

# easyfundraising for your **unit**



# How to: Make the most of easyfundraising for your unit

**Wow!** In just a few years, 1st Cawston Brownies in Warwickshire, **raised over £1,600** with easyfundraising, enabling them to fund activities and trips for their members! All this simply by doing something the parents and volunteers were already doing - shopping online!

"It's always tricky asking for donations. You always seem to see the same people putting their hand in their pocket and other's that simply can't afford to. Easyfundraising offers everyone the chance to raise those valuable funds without it breaking the bank."

**Jen Smith** | Unit Leader

In partnership with Girlguiding UK, easyfundraising have created this guide to help your unit make the most of easyfundraising – there is full details of how it works, how to register and what to do to engage the entire unit community in the fundraising effort!

"Your support by shopping online via [easyfundraising.org.uk](http://easyfundraising.org.uk) will help your guiding unit raise additional funds to provide activities and resources for the girls who meet in your local area."

**Pippa Baker** | Girlguiding UK



**1,000's**  
of registered Units

**£330,000**  
raised to date

**£50,000**  
and counting in 2015

65,000 causes signed up | 800,000+ supporters registered | Nearly 3,000 retailers on board

# So, how does it work?

easyfundraising offers charities and good causes like schools, sports clubs and community groups the opportunity to raise money every time their supporters shop online for anything from fashion and furniture to holidays and home insurance.



Register your unit, or sign up to support your unit here:

[easyfundraising.org.uk/girlguiding-scot](https://easyfundraising.org.uk/girlguiding-scot)

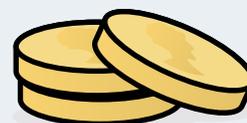


Then...

**easyfundraising**  
.org.uk

John Lewis |

Find



## 1. Start at easyfundraising

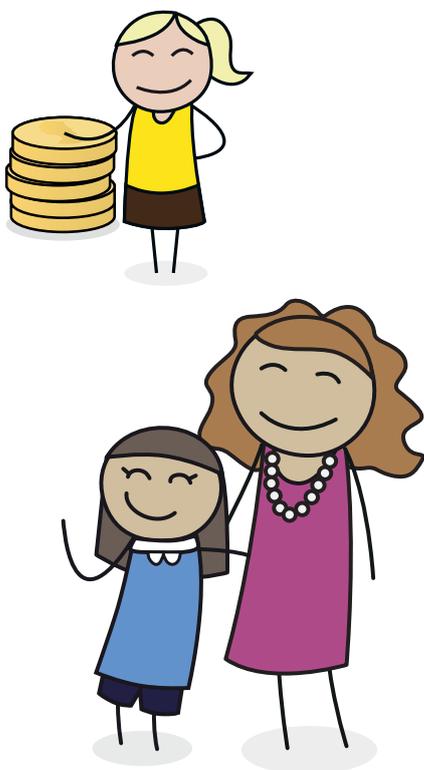
When shopping online, go to [easyfundraising.org.uk](https://easyfundraising.org.uk) first

## 2. Make a purchase

Choose a retailer and click through to their website

## 3. Raise a donation

Your chosen retailer gives a donation to your unit



## Tips to get the most out of easyfundraising

The key to making a success of easyfundraising is to continuously bang the drum! Make sure parents and volunteers know that the unit is registered, that it's really easy for them to become an easyfundraiser and that they can really make a difference to the unit and the experience of all members.

### On the next 2 pages you'll find:

1. A planning tool to help get the word out about easyfundraising this September and transform your unit's fundraising.
2. Suggested agenda items for any parent and volunteer meetings to get the ball rolling from the start of the term, right through to next summer.

# Girls Just Wanna Have Funds!

Follow this planner to get the word out about easyfundraising and transform your unit's fundraising this September! Use the new tools available to download from your girlguiding region website.

## Week 1: The Launch

Get the word out and get people signed up using the ef girls just wanna have funds pack!

- Put posters up around the unit meeting point and get flyers given out for member to pass on to parents
- Put an article in your first newsletter of the year and send an email to parents to kick off the new term as you mean to go on!
- Post on the unit's Facebook and Twitter pages. Share your cause page address so parents can go straight there to sign up

## Week 2: Getting Started

Time to identify key people who can help make easyfundraising work for you unit

- Set a challenge to see which parent or volunteer can sign up the most supporters and raise the most by Christmas!
- Identify the most frequent shoppers and set them up with the easyfundraising Donation Reminder so they never miss a donation
- Make sure easyfundraising is on your meeting agenda for 2015-16

## Week 3: Little Reminders

Little and often is the key

- Thoughts turn to half term - a quick post on Facebook will remind parents to book half term trips and entertainment through easyfundraising
- Let people know about the app so they can raise on the go - hand out app flyers to parents
- Encourage supporters to post on Facebook each time someone raises a donation - it'll help show parents how easy it is!

## Week 4: Keep Going

Keep banging the drum! You're off to a great start - keep it up

- Regular updates will help motivate parents/volunteers to reach your target - little and often is the key, using social media or email
- It's never too early to mention Christmas! Encourage people to get the Donation Reminder to help them remember to raise funds with all their Christmas shopping
- Thank supporters for joining and encourage more to sign up by the end of September!

### Top tip:

Don't try to do all of this single-handedly - split tasks out amongst the community to lighten the load!

# Meeting checklist – keep easyfundraising top of the agenda!

Top tips to help you lighten the load and get everyone on-board to transform your fundraising.

Item	Action	Who	Deadline	Complete
1	Get registered with easyfundraising			
2	Book your coaching session - 15 minutes with an easyfundraising coach to show you around the easyfundraising website			
3	Nominate easyfundraising reps			
4	Set your target or decide what you want to buy			
5	Download 'Raise More' resources and plan a schedule of distribution. Think about promoting to parents at key shopping times e.g. Christmas, summer, holiday times			
6	Think about how you can use events to get parents signed up e.g. disco, open day			
7	Contact local businesses and ask them to support your unit via easyfundraising - businesses make regular online purchases, including travel and accommodation!			
8	Think about seasonal shopping and remind people to raise funds with what they're buying e.g. Halloween costume, Christmas presents			



## How they did it: 1st Cawston Brownies

**£1,647.13** raised so far

**24** supporters

### Earn Brownie points when you shop online!

1st Cawston Brownies joined easyfundraising after learning about it from a guiders form. Their unit consists of 26 girls and 4 leaders. Unit Leader Jen Smith, along with another volunteer, was the primary advocate of the scheme after doing some research, and discovering that easyfundraising was a great way of gaining simple, free donations via their supporter's online shopping activities and through referring other units to register. Here's their story.



### Why did they sign up?

Like all Guiding and Brownie units, the Cawston unit is a voluntarily run operation, and felt it necessary to consider available funding opportunities which didn't interfere too heavily with volunteer's time during the working week and their free time away from the unit. 'We just felt comfortable with easyfundraising' explained Jen. 'We loved the professionalism of the site and as it was free to register, we signed up – and we're very glad we did!'

### How did they get started?

Following initial sign up, easyfundraising provided a range of promotional tools to help Cawston spread the word to parents of girls within the unit and let them know how they can support the unit each time they shop online. Jen explained, 'We printed off the posters and leaflets which were available and edited them to include our [unique cause URL](#) – we gave the leaflets out in the starter packs for new members and circulated them amongst family and friends.' The unit also referred a number of other causes to the scheme and have made over £500 in referral commission. 'We are on a number of guiding forums and have given out our referral link when mentioning our easyfundraising achievements'.

## How do they know how it's going?

easyfundraising gives all causes a **unique cause page** which allows all supporters to see how much has been raised and this can be promoted to others on social media. 'We love logging in to see how we are doing, it's a lovely surprise to see how much we have raised'.

## How have the funds helped?

Cawston Brownies uses the money raised through easyfundraising to support parents who are unable to pay for their daughter to take part in activities and trips that need additional funding, so that no Brownie need miss out. Jen explains, 'For us, easyfundraising results in inclusion for all – when we organise certain trips or events, we like to ensure that girls who are from less well-off families than others don't have to miss out – with the ef funding we can ensure that the contribution needed from all of our girls is a little less'.

## Tips for success

1. Make the most of referrals. The unit receive a 20% referral fee from all donations generated by their referred causes, within the first 12 months of their sign up. So far, the unit has generated over £500 of funding via this action.
2. Work as a team – 'It's always tricky asking for donations. You always seem to see the same people putting their hand in their pocket and other's that simply can't afford to. easyfundraising offers everyone the chance to raise those valuable funds without it breaking the bank because you really can raise on all sorts of internet shopping from your weekly shop to renewing your car insurance'.
3. Promote the **donation reminder** – that way supporters are reminded to shop via easyfundraising whenever they are shopping online.



Register or support your unit:

[easyfundraising.org.uk/girlguiding-scot](https://easyfundraising.org.uk/girlguiding-scot)