

Becoming an easyfundraising lead

This handy document is designed to help any PTA member step into the role of easyfundraising lead. It's important to have a lead within your PTA, as they can become a champion for all things easyfundraising, ensuring the PTA raises as much as possible through online shopping.

New to the role?

1

Tell easyfundraising you're the new lead by emailing:
parentkindadmin@easyfundraising.org.uk



2

Understand your new admin account and how easyfundraising works by booking a free, 1-2-1 call with one of the easyfundraising team: [Select a time](#) · [New PTA lead \(youcanbook.me\)](#)



3

Recruit new parents and guardians as supporters by adding easyfundraising as an agenda item at new intake meetings & events. Scan the QR code to play these short explainer videos.



4

Continue to remind your school community to use easyfundraising when they shop online. Share the pre-written messages and downloadable images on your social media channels, WhatsApp groups, and newsletters. Find these within '[Promote my Cause](#)' in your easyfundraising account.



5

Get familiar with the [easyfundraising App](#) and [Donation Reminder](#). Encouraging parents and guardians to download these onto their phone, tablet, or computer means your school can raise up to 5x more.

