

How to use our webshop

An easy way to raise funds for us

How our webshop looks:

The webshop has been designed with functionality in mind. There are a number of features to help make your shopping experience as effortless as possible.

The A-Z tab displays all of the retailers in the webshop.

The Popular Retailers highlights the most frequently visited retailers.

Visit Our Main Website This is a link back to our main website.

The screenshot shows a fundraising website for the Royal British Legion. At the top, it says "Fundraising for the Royal British Legion choice, savings and value for you, raising money for us at the same time." Below this is a navigation bar with tabs for "Home", "A-Z", "My account", "My orders", "My wishlist", "My orders", "My account", "My orders", "My account", "My orders", "My account". A search bar is also present.

The main content area is divided into several sections:

- Popular Retailers:** A section titled "These retailers are supporting our fundraising through this shop!" featuring logos for Amazon.co.uk, M&S, John Lewis, and others.
- Special Offers:** A section titled "Special Offers" with a "CLASSIC CDs" offer.
- News:** A section titled "The Ex-Servicemen community needs your help all year round" with a link to "More information about the shop".
- Useful Links:** A section with links for "Download pasters and leaflets to help generate your webshop. There are posters, pasters as well as brand names such as Heven Holidays." and "Download Pasters Here".
- Price Promise:** A section titled "Price Promise" with a link to "Click here to make this your homepage, giving you easy access to the competition will prices that are often, when they are on the high street." and "The competition earned by your group comes out of the retailers profit margin, not the marketing spend."
- natural collection:** A section titled "natural collection" with a link to "A great range of high quality food and drink products from our natural collection."
- 3D BOOKS ONLINE:** A section titled "3D BOOKS ONLINE" with a link to "Search from 30 million titles at 99p each."
- Black Friday:** A section titled "Black Friday 21 October" with a link to "For an instant price cut, from 11.00 onwards on Fri 21, by midnight, book up to 50% off our webshop."

At the bottom of the page, there is a footer with links for "Get your own shop", "Disclaimer", "Privacy", "Administration", "Help", "History", "Contact Us", "Feedback", "Feedback".

▲ A typical webshop screen shot

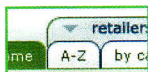
The Special Offers section is regularly updated so that the latest offers are available at the click of a button.

The Product Search Bar allows you to search your webshop and compare prices.



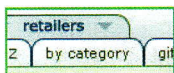
Buying from our webshop

It's easy to buy from our webshop and it is easy for us to generate a steady stream of income. Each purchase generates on average £2.50, so as little as 20 purchases a week could result in over £2500 for us each year!



Looking for a specific retailer?

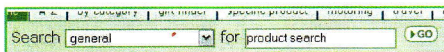
The A-Z page displays all of the retailers working with us, along with a short description of what they offer and the commission they offer when you make a purchase through the webshop.



Shop by category

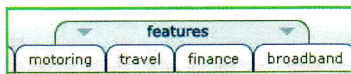
Shop by categories such as books, electronics, clothes etc. This enables you to see which retailers sell a certain type of product.

Looking for a specific product?



Using the 'Product Search' is an easy way of finding the product you want, giving you choice between the retailers to give the best deal.

Browse recommended retailers



The 'Features' section contains comparisons between different retailers for various services and products, including Film/Music and travel.

Find special offers



The 'Special Offers' section is a great way to find the latest offers and get straight through to the retailer with one click.

- You pay no more than usual by going through the webshop.
- Your shopping experience will be no different from shopping direct with the retailer.
- All of the participating retailers run fully certified secure websites so shopping is safe and secure.

When you click through to a retailer's website from the webshop you will be able to use their site as you normally would; your purchases will generate commission for us.