

GIRLS FUNDS

Here's how your unit can raise money for trips, room hire costs, extra volunteer support and craft supplies – just by online shopping.



1. Register your unit with easyfundraising:

girlguidingswe.easyfundraising.org.uk

It takes a matter of minutes and you will be all set. It could take up to 2 days for your unit to be validated with easyfundraising.



2. Have a go yourself

It's useful to understand how easyfundraising works, even if you don't have anything to buy. This video will help you explain how it works to others. And the good news is, it's really easy!



3. Your cause page

You have your own easyfundraising page link to share with your supporters (unit parents, volunteers or wider community). This will show them how to sign up in support and will show how much the unit has raised so far.

Once registered, complete your cause page by adding your logo and a good description of what your unit does and is raising for.



4. Talk to a fundraising coach

Talk to one of our friendly fundraising coaches who can guide you around the website and advise on how to make easyfundraising work for your unit. The call will only take 10 minutes and we've found that causes who talk to our fundraising coaches raise over twice as much!

[Book my call](#)

We need you!

5. Recruit new supporters

This is where your leadership and communication skills will really come to the fore! You now need to drum up support for the unit and you can start with the promotional tools available from your profile once registered.

Add your cause page link to the:

- Ready made social posts
- Posters
- Flyers
- Handout cards

Plus there is a further range of generic resources available via easyfundraising – watch this video all about how to gather support...



6. Keep banging the drum

It's important to help spur on your supporters to keep raising with regular reminders and updates.

There's a wider range of **emails & newsletters**, **facebook & twitter posts**, **posters & flyers** and lots more to make it easy to remind your supporters



7. Other ways you and your supporters can raise

Donation Reminder

The donation reminder helps you to remember easyfundraising every time you shop online by telling you which retailers offer donations when you visit their sites.

[Get the donation reminder](#)

easyfundraising app

If you shop on an iPad, iPhone or Android device, the FREE app makes it even easier to raise donations for your unit! You can see your recent activity and how much your good cause has raised too!

[Get the app](#)

Good luck and happy raising!