

Supercharge your PTA's fundraising with easyfundraising

easyfundraising partners with over 8,000 online brands, so your PTA can receive free donations whenever an online shopper spends with them. Make easyfundraising a success for your school with these six top tips:

Top Tip #1

Recruiting parents & guardians

Use school events, new intake meetings, and plays to recruit parents & guardians. Use the events to live demo the easyfundraising site or play [easyfundraising's short explainer video](#).



Top Tip #2

Community spirit

Approach local businesses. They regularly buy hotel rooms, train tickets, technology, and stationery online, so it's a fantastic way for your PTA to [receive donations from business buying](#).



Top Tip #3

Weekly donation wins

Seven leading supermarkets will give your PTA a [free donation](#) whenever families order their weekly food shop. Most supermarkets offer a flat amount of up to [£5.50 per shop](#).

Top Tip #4

The biggest donation wins

Annual purchases like buying home, car, pet, or life insurance or switching broadband or mobile phone providers offer the [biggest donation wins](#).

Top Tip #5

Download the handy reminders

easyfundraising's app (available via the App Store & Google Play) and ['Donation Reminder'](#) are great tools parents and guardians can download to never miss a donation. Head to Promote my Cause for [shareable resources](#).



Top Tip #6

easyfundraising champions

Choose a parent to be an easyfundraising champion for each class. They can share easyfundraising messages through face-to-face [school gate conversations](#) and [WhatsApp groups](#).



From one PTA to another

There's nothing better than peer-to-peer advice. Read on for tips and learnings from the PTA members making easyfundraising a huge success in their schools.



“ Use face-to-face communication. Talk to people and talk them through the process of signing up. Even if you can't demo on a screen, show them pictures of what they're going to see. Really take them by the hand. ”

Fiona, Friends of Reeds School

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At school events, we have someone promoting easyfundraising and try to have an iPad or laptop available to sign people up there and then.”

Alison, St John's CE Primary School ”



“

Emphasise just how simple it is to raise money while you shop online by using the Donation Reminder tool – it really is very quick and easy. ”

Rachel, Chilton Foliate Primary School

Keep promoting easyfundraising as people forget to use it. ”

Sarah, Mosley School PTA



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Focus on your recruitment strategy. If you get that right, the rest of easyfundraising takes care of itself. ”

Dave, St Peter's PTFA

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I find that sending out a message via the Head's newsletter is very effective – it is a standing order on his notes! I also write to each of the five top raisers at the end of each term to thank them personally. ”

Judy, Queen Mary's Grammar School

If you haven't registered your PTA with easyfundraising already, visit www.easyfundraising.org.uk/parentkind or scan the QR code to get started.

