

# How to use a buy.at Webshop and generate an income when people shop online

Salford Annual Fundraising Conference  
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Victoria Prince

# Welcome

- What is a Webshop?
- Who can sign up for one?
- How much does it cost?
- Which retailers can we purchase from to earn a commission?
- How much can we earn?
- Where do we apply and how long does it take to set it up?
- Do we need a website and technical knowledge to have a buy.at Webshop?
- How do we promote our Webshop?
- What changes are taking place in 2011?

# What is a Webshop?

 Fundraising for Barry First Responders  
We receive a donation every time you make a purchase here this Christmas

home | FAQ | retailer A-Z | business | mobile | **christmas competition!** | blog | commission enquiry | feedback

Search  for

**LOOK OUT FOR YOUR CHANCE TO WIN 5 X £1,000 WITH THE WEBSHOPS 'FIVE STAR' CHRISTMAS COMPETITION**

STARTS MONDAY 8TH NOVEMBER [CLICK HERE FOR MORE INFO](#)



SHARE    

**MAKE THIS MY HOMEPAGE** 

**News**

**Welcome to the Barry First Responders web shop.**

Find online bargains, gifts, cheaper gas and electricity services and even book a holiday through our Webshop and raise money for us as you shop online.

Remember to follow Webshops on [Twitter](#) and become a friend on [Facebook](#) to keep up to date with all the special offers that they send.

**Special Offers**

  
10% off everything with code 'ASNOV10'

  
Free Delivery on Everything  
25% off selected board games

  
ASDA grocery - 3 for £10 on selected Wine



These are some of the retailers supporting your fundraising.  
To see them all, click [here](#).

**Useful Links**

► Download posters to print



**Price Promise**

You pay exactly the same price as on the

# What is a Webshop?

- A method of raising money via a website that is automatically updated by buy.at
- This white label solution links to nearly 200 online retailers including Amazon, eBay and Marks and Spencer
- It works on a performance based affiliate marketing model
- 100% of the commission is passed on to your organisation
- A Webshop URL is always preceded with [www.buy.at/](http://www.buy.at/) and the individual Webshop name follows this, for example [www.buy.at/clicsargent](http://www.buy.at/clicsargent) the charity for children with cancer and leukaemia.

# Example

<http://www.trustpa.org/shoppinglinks.asp>

[www.buy.at/trustpa](http://www.buy.at/trustpa)

[www.play.com](http://www.play.com)

# Who can sign up for one?

- Registered charities
- Sports groups
- Schools
- Other not for profit organisations

# How much does it cost?

- It's a FREE service for the organisation
- No set up or ongoing fees
- No minimum term contract to sign or amount of sales to generate

# Which retailers can we purchase from?



Littlewoods



YOUR M&S



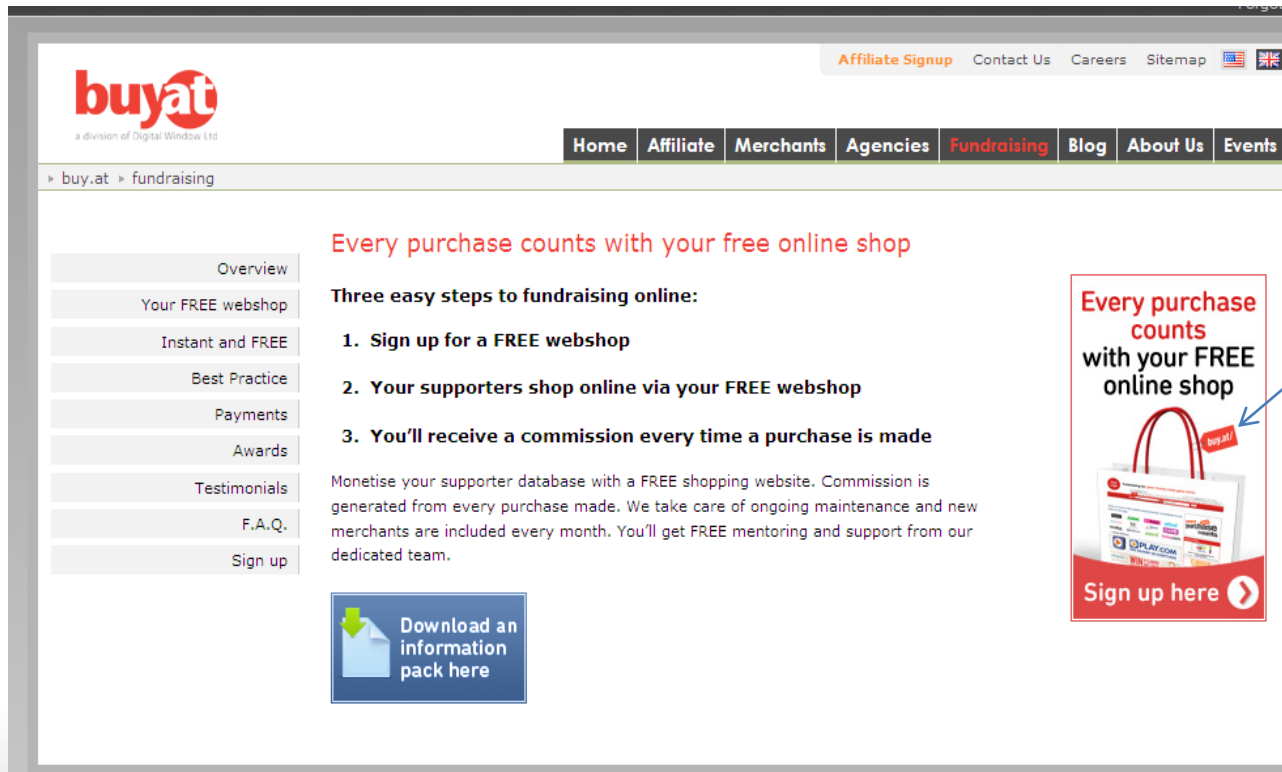
Currently over 180 retailers

# How much can we earn?

- Football teams earning around £800 a month in summer 2010
- Very seasonal – sales increase in the lead up to Christmas
- The more you promote your Webshop the more you'll earn
- End users easily forget about the Webshop and revert to a search engine when they shop online
- A 'drip-drip' flow of reminders are needed through different channels
- Once you reach £20, a monthly BACs payment is generated

# Where do we apply and how long does it take to set up?

[www.buy.at/fundraising](http://www.buy.at/fundraising)



The screenshot shows the buy.at fundraising page. The header includes the buy.at logo (a division of Digital Window Ltd), navigation links (Affiliate Signup, Contact Us, Careers, Sitemap, US, UK), and a main menu (Home, Affiliate, Merchants, Agencies, Fundraising, Blog, About Us, Events). The breadcrumb trail is buy.at > fundraising. The main content area features a sidebar with navigation links (Overview, Your FREE webshop, Instant and FREE, Best Practice, Payments, Awards, Testimonials, F.A.Q., Sign up), a main heading 'Every purchase counts with your free online shop', and three easy steps to fundraising online: 1. Sign up for a FREE webshop, 2. Your supporters shop online via your FREE webshop, and 3. You'll receive a commission every time a purchase is made. Below the steps is a paragraph about monetizing the supporter database with a FREE shopping website. A blue button with a download icon says 'Download an information pack here'. On the right, a red-bordered box contains the text 'Every purchase counts with your FREE online shop' and an image of a shopping bag with a buy.at tag, with a 'Sign up here' button and a right-pointing arrow. A blue arrow points from the right side of the page to the 'Sign up here' button in the red box.

buy.at  
a division of Digital Window Ltd

Affiliate Signup Contact Us Careers Sitemap US UK

Home Affiliate Merchants Agencies Fundraising Blog About Us Events

buy.at > fundraising

Overview  
Your FREE webshop  
Instant and FREE  
Best Practice  
Payments  
Awards  
Testimonials  
F.A.Q.  
Sign up

**Every purchase counts with your free online shop**

**Three easy steps to fundraising online:**

- 1. Sign up for a FREE webshop**
- 2. Your supporters shop online via your FREE webshop**
- 3. You'll receive a commission every time a purchase is made**

Monetise your supporter database with a FREE shopping website. Commission is generated from every purchase made. We take care of ongoing maintenance and new merchants are included every month. You'll get FREE mentoring and support from our dedicated team.

Download an information pack here

Every purchase counts with your FREE online shop

Sign up here

# Start up example

# Do we need a website and technical knowledge to have a buy.at Webshop?

- No need for a website, although if you have one you can add a link such as <http://www.clicsargent.org.uk/@930/Everydaywaystohelp/BuyAt>
- You can update information in the News section, so in effect adding your company news and events if you don't have a website yet
- No technical knowledge required, as long as you have your own email address and know how to shop online

# How do we promote our Webshop?

- Add a link from your own website with ready-made banners in your Management Area
- Spread the word in meetings, talk about your Webshop to all your friends and family, and ask them to do the same.
- Tell your supporters to bookmark the site and make it their homepage so they are constantly reminded to go via your Webshop when shopping online – there's a button ready on your Webshop that tells you how to do it
- Put up posters (downloadable for free in the Management Area) and hand out leaflets to the people who support your organisation.

- Forward the email newsletter that we regularly send out which includes great offers that they can take advantage of, such as 10% off Thorntons chocolates or 40% off flights with Expedia.
- Post a link to your Webshop on your blog and various industry/charity forums.
- Ask local companies to link their websites to your Webshop and make stationery orders via it too.
- Write a press release and send it to your local newspapers. There are plenty of examples in your Management Area or on the Webshops' Facebook page to download.

- Add your Webshop's URL to your email signature and words along the line of 'Support XXX when you shop online'
- Follow buy.at Webshops on [Twitter](#) and become our friend on [Facebook](#) for further ideas on promoting your Webshop and the latest offers. Also check out the social media button on your Webshop that lets you share your Webshop's site to all your social media profiles like Facebook, Twitter, LinkedIn and many more!

# What changes are taking place in 2011?

- Rebrand
- New platform with added functionality for you to use
- More retailers
- Academy