[Launch email]

[Subject] NEW £5,000 community pledge from Tesco & easyfundraising

Tesco and easyfundraising have come together again to give a helping hand to voluntary groups, charities, and CICs working tirelessly to keep up with spiraling costs and rising demand. They will donate £1000 funding pots to 5 community organisations this May.

For a chance to receive £1000 for your community organisation, follow these simple steps:

1. Firstly, [register your organisation](http://www.easyfundraising.org.uk/bassetlaw) with fundraising platform easyfundraising before May 31st. easyfundraising enables your community organisation to receive unrestricted funding from 8,000 leading online retailers including Tesco.
2. Then ask everyone connected to your organisation to use the easyfundraising platform to shop with Tesco in May. Each time one of them shops online at Tesco, your organisation will be entered into the draw to receive a £1,000 funding boost. The more people who shop online with Tesco on your behalf, the more chances your organisation has of winning.

And what’s more, when your supporters shop with Tesco in May, they’ll raise £10 for you if it’s their first-time shop, and £1 for each subsequent shop they do.\*

easyfundraising will even help you to get your supporters involved, with free downloadable images, flyers and messaging to share across your social media channels and newsletters.

Signing up to easyfundraising is your first step; it only takes 2 minutes so get started here: [www.easyfundraising.org.uk/bassetlaw](http://www.easyfundraising.org.uk/bassetlaw)

What do last year’s Community Pledge winners say?

“It was such a wonderful surprise to win this money! It’s a fantastic way for Tesco and easyfundraising to support community causes and shows a commitment to helping the community.” Creative Communities Ilfracombe

“As a small community group, we hardly ever get money 'on a plate', and we have so much that we want to do so this is just amazing.” Havering Green Streets

“The members were delighted to have received this funding. We greatly appreciate the focus that both Tesco and easyfundraising have given to community issues particularly after such a long period of social isolation.” Midsomer Norton Men’s Shed

[**Let’s do this - be part of the Tesco Community Pledge**](http://www.easyfundraising.org.uk/bassetlaw)

\*New customers can raise £10 on their first shop over £50, existing customers raise £1 per shop over £70

[Newsletter]

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[ONSITE]

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[Facebook 1]

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[Facebook 2]

Five chances to win £1,000 with Tesco and easyfundraising! Sign up to easyfundraising, and encourage your volunteers and local community to sign up as your supporters. Every time they shop online with Tesco, your organisation enters the prize draw to win £1,000! LINK TO ONSITE ARTICLE or [www.easyfundraising.org.uk/bassetlaw](http://www.easyfundraising.org.uk/bassetlaw)

[Twitter 1]

Tesco & @easyuk have come together to donate £1000 funding pots to 5 community organisations this May. LINK TO ONSITE ARTICLE or [www.easyfundraising.org.uk/bassetlaw](http://www.easyfundraising.org.uk/bassetlaw)

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