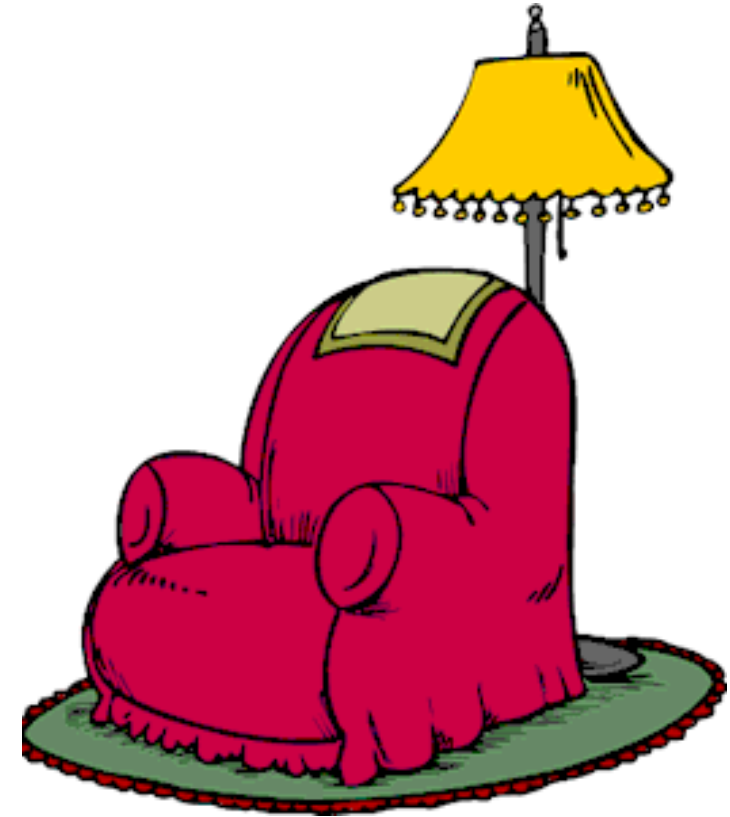


**COMMUNITY
ACTION
SUFFOLK**



Strengthening the voluntary and community sector



Armchair Fundraising

What is Armchair Fundraising?



It gets its name from the idea that people don't need to leave their armchair to donate. It's a way that people can raise money for you easily without leaving home.

People can donate easily to your organisation when they are shopping online for things they need.

Your organisation will receive a small donation when people make a purchase with certain retailers, at no additional cost to the customer.

amazonsmile

The logo features the word "amazon" in a bold, black, lowercase sans-serif font, followed by "smile" in a white, lowercase sans-serif font. A white curved arrow, resembling a smile, is positioned below the "amazon" text, starting under the 'a' and ending under the 'n', pointing towards the right.

You shop. Amazon gives.

What is AmazonSmile?

AmazonSmile is a free and easy way for people to support your charity whilst shopping with Amazon.

When a registered person makes a purchase, Amazon makes a small donation to their chosen charity, at no additional cost to the consumer.

AmazonSmile is available at smile.amazon.co.uk on your web browser and can be activated in the Amazon Shopping App for iOS and Android phones.

How to enrol your organisation with AmazonSmile

In order to enrol and receive donations, you must be an official representative of an eligible organisation.

You will need an email address.

You will need to submit your organisation's bank details, as any money raised will automatically be paid into this. (They are unable to pay you by cheque.)

You enrol your organisation by visiting this website and completing the online form:

<https://org.amazon.co.uk/>

How do people donate to your organisation?

On their first visit to smile.amazon.co.uk they will need to select your organisation as their chosen cause. AmazonSmile will then remember their selection for future purchases.

If using the Amazon app they will need to activate AmazonSmile on the Amazon Shopping app on their iOS or Android phone (found under 'settings' on the app).

They then use the Amazon app or AmazonSmile website to shop with Amazon as usual.



Some helpful notes from the AmazonSmile FAQ

When using the Amazon app, they should always check for the “AmazonSmile” logo to ensure they are activated for AmazonSmile.

If using their browser they may wish to bookmark the AmazonSmile website to make it easier for them to return to the website in future.

AmazonSmile customers on Android devices with version 5.0+ or iOS devices with version 12+, who have upgraded to the latest version of the Amazon Shopping app can find “AmazonSmile” listed in the Settings menu. From there, you can follow onboarding instructions to activate AmazonSmile on your device.

Source: https://smile.amazon.co.uk/gp/chpf/about/ref=smi_se_rspo_laas_aas

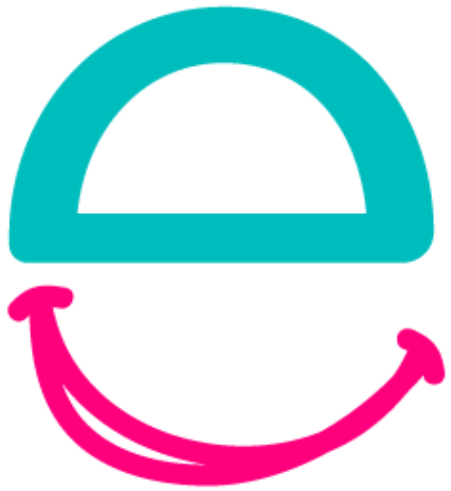
Where can
you find out
more?

AmazonSmile has a useful set of FAQ on their website. You can find it here:

<https://smile.amazon.co.uk/gp/chpf/about/ref=smi se rspo laas aas>

You can find out more about the AmazonSmile programme here:

<https://smile.amazon.co.uk/gp/chpf/pd/ref=smi se saas lpd spd>



easyfundraising
feel good shopping

What is Easy Fundraising?

EasyFundraising is a website that makes a donation to your cause when people use it as a starting point for their online shopping.

It is linked to over 4,525 retailer websites.

People start their online shopping at this website and then select their chosen retailer website from it.

This takes them to the retailer's normal website and they can shop as normal.

In return, the chosen retailer then makes a small donation to your cause.



How do you register your organisation?

You will need:

- The name of your organisation - try to make this unique so that supporters know it's you
- The postcode - to help supporters when they search for causes local to them
- A description - this should include who you are and what you are raising money for
- Payment details – This cannot be a building society or personal account
- A contact number – you will be contacted when your cause is approved, to let you know you can start recruiting supporters to help you reach your goals. You will also be offered a free EasyFundraising coaching call which will give you all the hints and tips you need to get started

Source: <https://support.easyfundraising.org.uk/hc/en-gb/articles/225734887-What-details-do-I-need-to-setup-my-cause-on-easyfundraising->

You can register your organisation here:

<https://www.easyfundraising.org.uk/register-your-good-cause/?msclkid=40e56df2cd851b0bf6520def9c4e988e>

How do people donate to us?

They should start here to search and select their cause:

<https://www.easyfundraising.org.uk/support-a-good-cause/>

Once they have selected your cause to support, they will then set up their account with EasyFundraising.

Each time they shop online they need to log in to the Easy Fundraising website first and then click the relevant link to their chosen retailer's website. (This will be the retailer's normal website and they will be able to use any accounts they have set up with the retailer)

Tip: They may choose to browse the internet for their items first. When ready to make a purchase they can then visit the EasyFundraising website to click on their chosen retailer's website and make their purchase.

Where can I
find out
more?

EasyFundraising has a support centre which has an extensive set of questions and answers. You can find it here:

<https://support.easyfundraising.org.uk/hc/en-gb>



Helpful tips



Make it easy for people to find your cause.

Use the common or well know name for your organisation when registering for these services. This makes it easier for people to find and support you. Use full names rather than acronyms.

e.g Old Beach Village Trust may be easier to recognise as the correct organisation rather than OBVT.

Make sure people know what name you have registered your organisation with.

Make sure that people know you have registered with these sites.

Add posts to your social media with links to the sites.

Put articles in your local magazines or newsletters about the sites, what they do and the name your cause is registered under.

Make use of the free template social media posts and articles that Amazon Smile and Easy Fundraising provide for free.

Make sure people know what to do.

These sites can be daunting or confusing at first look.

Give people simple instructions on how to register and then use the sites.

Produce a simple step by step guide on how to use these sites.