Girlguiding Scotland and easyfundraising.org.uk are working together to help units fundraise easily and for free. It is a service that allows charities to raise money when their supporters shop online with over 2,700 retailers, including Amazon, John Lewis, Next and Argos and there is no cost to the charity.

The top fundraising unit in Scotland has already raised £900 for their unit, so it is an opportunity well worth making leaders aware of!

An email went out to all Scottish members over 18 earlier this month containing information about our retail services and easyfundraising and there will be an article in the September edition of Blueprint. However we are also asking you help us to promote easyfundraising in your County via your website, newsletter, social media etc and have included copy below that you may find useful.

We also have A5 leaflets available for use at your County at events, or in your HQ, or slipped into a newsletter. You can arrange to collect however many leaflets you need from SHQ, the Glasgow Shop or the Aberdeen Shop. Please email Lynne at lynnep@girlguiding-scot.org.uk or call on 0131 226 4511 to make the arrangements. Alternatively you can collect leaflets at the County Commissioner Weekend at Netherurd (25-27 October 2013).

**Link to easyfundraising page:** www.easyfundraising.org/girlguiding-scotland

**Logos (see attachments):**

1. 'Logo-hires-easyfundraising'
2. 'Logowall'

**Copy:**

Now your girls are back in their units and excited about the new guiding adventures you've planned, wouldn't it be great if you could raise money for your unit for free? Well, Girlguiding Scotland and easyfundraising.org.uk are working together to help units fundraise easily and for FREE!

easyfundraising is a free service that allows charities to raise money when their supporters shop online with over 2,700 retailers, including Amazon, John Lewis, Next and Argos.

Imagine how excited your girls will be when you can buy that new tent, extra craft material or splash out on an event for the Big Brownie Birthday with the money you've raised through easyfundraising.org.uk!

"*I recommend every unit to use easyfundraising, it takes very little effort and the rewards are worthwhile*"

Pamela Boal, Guide Leader or 1st Crieff Guides

**How does it work?**

**1. Start at easyfundraising**

Let's say you want to buy a book from Amazon. Instead of going to amazon.co.uk, you go to easyfundraising.org.uk first – or you can use the easyfundraising toolbar.

**2. Make a purchase**

When you click through to Amazon, a message is sent to them so they know you've come from easyfundraising.org.uk. The price of the book is exactly the same as if you'd visited Amazon directly.

**3. Get a donation**

Amazon pay easyfundraising a fee as a thank you for the extra sales. easyfundraising turn that fee into a donation for your guiding unit. It costs you nothing. It's as simple as that!

**Your unit is ready to start raising money!**

We have registered all Girlguiding Scotland units with easyfundraising, so you can start raising money now. Simply visit www.easyfundraising.org/girlguiding-scotland

Your unit will receive a cheque four times per year for the funds you've raised.

Make sure you promote easyfundraising to all your members, parents, friends and family. Let them know they can do all their online purchases via easyfundraising without it costing a penny more and at the same time raise money for your unit.

**These units already use easyfundraising**

The top 3 easyfundraising units in Scotland:

| | |
|---|---|
| 1st Connel Brownie Unit | £900.87 |
| 3rd Ellon Guide Unit | £655.80 |
| 1st Ellon Rainbow Unit | £511.82 |

If you need help or have any questions, just get in touch with Girlguiding Scotland at easyfundraising@girlguiding-scot.org.uk