easyfundraising | Parentkind

The ultimate PTA guide to easyfundraising

A practical guide to fundraising through everyday shopping

Contents

SECTIONS

Introduction 1

How to register your PTA 2

How to raise donations 3

How to grow your support 4

Your first 30 days on easyfundraising 5

Fundraising tips 6

Support and FAQs 7

School fundraising has never been more important.

PTAs play a vital role in school life. From funding new equipment and enriching learning experiences to supporting events and activities, the money you raise helps create opportunities for pupils that may not otherwise be possible.

Yet, fundraising has never been more challenging:

School budgets are stretched

In 2024/25 74% of schools in England had less funding in real terms than in 2010.*

Household budgets are under pressure

Families are managing rising living costs and may have less money available to support traditional fundraising.

Volunteers have limited time

Events and traditional fundraising activities can require significant planning, resources and support.

***Source:** schoolcuts.org.uk

Introducing easyfundraising

Instead of asking families to spend extra money, easyfundraising turns the online shopping they are already doing into free donations for your PTA. More than 8,000 retailers will donate when parents, staff and your wider school community shop with them, at no extra cost.

Without easyfundraising

£0
Donation

B&Q Price: **£89.00**

✨ Via easyfundraising ✨

***£2.67**
Donation

B&Q Price: **£89.00**

*Based on B&Q donation rate of 3%, correct at June 2026

- ✕ No selling
- ✕ No sponsorships
- ✕ No organising events

Just everyday shopping that helps your PTA raise money throughout the year. Whether you're completely new to easyfundraising or already registered and looking to raise more, this guide will help you understand how it works, how to get started and how to make the most of this free funding opportunity.

8,000+ retailers will donate to your PTA

Including many of the retailers families use regularly throughout the year across:

- Supermarkets
- Fashion
- Travel
- Tech
- Home & Garden
- Utilities
- Services

Why do retailers donate?

When a supporter visits a retailer through easyfundraising and makes a purchase, the retailer gains a sale.

As a thank you to easyfundraising for the sale, the retailer pays easyfundraising a commission. Instead of keeping that commission, easyfundraising shares it with your PTA in the form of a donation.

Does it cost anything?

No!

This is one of the reasons easyfundraising is so popular with PTAs. The donation comes from the retailer, not the shopper.

Supporters pay exactly the same price they would have paid if they had visited the retailer normally.

How easyfundraising works

easyfundraising is a free fundraising platform that allows PTAs to receive donations from leading retailers whenever supporters shop online.

Register your PTA with easyfundraising

Get started at easyfundraising.org.uk/parentkind

Invite parents, staff and the wider school community to support you

You give them your unique cause page link found in Promote my cause and they join in minutes - easy.

Supporters use easyfundraising before they shop

They can use the easyfundraising website, app or Donation Reminder to start their shop.

Once they've shopped, the retailer donates

This won't cost the supporter anything extra.

Your PTA receives the donations raised every three months*

*See FAQs, question 4, page 7.2.

Keep growing alongside other events and activities

School fairs, raffles, sponsored events and crowdfunding campaigns are brilliant, but they finish. **easyfundraising is continuous income you can use all year round.**

Fundraising method	Volunteer time	Cost to families	Planning	Ongoing income
School fair	High	Often	High	Low
Sponsored event	Medium	Often	Medium	Low
Raffle	Medium	Usually	Medium	Low
Crowdfunding appeal	Medium	Yes	Low	Short-term
✨ easyfundraising ✨	Low	No	Low	High

Why it works so well for PTAs...

Supporters shop as normal

Parents and others simply visit retailers through easyfundraising before they buy.

Donations continue automatically

Once supporters are set up, donations keep coming in whenever they shop.

It works alongside your events

Keep running fairs, raffles and sponsored events while easyfundraising raises in between.

A wait on donation payments

We pay any donations raised for PTAs every 3 months rather than on the same day as it can take time for donations to be confirmed by the retailer.

Together, PTAs have raised over £13 million!

Join over 16,000 PTAs already making a difference in their schools.

#1	Owens School Association	£26,838
#2	George Abbot School PTA	£19,774
#3	Wood End School PTA	£18,422
#4	Sheen Mount Primary School PTA	£16,181
#5	Alban City School PTA	£15,977

Our PTAs often use their funding for...

- Playground equipment
- Reading resources
- Outdoor learning projects
- Technology and devices
- School trips
- Enrichment activities
- Wellbeing intiatives

Use your donations however you wish

Every PTA's priorities are different. The flexibility of easyfundraising means donations can be used wherever your school community needs support most.

What other PTAs and parents think about easyfundraising

Linda - Over £1,000 raised for Mandeville School PTA

"It's a good idea to set yourself a goal, or ask your school for a target. It keeps you motivated then too – I set my own, my aim was to raise £1,000 by the time my children left for secondary school and I've already hit that target which is great."

Read full story

£2,213.53 raised for King David Primary PTA

"I've advertised our easyfundraising page on WhatsApp groups, social media, chatting on the playground to parents, I mention it to family, really wherever I can.

We understand it can be hard for people to find the time to put aside and get involved with the PTA, but with something like this, it's a great way to passively support the school simply through your everyday shopping."

Read full story

£1,000 raised for Holy Catholic Primary School PGSA, Benfleet.

"Our PGSA have a Facebook group along with a dedicated page on the school website. We ensure easyfundraising is included on there with clear links of how to sign up in support. We also give updates on how much has been raised to date and what we are raising towards."

How to register your PTA

Register your PTA in 2 minutes

To register, you'll need: Your PTA's name, your contact details and charity number (if your PTA has charity status).

Start here: www.easyfundraising.org.uk/parentkind

By registering using the link above, we know you are a Parentkind member and you can access exclusive resources, competitions and advice.

We'll guide you through...

1. **Customising your cause**

   We'll ask for your PTA's target or funding need, a way to contact you if we need, and to invite anyone you'd like to help you manage the cause with you.

2. **Setting up your personal shopping tools**

   You're also a supporter of your cause, we'll help you get set up to raise donations through your own shopping.

3. **Booking a coaching call**

   We recommend any new causes chat to our fundraising experts so we can help you get the best start possible, it only takes 15 minutes: https://easyfundraisingparentkind.youcanbook.me/

Cause validation may take 24 hours

Over the next 24 hours, your cause will be validated. Our team will check your school website, and details to make sure your PTA exists. They will be in touch if they need any more information.

Once you sign up, you'll become the first 'Admin'

As your PTA's Admin, you'll help your community raise donations all year round. You'll unlock the tools to...

- Customise your cause's profile
- Share pre-made promotional resources
- See your fundraising performance
- Receive fundraising updates automatically
- Manage payment and account details

EASY TIP

More Admins, more success

When you register your PTA, you will be offered the chance to give other members admin access. Any new admins will have the same permissions as you so you can spread out the effort

Invite an Admin here

What makes a good Admin?

You don't need technical skills or fundraising experience. The most successful Admins simply take a few minutes each month to:

- Share progress
- Invite people to join
- Thank supporters

Need a change of Admin? Here's how

If you don't know the previous Admin and you want to takeover the account, you will need to complete an Admin Takeover Request Form.

You're not just an Admin.

You're a supporter too!

Learn how to raise donations

4 ways to raise donations

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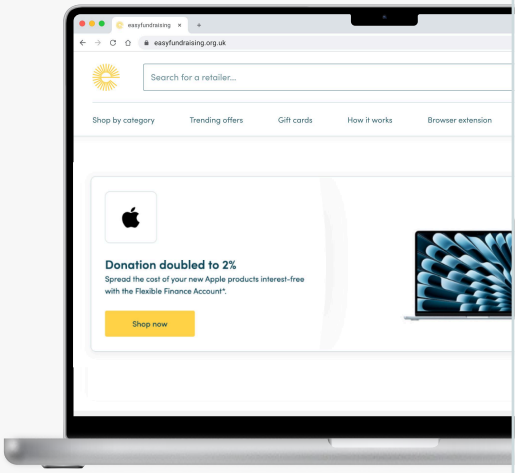
The easyfundraising website

Visit easyfundraising.org.uk and search from over 8,000 retailers to shop with, click the retailer and complete your purchase and a donation will be raised for your PTA.



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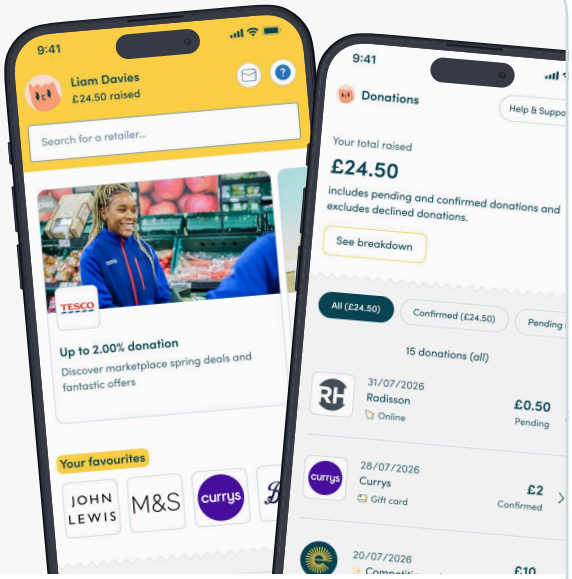
The easyfundraising app

The free easyfundraising app works the same way as the website but with more tools to help you such as donation tracking and in-store donations. Available on iOS and Android.



Learn more: easyfundraising.org.uk/easyfundraising-app

Scan the QR code to download the app

GET IT ON Google Play

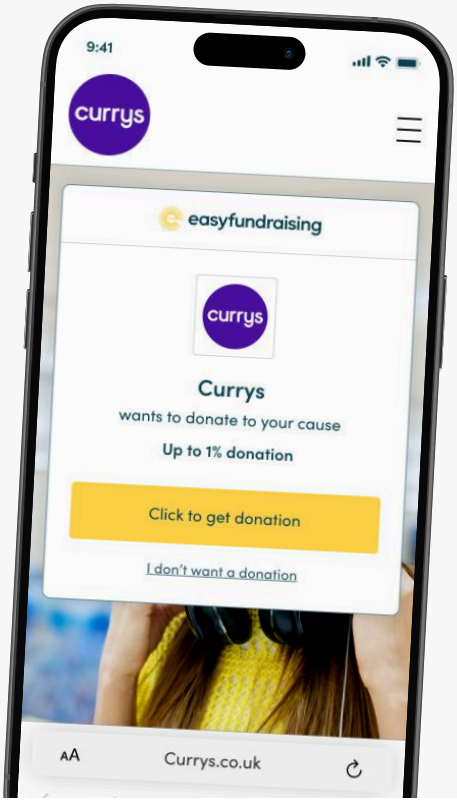
Download on the App Store

3 / 4

The Donation Reminder

Never miss a donations with our browser extension available on your phone, tablet and desktop.

Once enabled on your device, the next time you visit the retailer's website an alert will appear, tap the yellow button and complete your purchase and a donation will be raised.

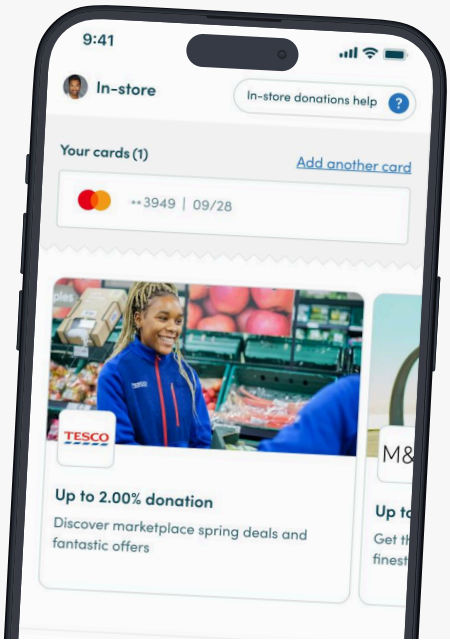


Learn more: easyfundraising.org.uk/donation-reminder

4 / 4

In-store donations

Exclusive to the app, link your bank card and when you shop in person at eligible stores using that card, a donation will be raised for your PTA. Once fully set up, we'll even be able to let you know when you're near a store that will donate.



Learn more: easyfundraising.org.uk/in-store-donations-web/

Scan the QR code to download the app

GET IT ON Google Play

Download on the App Store

Here's how much 1 supporter could raise in a year

January - £70
TUI
Booked a holiday with **Tui**

February - £10
Red Letter days
Booked Valentine's spa break for 2

March - £40.25
Virgin media
Upgraded TV with **Virgin Media**

April - £17.50
GO COMPARE
Home insurance with **Go.Compare**

May - £47.50
O2
Upgraded mobile phone with **O2**

June - £40
Petplan
Pet insurance with **PetPlan**

July - £4.50
M&S
Bought school uniform at **M&S**

August - £40
webuyanycar
Traded in an old car with **Webuyanycar**

September - £15
MONEY SUPERMARKET
Car insurance at **MoneySuperMarket**

October - £22.50
ao
Bought a new fridge at **AO.com**

November - £4.50
B&Q
Bought a Christmas tree at **B&Q**

December - £57
TESCO
A year of weekly food shops at **Tesco Groceries**

Total raised in a year: £368.75

*Donation rates change from time to time

The amounts above were correct as of 2/12/2025

Now imagine you had 50 supporters.

That's £18,437.50 a year!

Learn how to grow your support

How to get more supporters

The more supporters you have, the greater your fundraising potential. The best part, anyone can be a supporter...

- 👪 Parents & carers
- 👴 Grandparents
- 👯 Friends & relatives
- 👩‍🏫 School staff
- 🏘️ Local community
- 🏢 Local businesses
- 🏫 Governors

The secret to successful PTAs

Successful PTAs keep easyfundraising visible wherever parents already engage:

- ✅ Welcome packs
- ✅ Newsletters
- ✅ Social media posts
- ✅ PTA meetings
- ✅ School events
- ✅ Parent communications

Repeat this message often

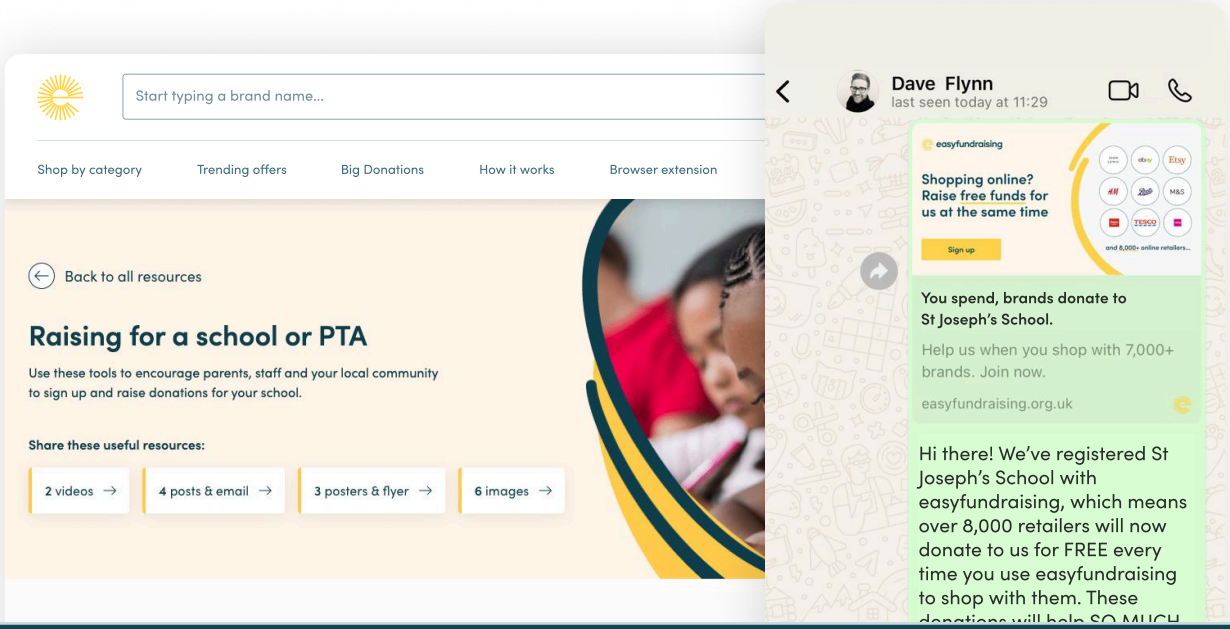
> **You shop as normal. Retailers donate.**
> **It costs you nothing extra.**

Always available resources

We provide you with tools and ready-made personalised messaging to get more supporters signed up to your PTA.

‘Promote my cause’ tools

You have access to the Promote my cause section of our site. This has a bank of pre-made resources you can share via social, email or your website. **When you visit it logged in, all the tools will pre-populate with your unique cause page link - easy!**

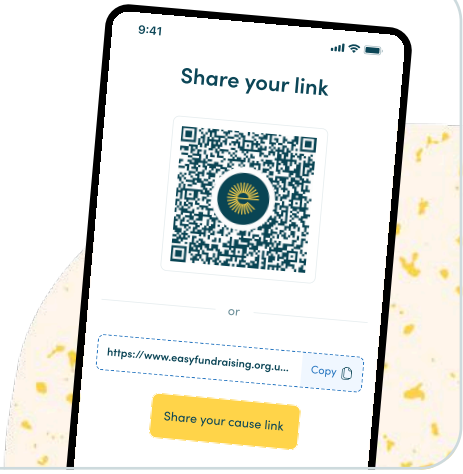


View your PTA resources here:

https://www.easyfundraising.org.uk/promote-my-cause/raising-for-a-school/

£5 supporter referrals

Share your unique invite link to people you want to join and when they raise their first £5, your PTA will get an extra £5 bonus donation on us!



Take advantage of key dates

Share reminders of easyfundraising with your school community at key shopping times during the year. As well as the obvious like Christmas, at varying times of the year we will offer increased donation rates, competitions and more which really motivate supporters to get shopping and raising!

Think about any key dates relating to your community too - parents' evenings, open days, summer fairs etc.

January

The January blues mean this month is the peak time for holiday bookings.

February

Parents' evenings - make sure you have handouts available!

March

March means new car registrations, and lots of car insurance policies bought.

April

The Easter holidays are a great time to raise on train tickets and days out.

May

Spring home and garden improvements? There are donations available for those.

June

At your summer fair, make sure you have an iPad available to demo easyfundraising.

July

Days out for summer can raise - we have all the big names like Alton Towers.

August

It's back to school time, uniform, stationery etc. can all be raising funds for the school.

September

New term, new parents! September is the perfect time to promote easyfundraising.

October

Halloween party food and costume buys can raise a scary amount!

November

Black Friday month - a huge opportunity to raise. Let everyone know!

December

All that Christmas shopping makes the end of the year a peak time to boost that total.

Your first 30 days at easyfundraising

Building momentum in your first 30 days at easyfundraising

Stage 1

Get set up

- [ ] Add your logo
- [ ] Add your cause description
- [ ] Add payment details
- [ ] Check your committee understands how easyfundraising works

Stage 2

Try it yourself

- [ ] Download the app
- [ ] Enable the Donation Reminder on your devices
- [ ] Make a test purchase
- [ ] Familiarise yourself with the supporter journey

Stage 3

Start growing

- [ ] Share with committee members
- [ ] Share with school staff
- [ ] Include in parent communications
- [ ] Post on social media

Stage 4

Build awareness

- [ ] Share your first supporter milestone
- [ ] Celebrate your first donations received
- [ ] Set a supporter target
- [ ] Plan future promotion

Fundraising tips

How to raise as much as possible

Gather local business support for your PTA

From parents' place of work, to the school office itself, travel, stationery supplies and contracts can really drive up that total.

What is 'business buying'?

Anything a business is buying online, e.g. office supplies, food for their employees, train tickets, flights, hotel bookings, technology, internet, couriers, and much more.

Who to approach in your local community

- Your place of work
- Local businesses, e.g. an estate agents
- Business owners in your community

Use the pre-written tools in Promote my Cause to approach local businesses about joining your cause.

Some of the business retailers easyfundraising works with...

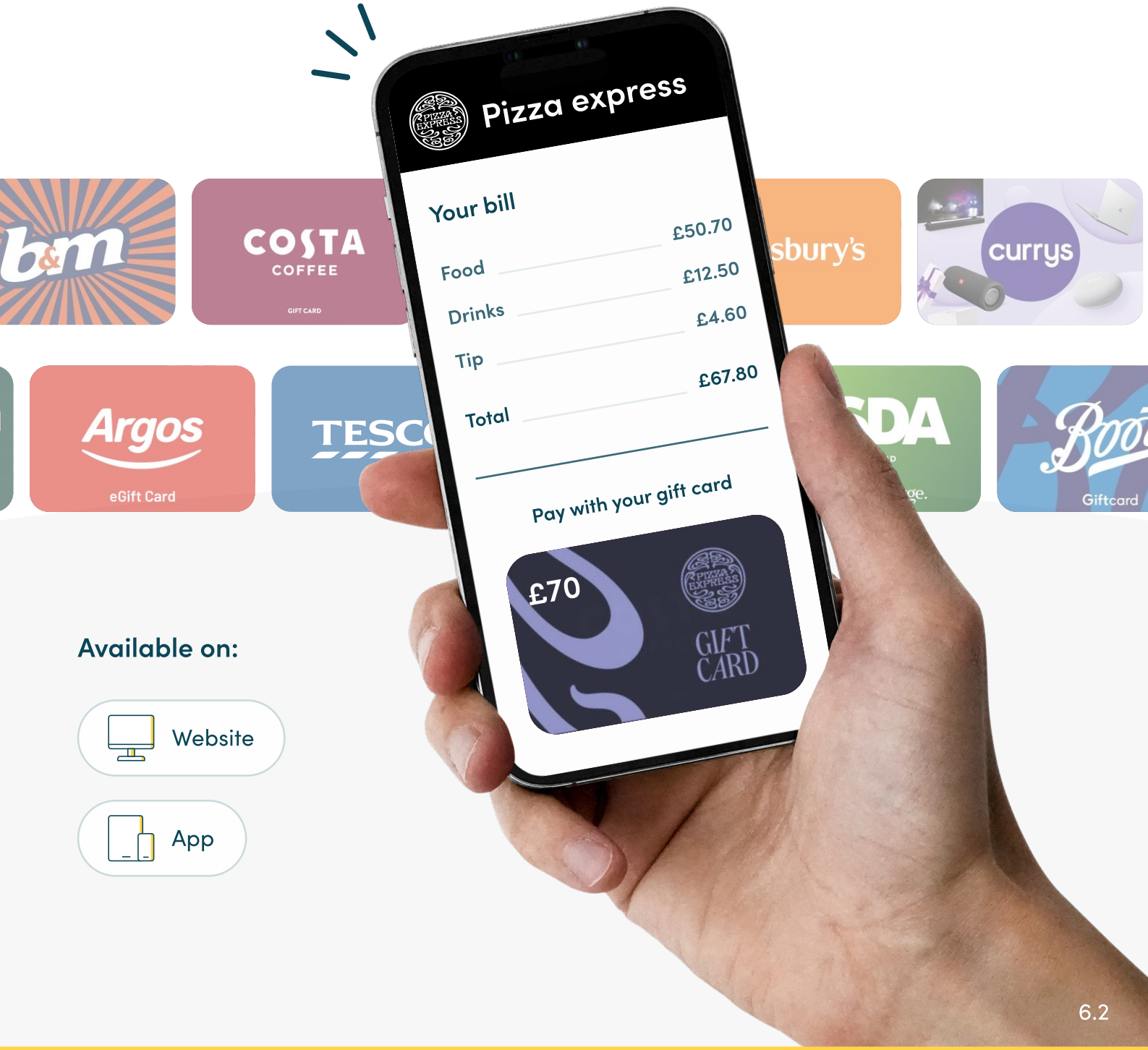
Booking.com
trainline
currys
DELL Technologies
Travelodge
Expedia
SAMSUNG
Viking RAJA GROUP
Hotels.com
+8,000 more

RAISE DONATIONS USING...

Gift cards

Gift cards are available from retailers outside of the 8,000 that will give cashback donations. A gift that gives back to your PTA.

Learn more: easyfundraising.org.uk/gift-cards



Available on:

- Website
- App

Bonus donations and competitions

There are additional ways to boost your total, including incentives and competitions.

Cause to cause referral

Know another local cause that could benefit from easyfundraising? Refer them and, once they recruit their first supporter, you'll both receive a £15 bonus. Find out more about the £30 Share offer. Your unique referral link is available once you've registered.

Learn more: easyfundraising.org.uk/promote-my-cause/30-share

Retailer competitions

Look out for competitions and special offers from our retail partners throughout the year. You could win bonus donations of up to £1,000 for your PTA when supporters shop with participating retailers. Subscribe to emails or download the easyfundraising app so you don't miss out.

Games

Look out for competitions and special offers from our retail partners throughout the year. You could win bonus donations of up to £1,000 for your PTA when supporters shop with participating retailers. Subscribe to emails or download the easyfundraising app so you don't miss out.

Here’s a few tips from our fundraising specialists

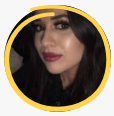
"Set parents a realistic fundraising goal to keep them motivated. A target of £25 per parent, per term is achievable through everyday shopping, around £5 a week. You could even reward everyone who reaches the target with a prize draw."

Jess, school fundraising expert

Rena, school fundraising expert

"Make the most of school events to recruit new supporters. Display posters, share your PTA's QR code and hand out flyers so parents can sign up easily. If you can, set up a tablet or laptop to show them how easyfundraising works and help them join there and then."

"The start of a new term is the perfect time to recruit new supporters. Include easyfundraising in your welcome packs or new starter information with a link to your page. A banner at the school gate perhaps. Let new parents know how they can support your PTA, at no extra cost to them."



Luisa, head of fundraising support

Jo, Parentkind partnership manager

"Businesses can raise even more than individual supporters. Ask the person who buys supplies for your school, local businesses and parent business owners to support your PTA with easyfundraising. Their everyday business purchases can help you raise more, faster."

Support and FAQs

We're always here to help

Whether you're just getting started or looking to grow your total, support is available.

Coaching and guidance

Our fundraising specialist team provides guidance, resources and fundraising advice to help PTAs succeed.

Book a call: https://easyfundraisingparentkind.youcanbook.me/

Customer support

If you need help with:

- Registration
- Payments
- Donations
- Supporter questions
- Technical issues

Get in touch:

support.easyfundraising.org.uk/hc/en-gb

Online resources

You'll also have access to:

- Promotional materials
- Fundraising guides
- Best practice advice
- Seasonal campaign resources

View resources:

easyfundraising.org.uk/promote-my-cause/

The aim is simple: helping your PTA raise as much as possible.

Frequently Asked Questions

1

Which retailers will donate when I shop online?

There are over 8,000 retailers available to shop with, including eBay, Argos, John Lewis, Trainline, Sainsbury's, Boots, Booking.com, Currys, Aviva, M&S, Debenhams, Waitrose and Holland & Barrett. From travel and holidays to fashion, homewares, insurance and groceries - you can raise free donations at no extra cost.

2

Will it cost me or any of our supporters anything?

No! easyfundraising is completely free to use.

3

Will my or their shopping cost more?

Absolutely not! It's the retailer who makes the donation, not you. Your shopping experience is exactly as normal.

4

How do we receive the money we raise?

Payments are made quarterly, directly into your registered bank account. If your balance is below £15, it rolls over to the next quarter, so you never lose donations. Your dashboard shows all upcoming payments and past transactions, so you can track how much you've raised.

5

What is the Donation Reminder and is it safe?

The Donation Reminder makes sure you never miss out on donations by alerting you when you're shopping with a retailer that will donate. It is safe, secure and won't slow your device down.

6

How does easyfundraising make money?

easyfundraising is funded by the retailers. This means that retailers pay us a commission each time a sale is made with them through the site. This is separate to the donation you raise.

7

Why do retailers donate to our PTA?

Retailers treat this as part of their advertising budget—it's a way for them to attract loyal customers and support good causes.