How to set up on Easy Fund Raising

EasyFundRaising is an organisation that generates funds for good causes. It does this by agreeing with retailers a small rebate for every customer that it brings to them online who buys a product or service. Rebates vary from between 0.5% and 30% with the average being between 2 and 3.5%.

Prices are not marked up by this rebate, rather the retailers give out of their margin in return for the increased business it brings them.

There are 2,700 retailers who take part in the scheme covering most household items and services, so everyone who buys online can help.

The Rotary Club of Reading Abbey has been registered with Easy Fund Raising as a worthy cause and any rebates provided by the retailers will go straight into the club's charitable trust account. The club will use all the rebates to donate to people that need our help be they, local, international or as a result of natural disasters.

So please sign up and use Easy Fund Raising now, this guide will show you how.

When you are happy with it, get your family and friends to sign up too.

How to Use Easy Fund Raising

There are three steps;

1. Register with Easy Fund Raising
2. Login to Easy Fund Raising
3. Go shopping

As part of the registration process you will be encouraged to install the Find and Remind Toolbar. Currently tis only works on a Windows PC but is benign and runs in the background. It avoids you having to login to EasyFundRaising every time you want to make a purchase that will result in a rebate. If you have it installed and visit one of the online retailers who support EasyFundRaising it will simply pop up and ask you if you wish to reclaim a rebate related to your purchase.
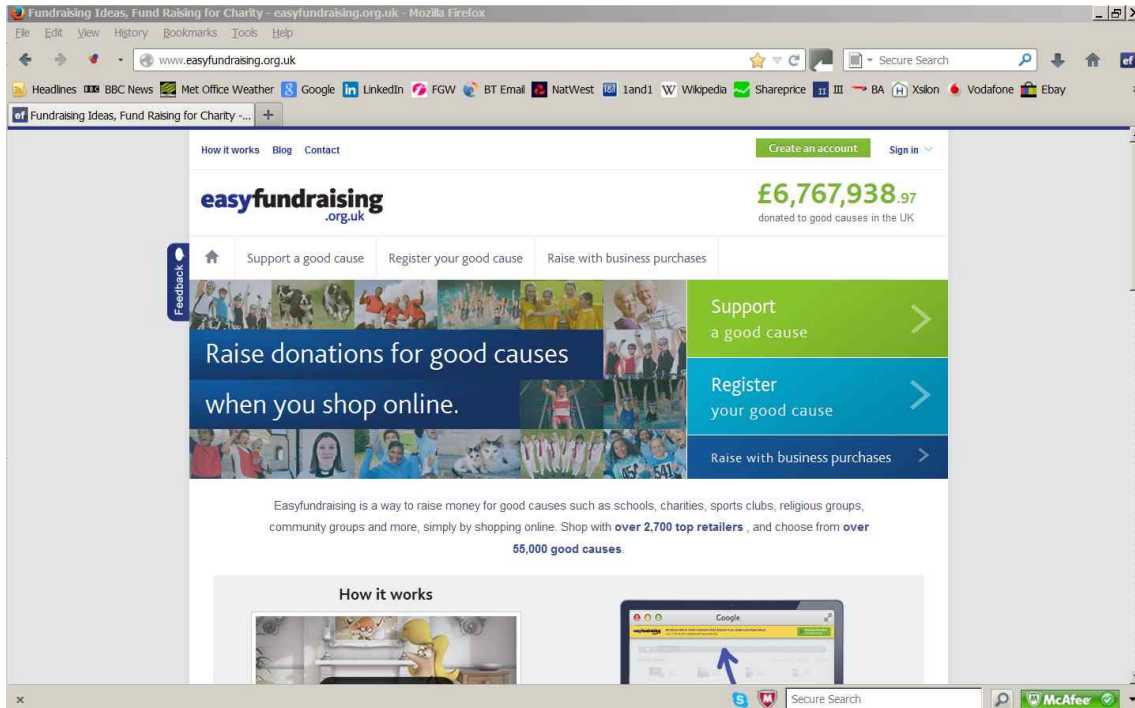
If you are an Apple user the Find and Remind Toolbar is not currently compatible with the Safari browser. Hopefully this will change in the future.

1.   Registering with Easy Fund Raising

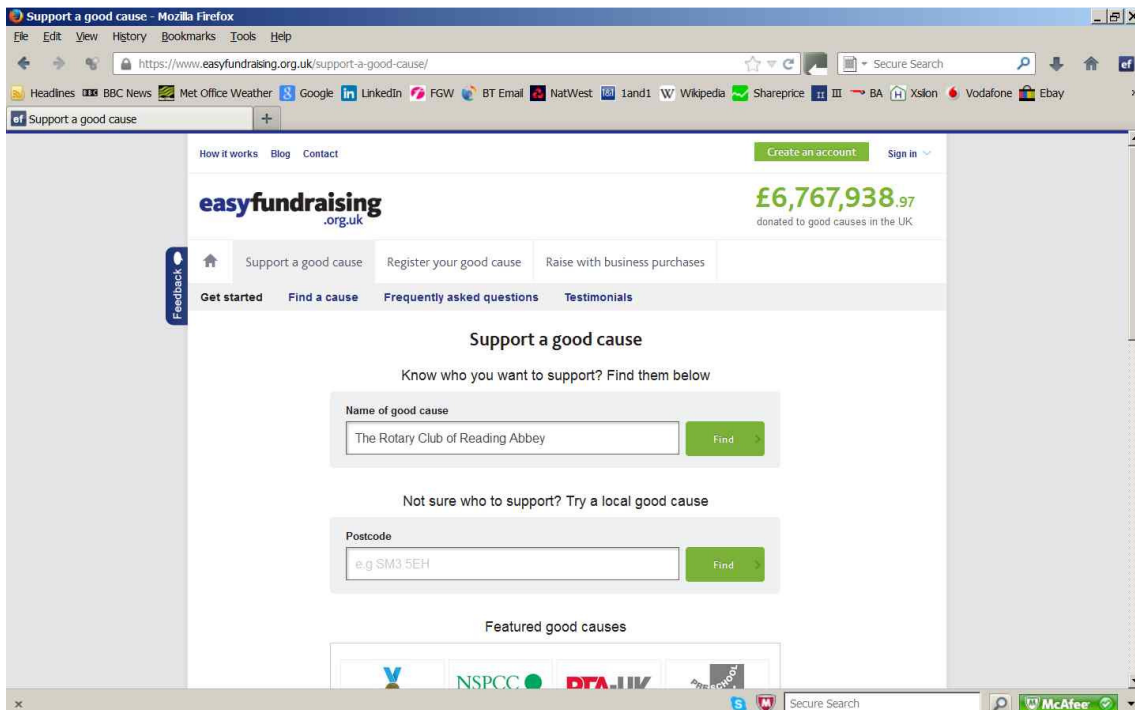There a few easy steps to setting up an account. These are shown below;

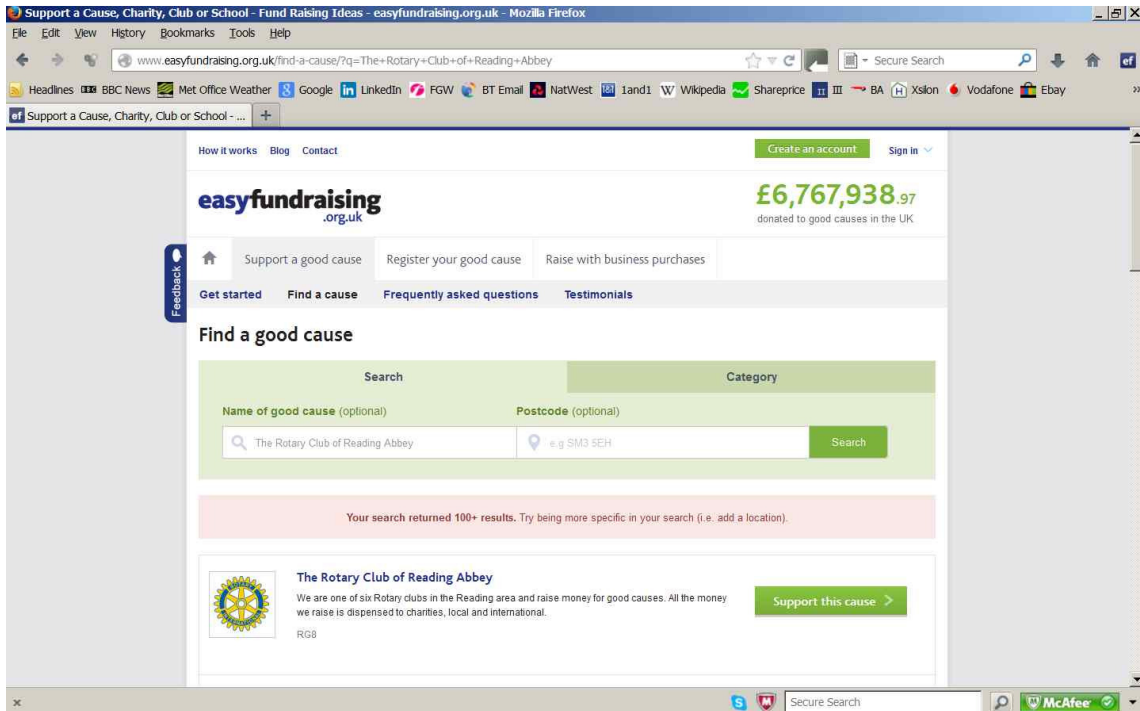a) Open your browser and go to www.easyfundraising.org.uk

b) Click on the large green button "Support a good cause" and it will take you to a page where you need to type in "The Rotary Club of Reading Abbey". Leave the postcode box blank.
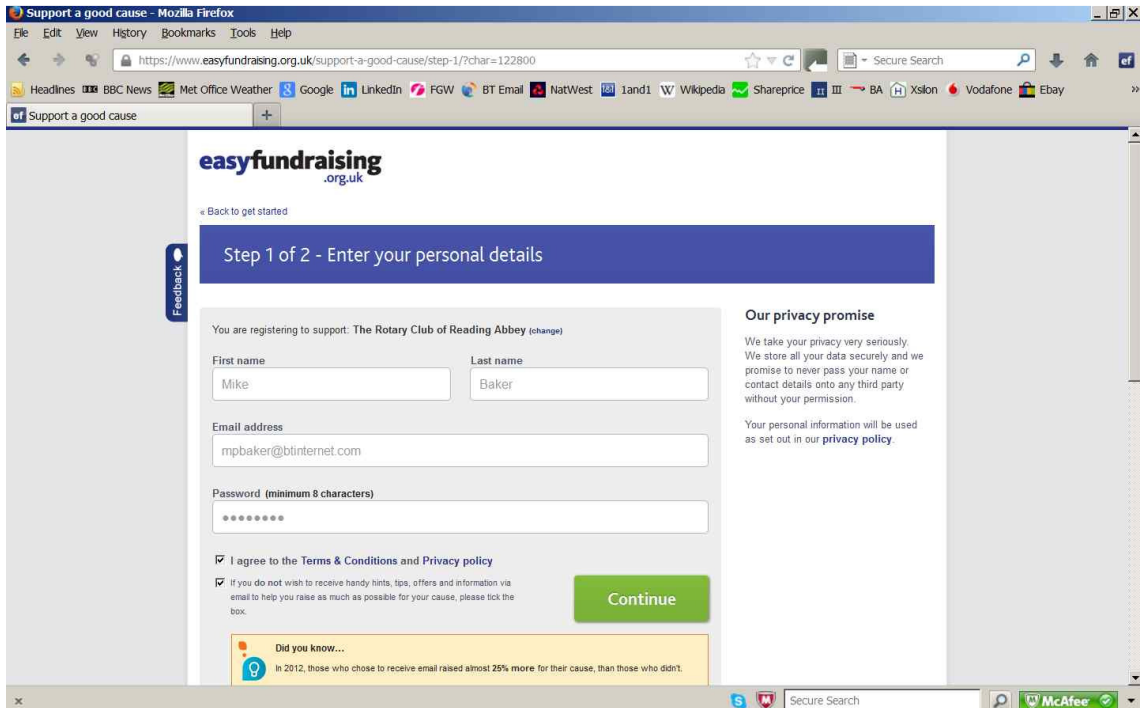
c) Select The Rotary Club of Reading Abbey by pressing the green 'Support this cause' button. Make sure you don't select any other Rotary Club by accident!
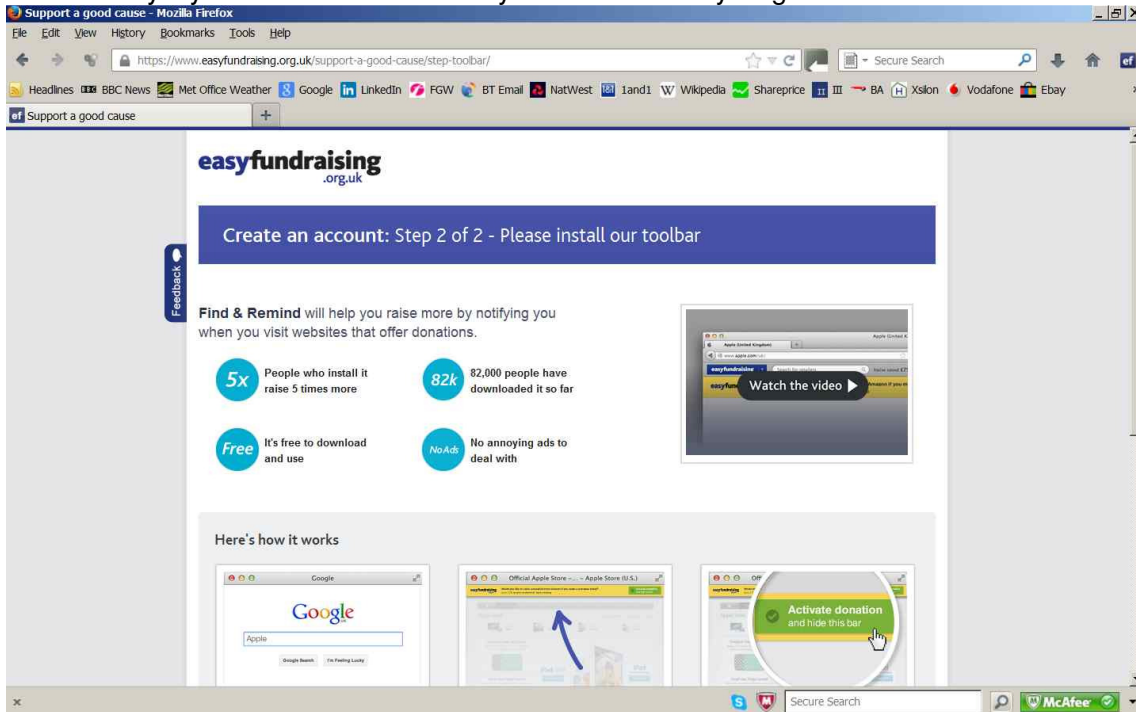

d) Next you will arrive at a screen which requires you to enter your personal details to set up an account. Enter a password and note it down. You will need it to login again in the future. Make sure you tick the terms and conditions box and then read and tick the boxes you want to either receive or avoid emails that may be sent to you.
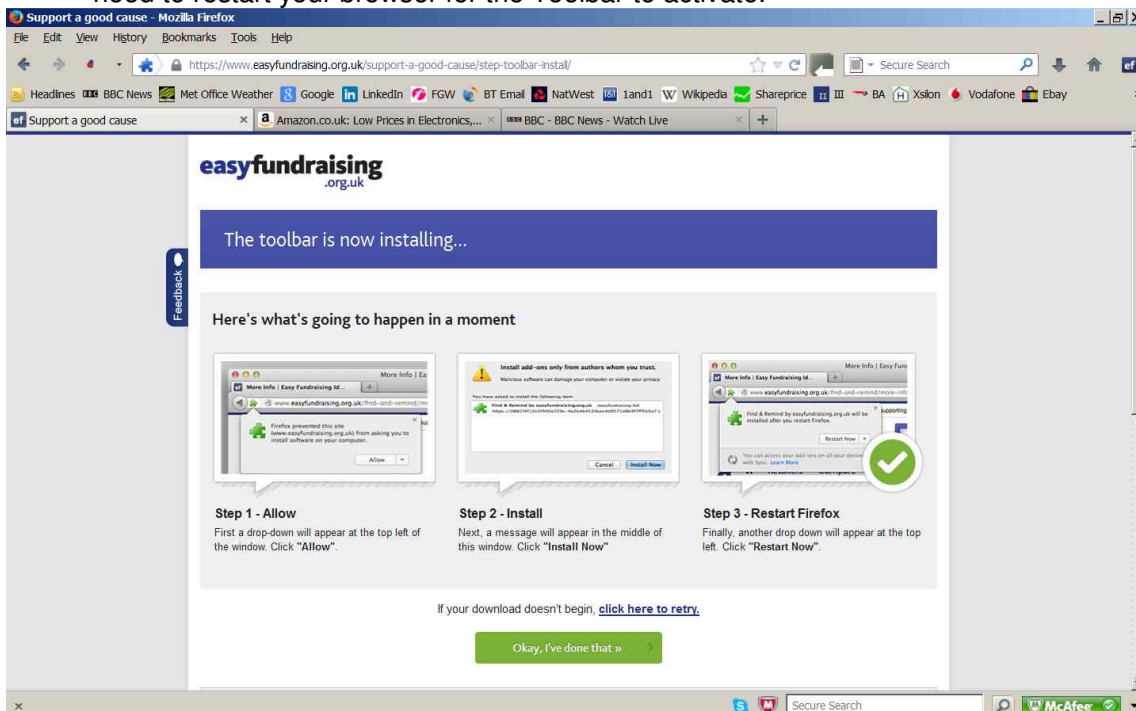
e) On the next page you get the option to install the Find and Remind Toolbar. Don't worry if you don't want to do that yet. You can always log back in later and do this.
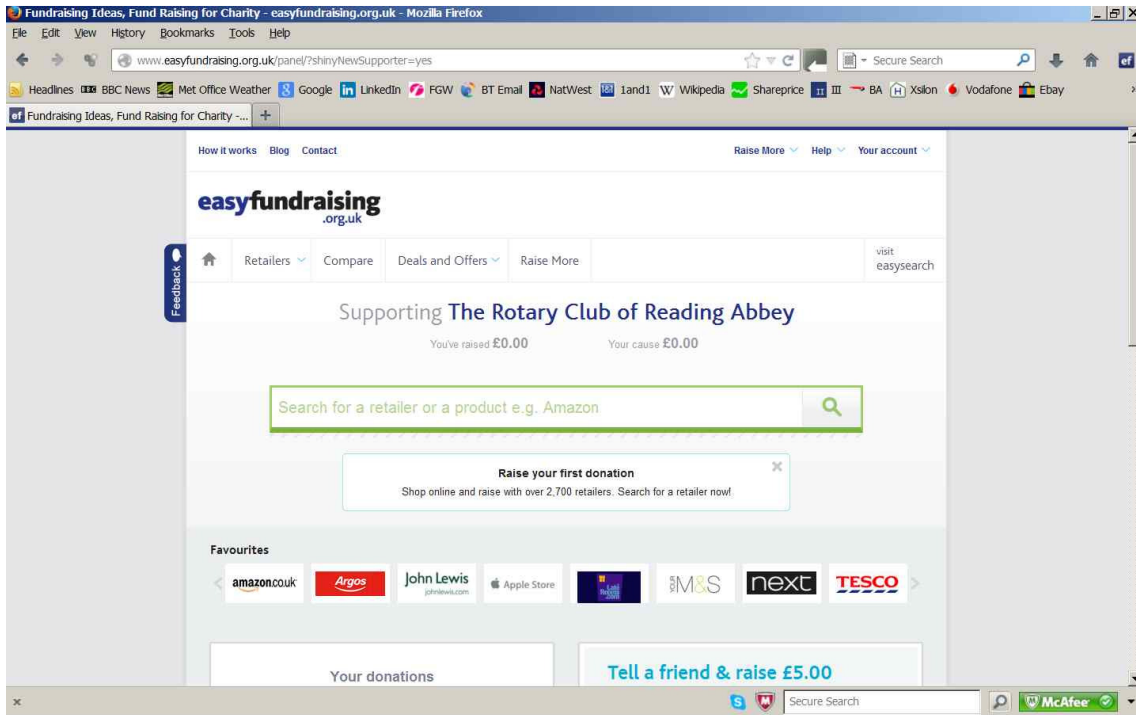

If you don't want to install this click the 'Don't want to install, skip this step' link and dismiss the 'Are you sure?' box that comes up next. Then move on to step g) below.

f) If you clicked the green button to install the Find and Remind Toolbar, you may have to allow your browser to install it depending upon your individual security settings. You should then see a screen that confirms installation has occurred, but you may need to restart your browser for the Toolbar to activate.
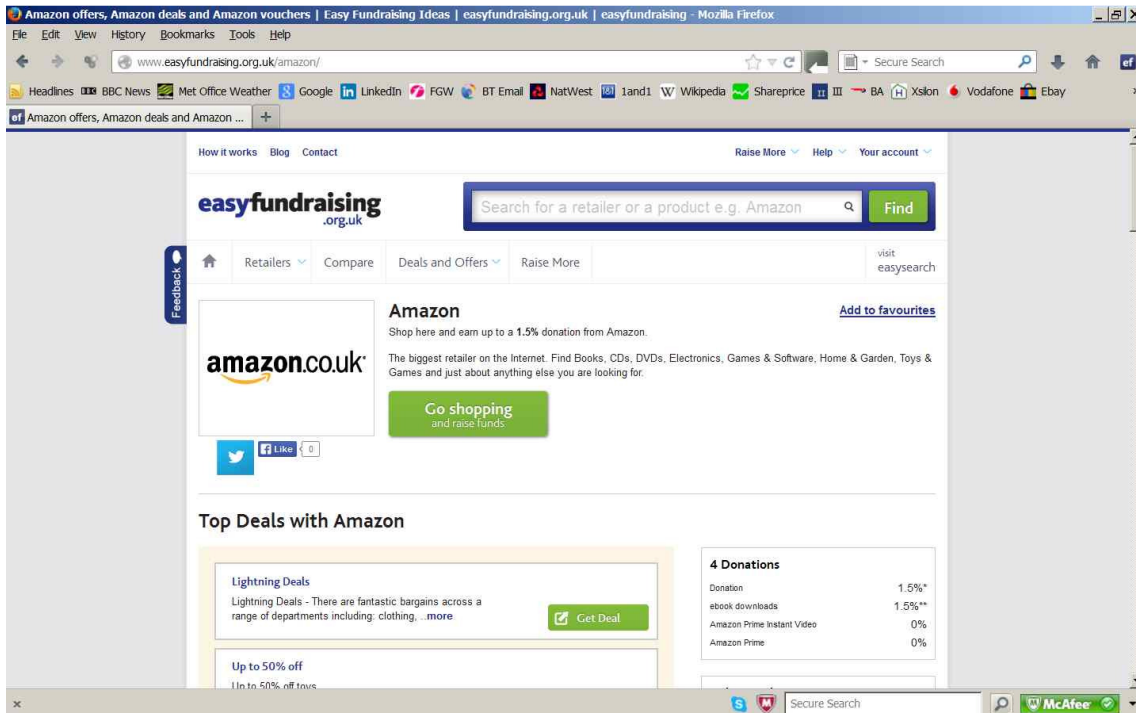
g) You are now at the shopping screen. Enter the name of a retailer from which you want to purchase goods or services.

h) In this example we typed Amazon and after selecting Amazon from a list of retailers you arrive at the final screen. Press the green 'Go shopping' button and shop in the normal way. You may need to re-enter your login details first time, after that it should be automatic.

2.   Login to Easy Fund Raising to go Shopping

If you haven't installed the Find and Remind Toolbar you will need to login to Easy Fund Raising each time you want to go shopping or no rebate will be colected.

If you didn't install the Find and Remind Toolbar but you want to at a later date, just login and go to the 'Raise More' link at the top of the page and install it from there.

3.   Go Shopping

Shop in the normal way and rebates will flow to the club. If you want to learn how much we've raisied then we'll put details on our own website www.readingabbeyrc.co.uk. The administrator within our club gets information from EasyFundRaising about the number of supporters for us as a cause and the amount of money raised, but not about which supporters have shopped at each retailer or about the products purchased.

4.   Further information

For any further information please email efr@readingabbeyrc.co.uk