

What is it?

Let's suppose you want to buy something from Argos. Instead of logging onto their website you log onto the Easy Fundraising website and locate the Argos link. Clicking on this takes you to the Argos site but it knows that you have come from Easy Fundraising. When you make your purchase (and there is no difference in price) Argos will donate a percentage of what you spend to your Good Cause. The percentage varies between one retailer and another but even if it's only a few pence it mounts up over time.

If that sounds complicated you can set up the Donation Reminder. Then you can shop as normal. When you go to the Argos website you get a pop-up to ask if you want to activate donations.



- **NOTE** that the Donation Reminder doesn't work for Amazon.

Why do retailers do this?

I can guess at three reasons:

- It does their reputation good to be supporting charities
- It makes people like us more likely to shop with them
- Their competitors do it

How do I set this up?

Easy Fundraising have lots of helpful information on their website so these links should answer any questions, such as:

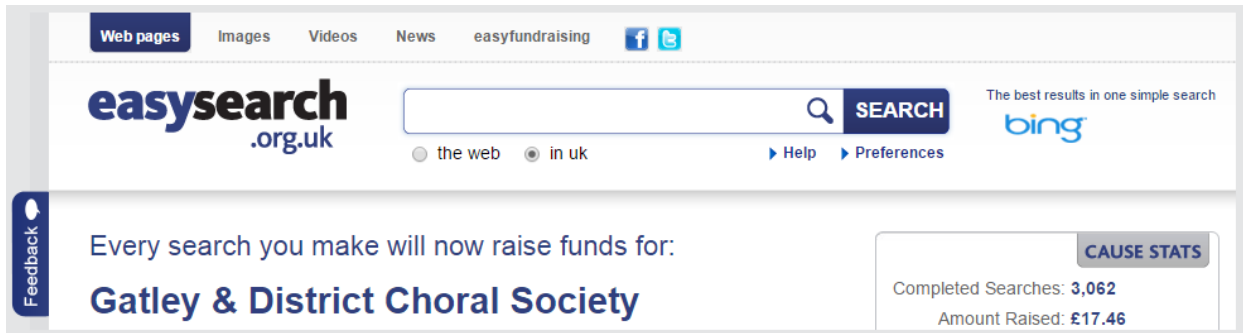
- Introduction <http://www.easyfundraising.org.uk/how-it-works/>
- Getting started <https://www.easyfundraising.org.uk/support-a-good-cause/>
- The Donation Reminder <http://www.easyfundraising.org.uk/raise-more/donation-reminder/>

- Make sure that when you choose your Good Cause it's **Gatley & District Choral Society**

The no-cost version

You don't even have to spend money. Do you sometimes look for information using an online Search Engine (Google, Yahoo, Bing or similar)?

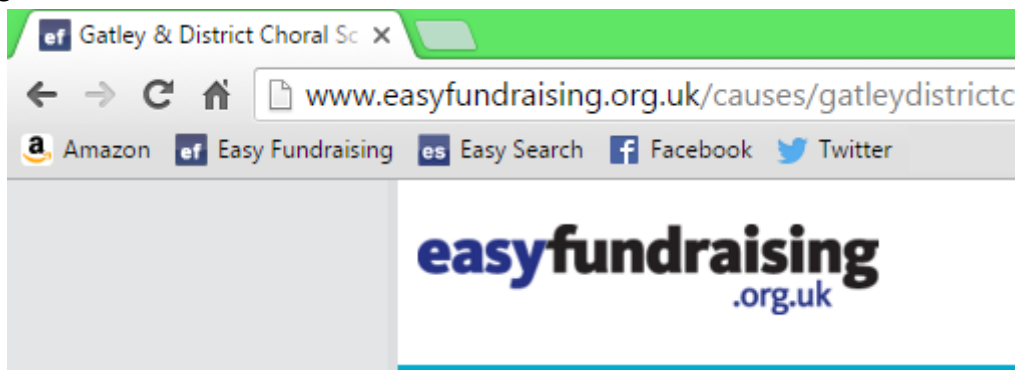
Instead of using Google or whatever, if you use Easy Search, every time you do a search and click on one of the resulting links you earn ½p for your cause. It may be small but again, it all adds up.



A final point

You can make it easier to remember to use Easy Fundraising and Easy Search by setting them up as Favourites / Bookmarks on your usual Web Browser.

For example



You can also get an app. for your phone.

Any questions?

If you'd like any further help contact us via the website or email gatleychoir@yahoo.com and someone will get in touch.