personal easyfundraising page – take a look around to get started:

Good Morning, Becky



What's new



How it works

You're only 1 step away from raising FREE donations whenever you shop online. Search for a retailer and start raising!



Get Started

There are over 6,000 retailers who will give TESTING SIGBI SIGN UP - DELETE a donation when you shop with them via easyfundraising.



Help your cause get started

TESTING SIGBI SIGN UP - DELETE hasn't raised any donations yet. Help them get

#C1408efr_campaign=trendingoffers-2022&efr_source=carousel&efr_medium=website&carpos=2

We've registered, now what?

To get your fundraising off to the best possible start easyfundraising offers a completely free 1-2-1 session with one of Easyfundraising's friendly fundraising coaches. It won't take long, and they will show you the best way to make easyfundraising work for your club with tailored tips, tools, and a guided tour.

You can book your free 121 call here, at a time and date to suit you:

<https://easyfundraisingcoaches.youcanbook.me>

What can we spend our funds on?

Absolutely anything! Many clubs use their funds to help with running costs, host events or even donate it to their chosen charity. You do not have to justify or report on how you spend the money.

How do we get our donations?

Providing you have raised over £15 in any given quarter, easyfundraising total up all the donations raised by everyone supporting your club every three months and send them to you by bank transfer or cheque. There is no charge for this. If your club hasn't raised over £15 in the previous three months, the amount simply rolls into the next payment instead.

The first few months are slow going but you need to persevere. As more members sign up and shop, the total will build up - but it doesn't happen overnight!

Keep easyfundraising on your club's monthly agenda and celebrate your successes. Share information and help each other make the most of this opportunity.

Other questions

Can I buy and earn donations when I shop via my smart phone/tablet Apps?

Some retailers will not allow you a donation if you shop using their app. Sainsburys Groceries is one example of this.

Neither will Sainsburys Groceries allow the use of the Pop-Up Donation Reminder.

To get your donation from Sainsburys Groceries you need to shop via the easyfundraising website on a PC or laptop.

easyfundraising and Amazon + AmazonSmile

If your club is registered with the charity commission, raising donations with Amazon is different to raising donations with the other 6800 shops and sites on Easyfundraising.

When you shop with Amazon for a registered charity, you can claim donations through AmazonSmile and not Easyfundraising. AmazonSmile will manage, process and fulfil your donations. You can track these donations in your AmazonSmile account.

In the meantime, you can still raise free donations for your club by using easyfundraising to shop with any of the other 6800 retailers.

If your club is not registered with the charities commission, then you can continue to use easyfundraising when shopping with Amazon, in the same way as the other 6,800 retailers.

Will I get a donation when I renew my insurance, telecoms or utilities?

Some retailers have a clause that means they only offer a donation for new customers who have never shopped with them before. This is usually the case for retailers where you buy a policy from them such as insurance, utilities, mobile, broadband etc. However, if you are purchasing a policy from them for the first time, you will raise a much larger donation – this can be as much as £50!

Each retailer has their own page on the easyfundraising website where you can see their donation rates and terms and conditions.