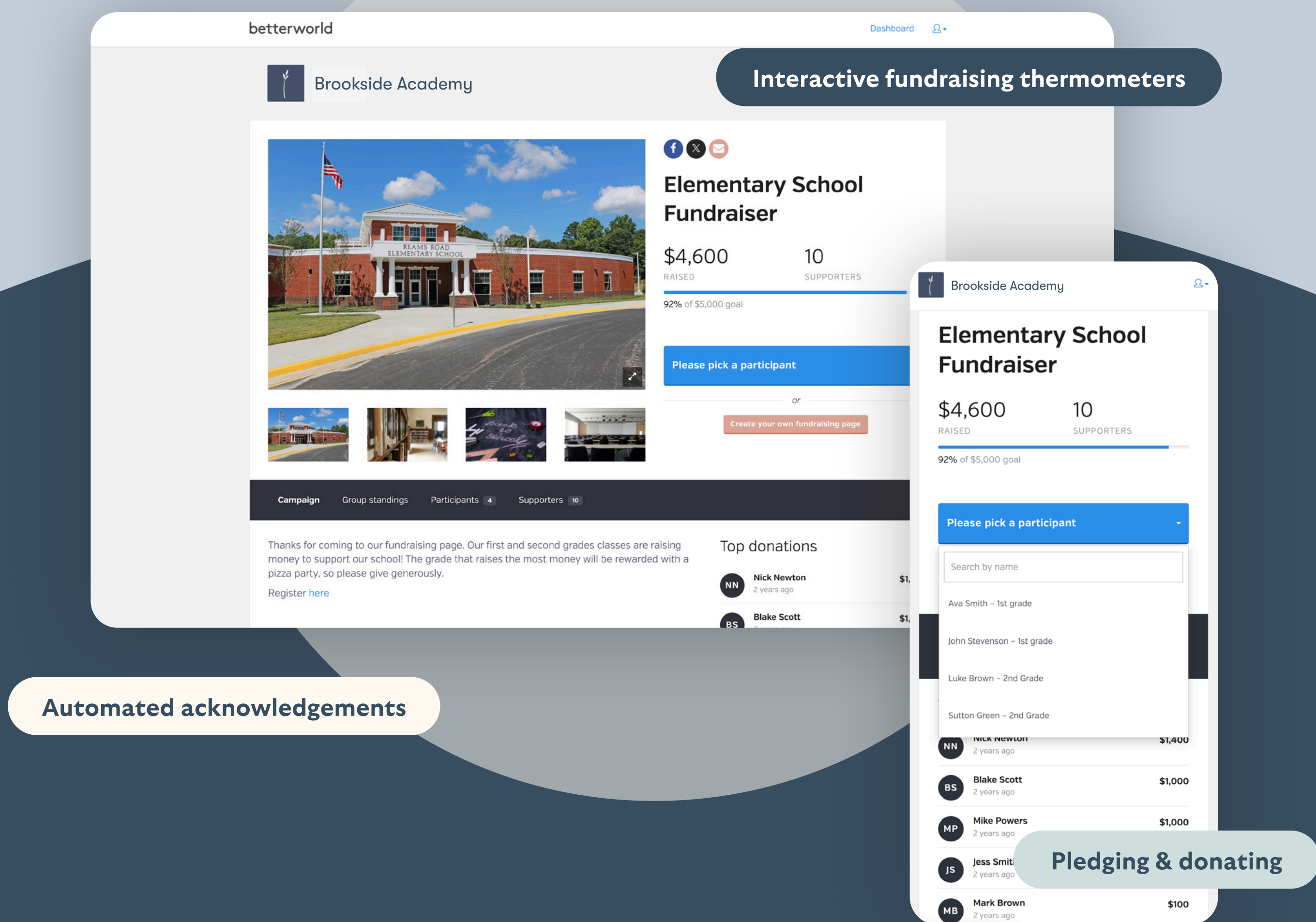
betterworld

# Your Complete Guide to BetterWorld's A-thon Campaign

Elevate your fundraising efforts with an A-thon campaign!
This guide covers everything you need, from setup and participant management to promotion and donations, for a successful, seamless event.



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# Introduction

Ready to elevate your fundraising efforts with an engaging and impactful A-thon campaign? This comprehensive guide will walk you through every step, from setting up your campaign and managing participants to promoting your cause and handling donations. Whether you're hosting a walk-a-thon, read-a-thon, or any activity-based fundraiser, this guide ensures you'll have everything you need to create a successful and seamless campaign.

***Let's dive in and get started!***

## Traditional Peer-to-Peer vs. A-thon Style

BetterWorld offers two types of Peer-to-Peer campaigns: traditional and A-thon style. In traditional campaigns, participants raise funds through flat donations. In A-thon campaigns, donations are tied to specific activities, like laps completed in a walkathon or pages read in a read-a-thon. This guide focuses on setting up and running an A-thon-style campaign.

Looking to set up a traditional Peer-to-Peer campaign?

Check out **Your Complete Guide to BetterWorld's Peer-to-Peer Campaign**.

## Donation and Pledge Options for A-thon Campaigns

Donors can support your A-thon campaign in two ways: making a donation or a pledge. After selecting a participant to support, donors are directed to a checkout page to choose their giving option.

- **Donate Now**: A flat donation is processed immediately.
- **Pledge**: Donors commit to an amount per activity but are not charged immediately. The total pledge is calculated based on the final activity count and charged at the end of the campaign.

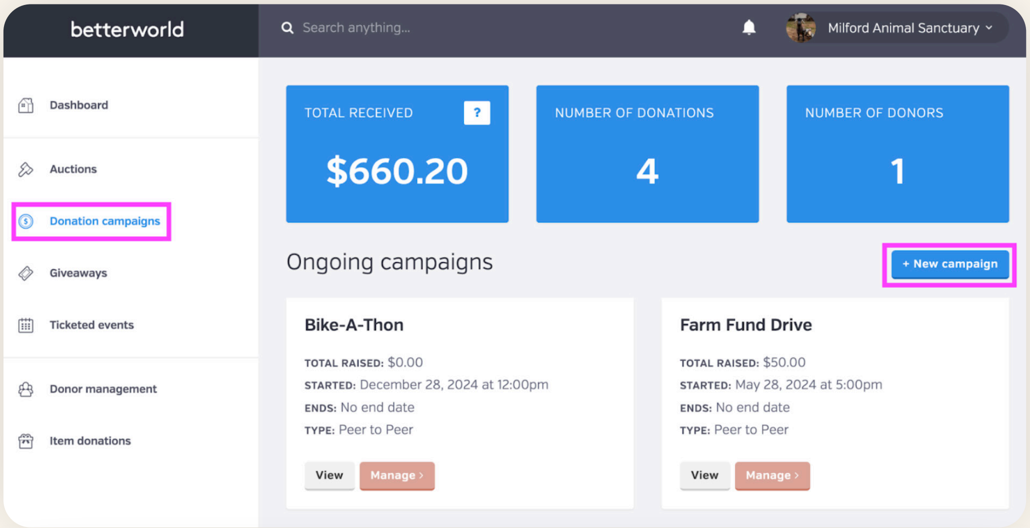
**NOTE:**

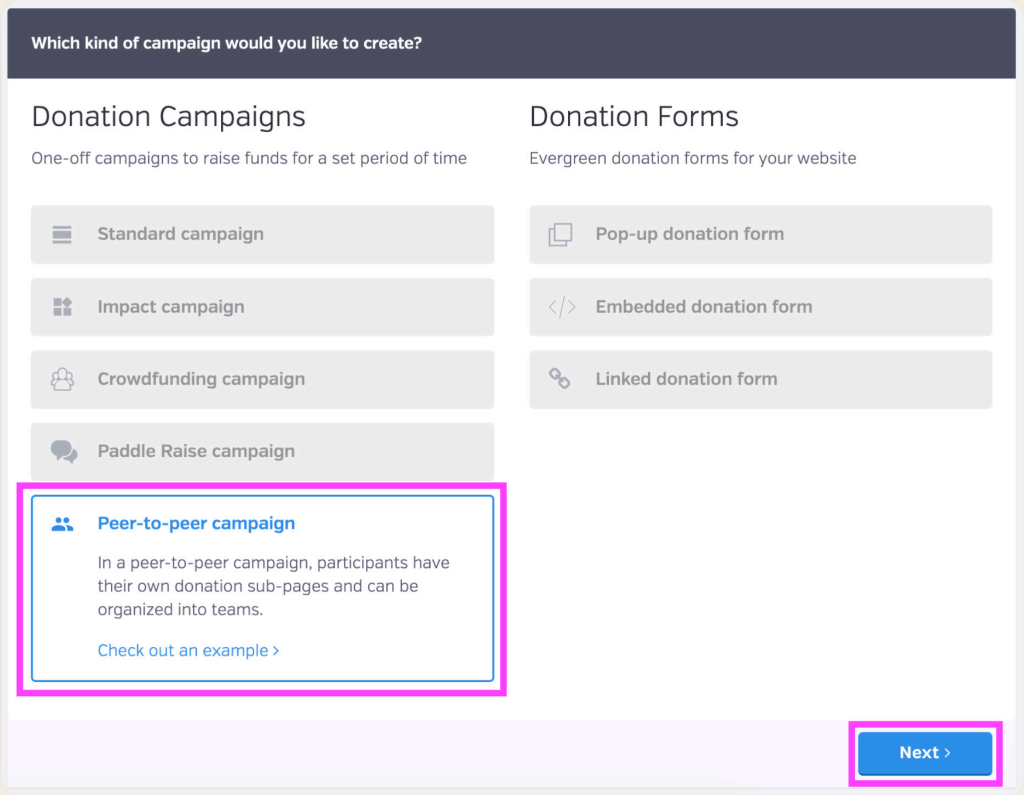
Pledges are not reflected in the participant's total, team standings, or the campaign progress bar until they are paid after the campaign ends. Only donations are counted and displayed in real-time during the campaign.

## Step 1: A-thon Creation

Creating your campaign is simple and intuitive—just follow these steps to set up a compelling fundraising page that engages donors and drives contributions.

1. **Create Your Campaign.** Go to the Dashboard, click **Donation Campaigns**, then click the **+ New Campaign** button. Select **Peer-to-Peer** and click **Next**. The system will guide you from here.

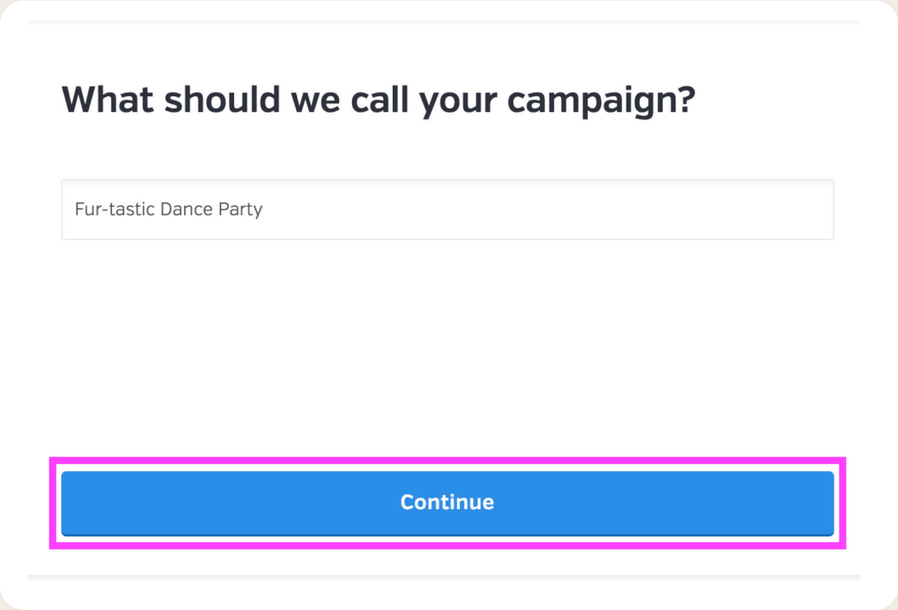


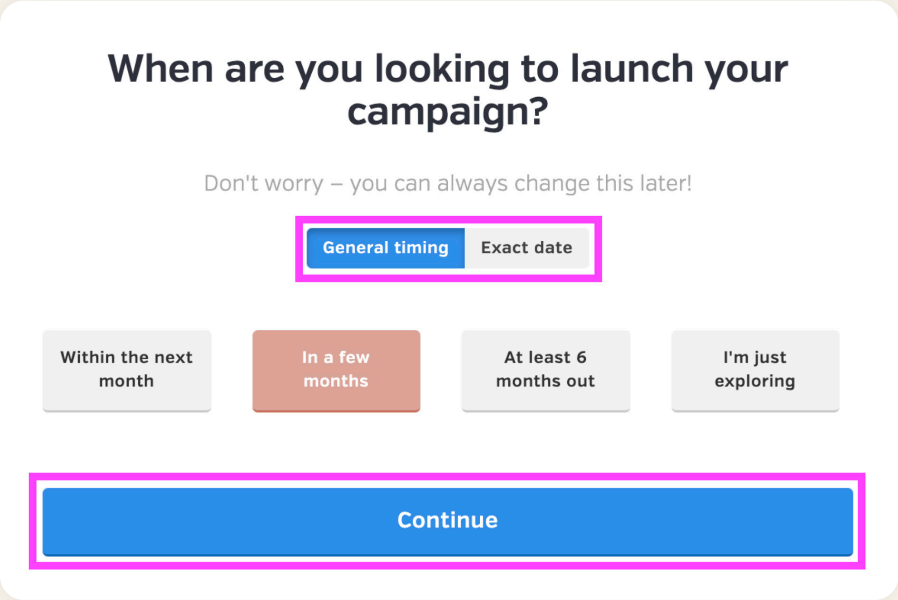

**NOTE:**

Any details you enter during campaign creation can be updated later in your dashboard. If you'd prefer, you can leave the optional sections blank and make changes later. Just head to your dashboard, click **Donation Campaign**, click **Manage** on your Peer-to-Peer campaign, and click **Settings** to update your information.

2. **Pick a Name.** Choose something compelling that conveys your campaign's purpose, like "Support Our Varsity Basketball Team" or "Help Us Build a School."




3. **Set a Start Date.** Choose a start date and time for accepting donations. Not sure when to begin? Set an estimate now, and you can adjust it later in the dashboard.




**TIP:**

We recommend a duration of 1-3 months for an A-thon campaign. This timeframe is ideal as it gives people ample time to share and help spread the word! Feel free to make it longer or shorter based on your needs.

4. **Set a Fundraising Goal.** Set your campaign goal by dragging the circle. This goal will be shown on the A-thon's main page, and every dollar raised by participants will contribute to reaching it. It's an excellent way to engage your donors and keep them updated.


**NOTE:**

Fundraising won't be capped at this goal, and there's no penalty for not reaching it. All the funds raised are yours to keep, no matter how close you get to the goal.

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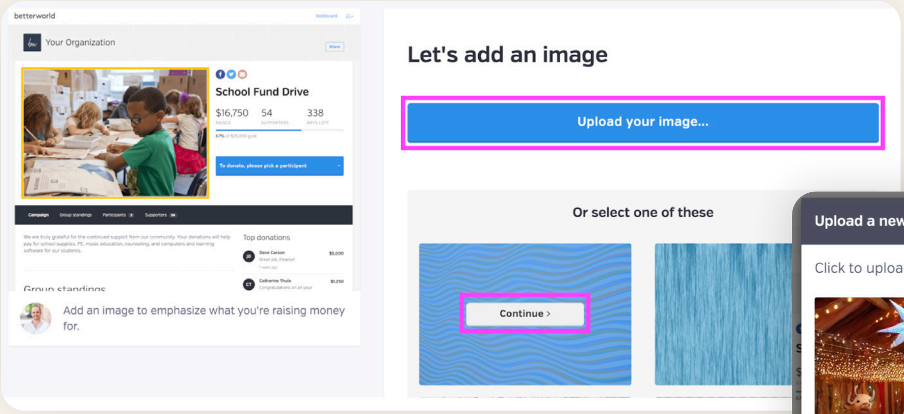
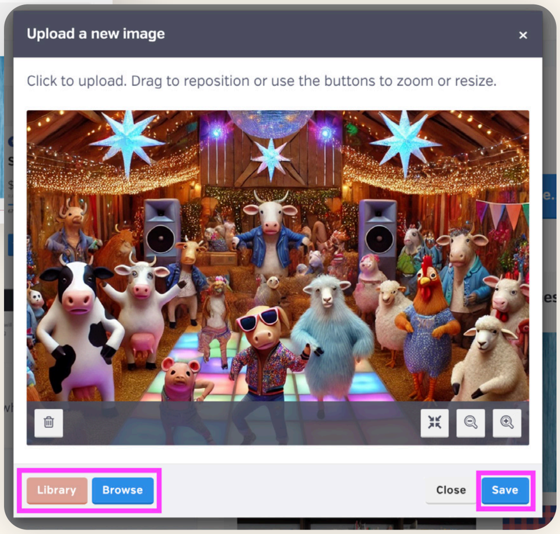
5. **Add An Image.** Let's add an image to make your A-thon campaign stand out! You can choose an image from your desktop or use BetterWorld's built-in image library to search for one that best suits your campaign. You can add one photo during the setup and then up to four photos later.

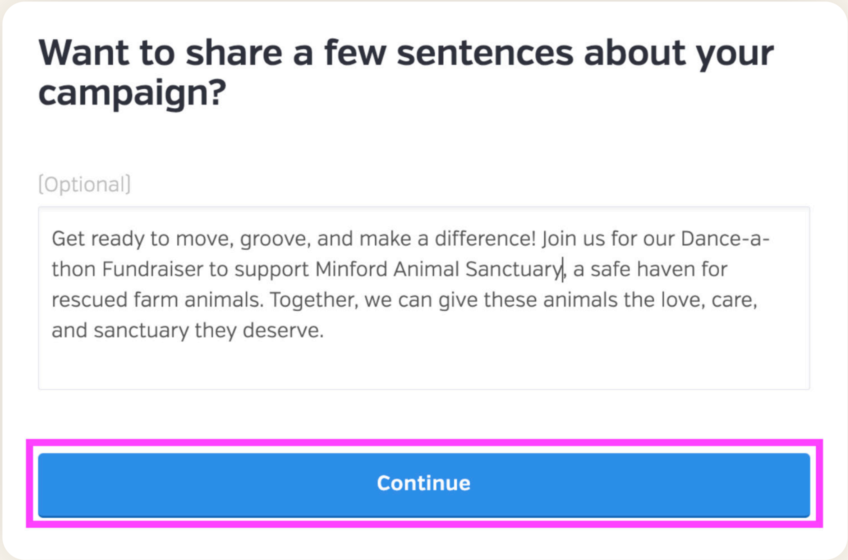


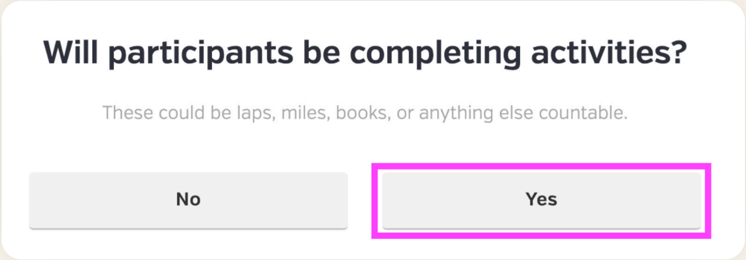

**TIP:**

An image representing your end goal will help donors visualize what they are donating towards. For example, if your A-thon campaign is to help you build a new playground, a clear image of a beautiful playground will allow donors to see what their money is going towards.

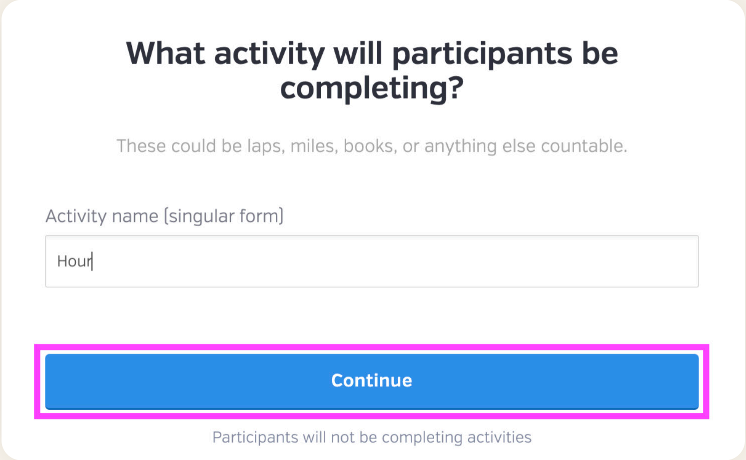
6. **Write a Message to your Donors.** This is the perfect place to share your story and explain why their participation matters. Whether it's a few sentences or a few paragraphs, help your donors connect with your cause.



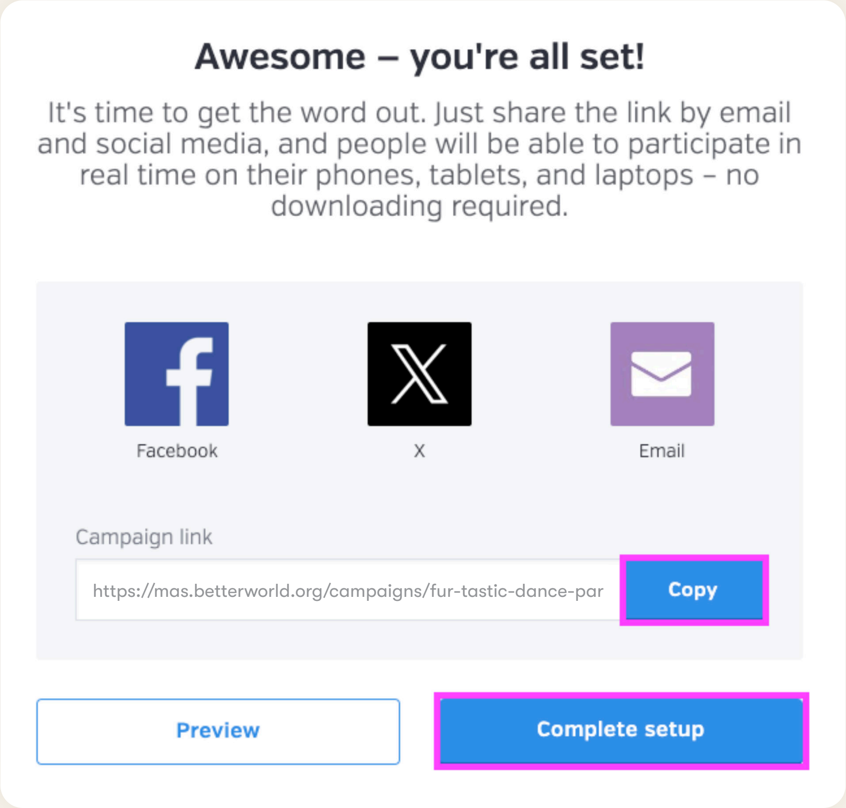

7. **Pick Your Style.** This question helps determine whether you're setting up an A-thon campaign or a traditional Peer-to-Peer campaign. Since we're creating an A-thon campaign, when asked whether your participants will be completing activities, select **Yes**.




8. **Activity Name.** Choose the activity participants will complete. This is essential for an A-thon campaign, as pledges will be made based on the activity.



The basics are done! Finish up by clicking the **Complete Setup** button. Now that your campaign is created let's dive into a few more options on the dashboard to get everything fine-tuned.



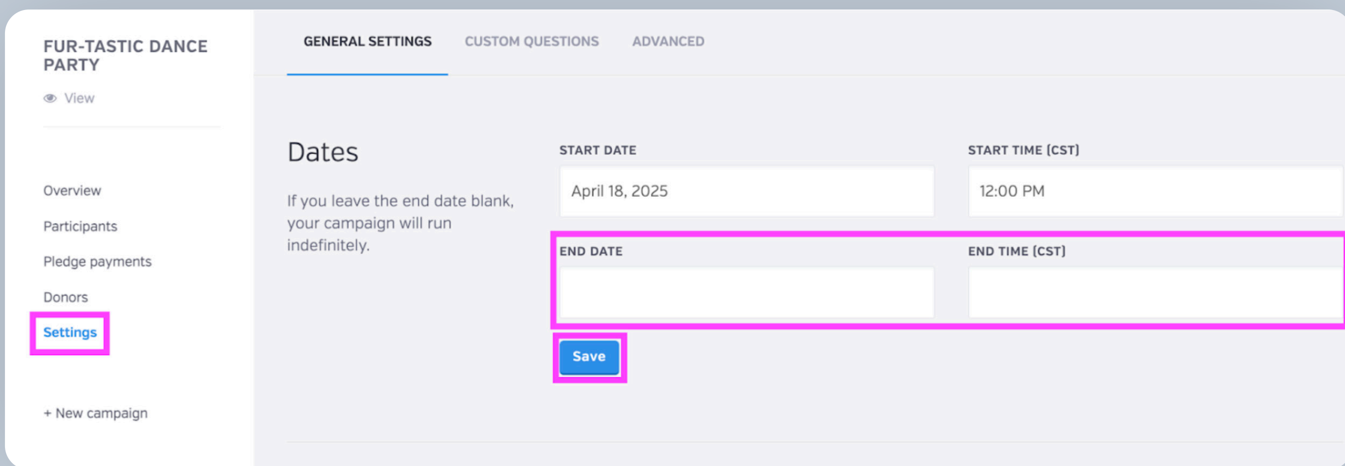

**TIP:**

Use the copy link button to grab the link to your campaign. You can always copy this link again by viewing your Peer-to-Peer campaign or visiting the Settings page in the dashboard.

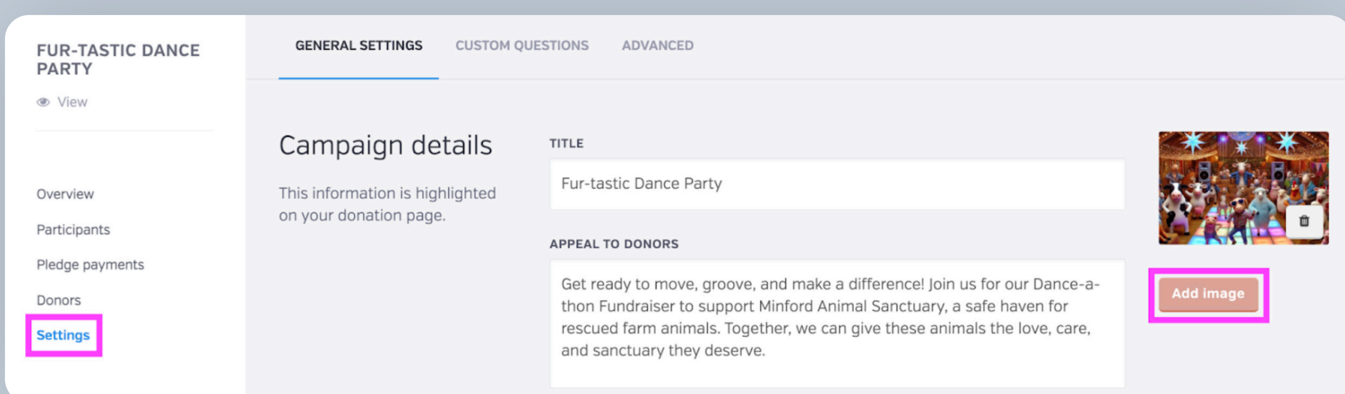
## Step 2: Fine-Tune Your Campaign Settings

This section covers both required and optional steps. It's recommended to complete these steps before sharing your campaign with donors to ensure a smooth and engaging launch.

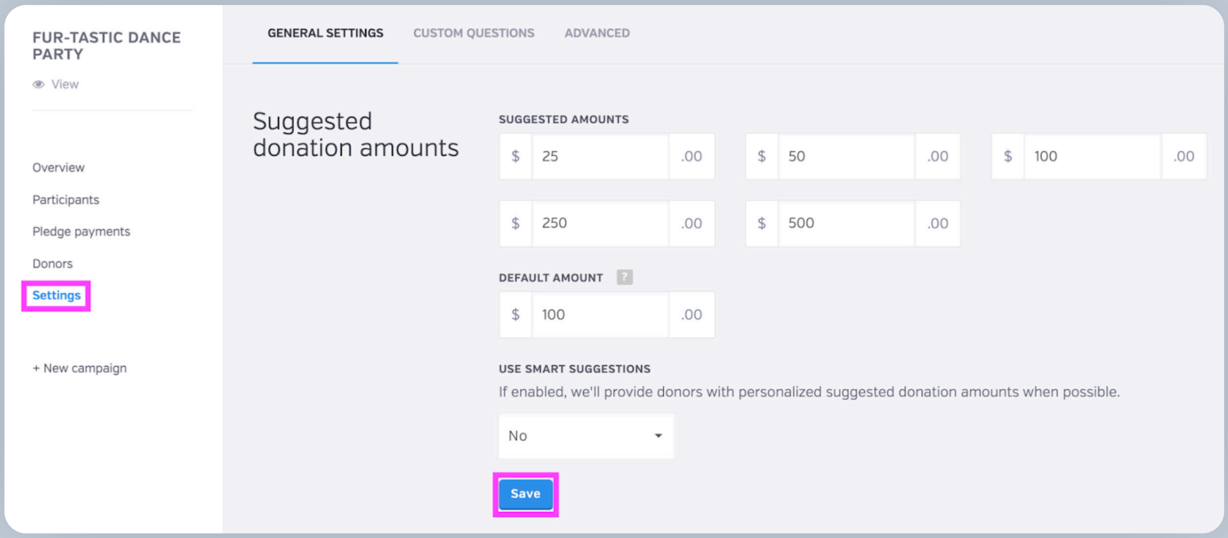
1. **Required: Set an End Date.** Head to Settings and scroll to the **Dates** section. An end date is required to be able to charge pledges once the campaign is over. It also helps drive urgency and excitement. While you do not have to set it before publishing the campaign, you need to set the end date before collecting pledges.



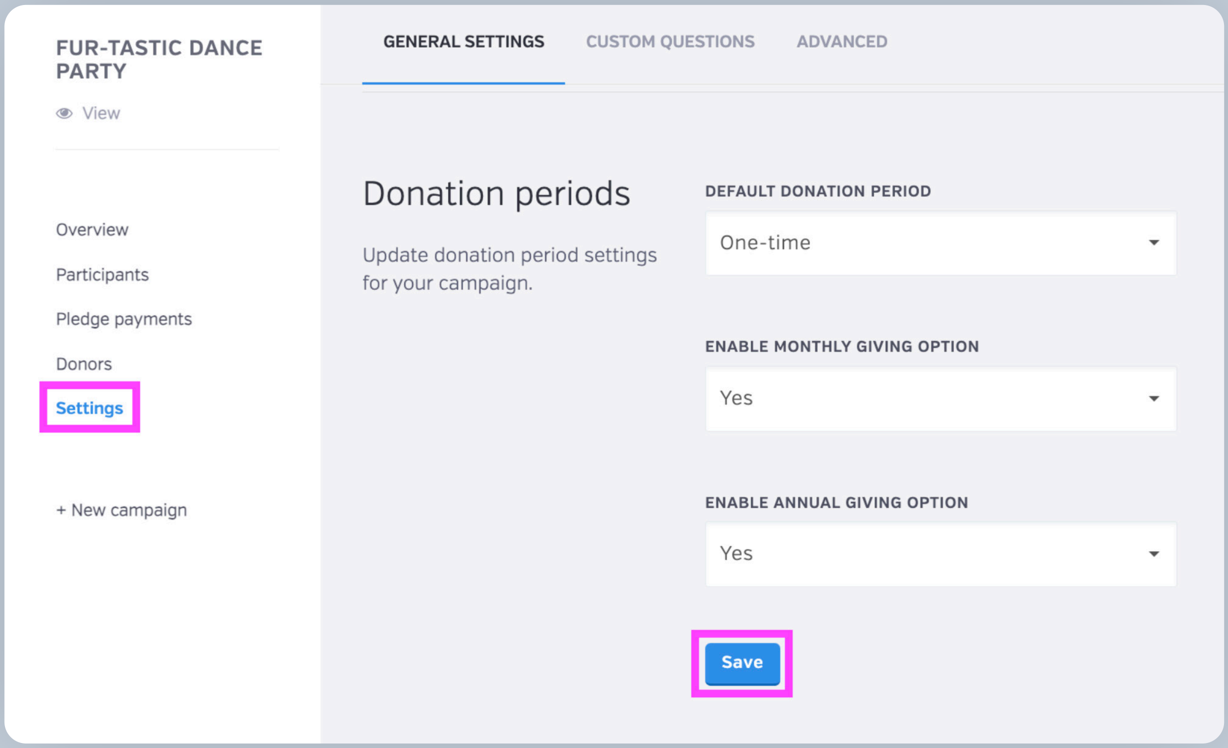

2. **Optional: Add Photos.** Head to settings and scroll to **Campaign Details**. Click the **Add Image** button on the right. The more photos you add, the more your donors can visualize the impact of their donation!



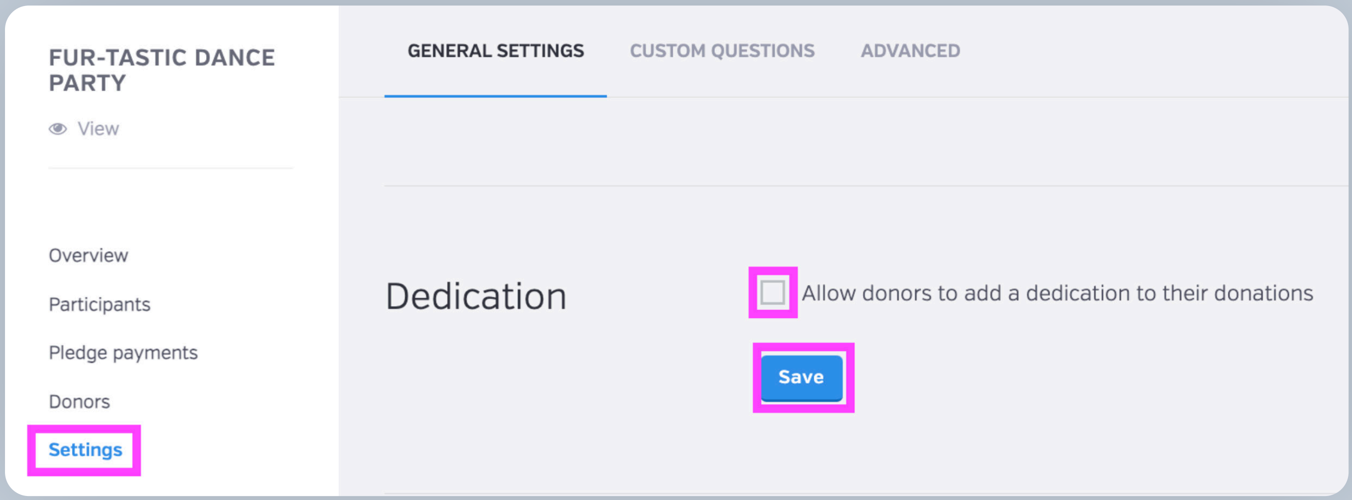
3. **Optional: Set Suggested Donation Amounts.** Go to **Settings** and scroll to the **Suggested Donation Amounts** section. Adjust the default amounts or use the preset amounts. Enable **Smart Suggestions**, which offer personalized donation amounts based on the donor's location, making the giving experience more tailored and engaging.before collecting pledges.



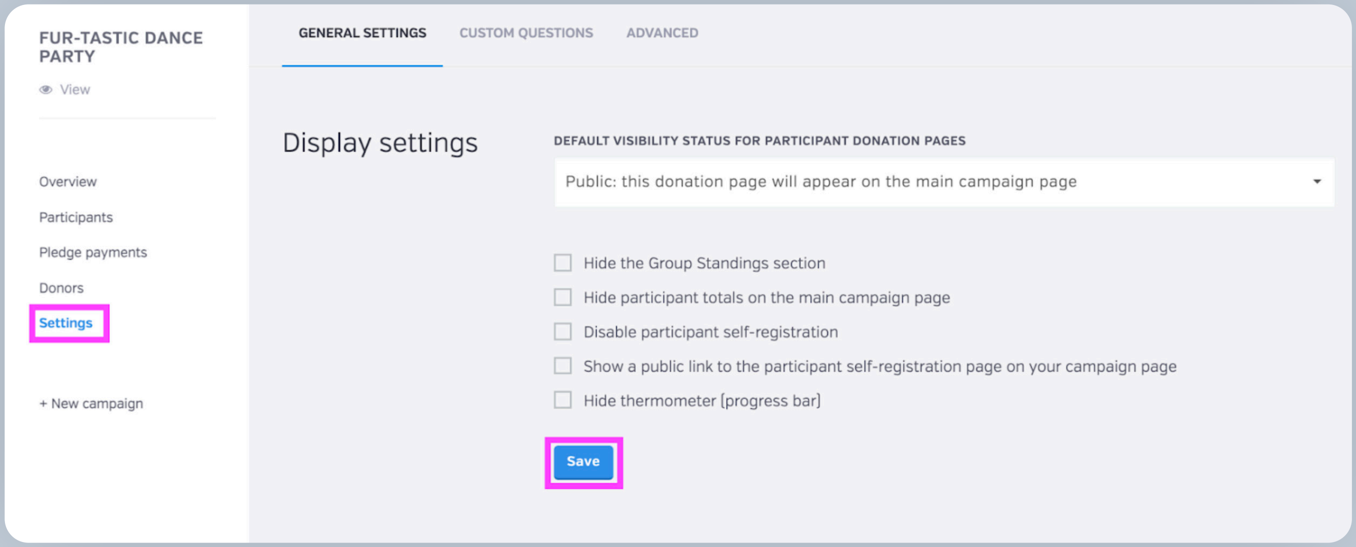

4. **Optional: Edit the Default Donation Period.** Go to **Settings** and scroll to **Donation Periods**. Choose a default donation period — one-time, monthly, or annual — or disable recurring options to align with your donors' preferences and your fundraising goals.



5. **Optional: Enable Dedications.** Go to **Settings** and scroll to **Dedication**. Enable donors to add personal messages, like "In memory of…" or "In honor of…". Enabling dedication adds a personal and emotional touch that can encourage more meaningful contributions.




6. **Optional: Edit Display Settings.** Go to **Settings** and scroll to **Display Settings**. Customize the information that is visible to donors and participants.



**Participant Page Visibility -** In the drop-down menu, you can adjust the visibility of participant pages to:

- **Private**: Only the participant and your team can view the page.
- **Restricted**: Accessible only via the direct link.
- **Public**: Visible on the campaign's main page (recommended for maximum impact).
- **Unapproved**: Prevents participants from raising funds until you approve their page.

To approve a page, go to **Participants**, select the participant's name, and adjust visibility in **Privacy Settings.**

**Customizing the information displayed -** Use the checkboxes to customize the information you want to hide or display on the A-thon main page:

- **Hide Group Standings**: Remove team rankings from the main page.

**TIP:** Displaying group standings encourages friendly competition and active participation.

- **Hide Participant Totals**: Donors won't see individual participant totals on the main page.
- **Disable Participant Self-Registration**: Only your team can add participants.

**TIP:** Allowing self-registration saves time and streamlines setup!

- **Show Self-Registration Link:** Adds a button under the **Donate** button on the main page for participants to self-register and create their page.
- **Hide Thermometer:** Removes the progress bar showing how close you are to your fundraising goal.

**TIP:** Keep the thermometer—it's a great motivator for donors!

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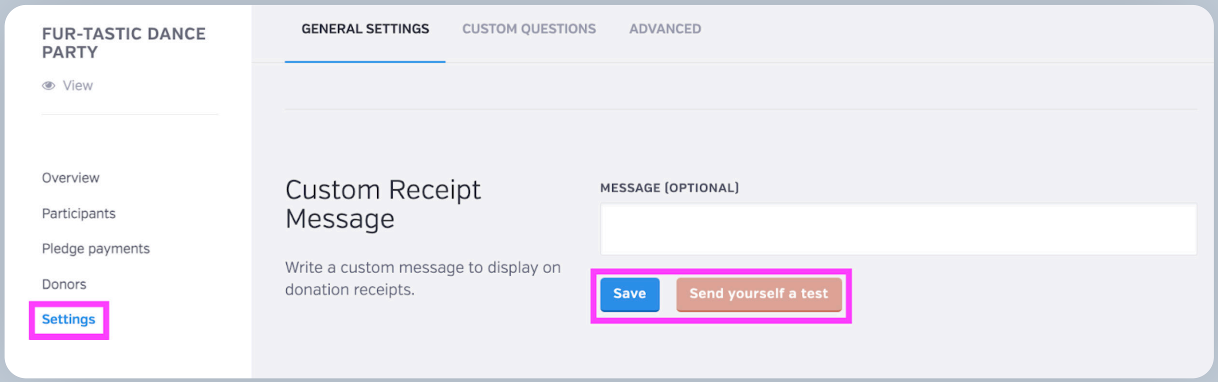
7. **Optional: Custom Receipt Messages.** Go to **Settings** and scroll to **Custom Receipt Message** to add a thank-you note. A custom message shows appreciation, enhances the donor experience, and encourages future contributions.




**TIP:** You can send yourself a test to see how the message will appear on the receipt.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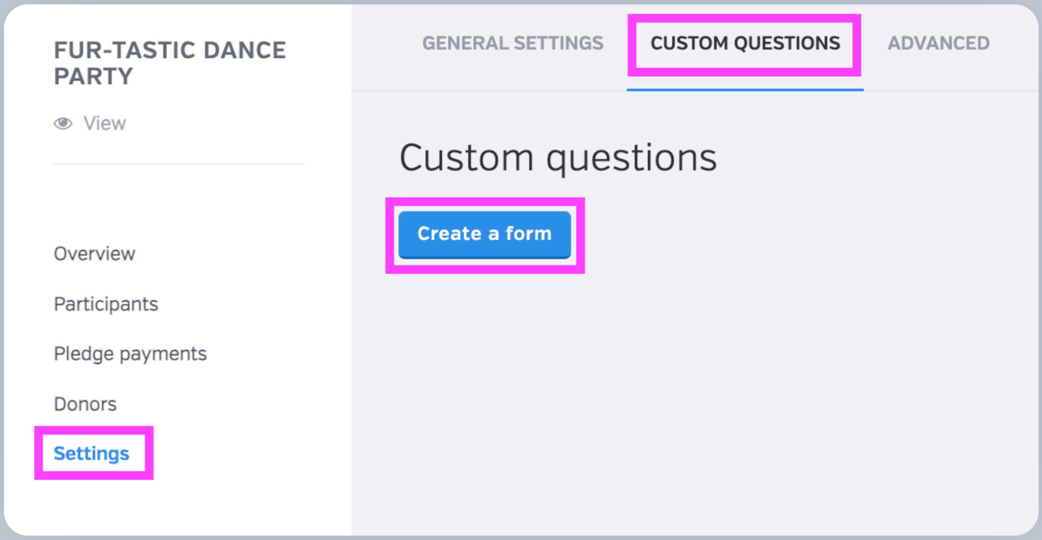
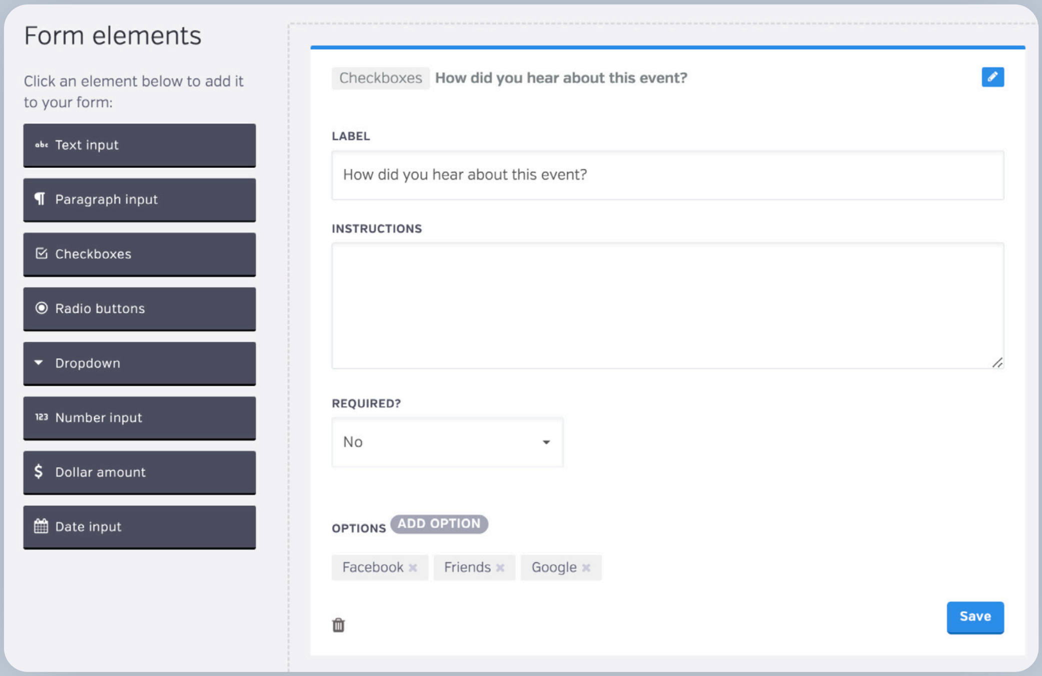
8. **Optional: Add Custom Questions.** Go to **Settings**, click **Custom Questions** at the top of the page, and select **Create a Form** to gather additional donor information.

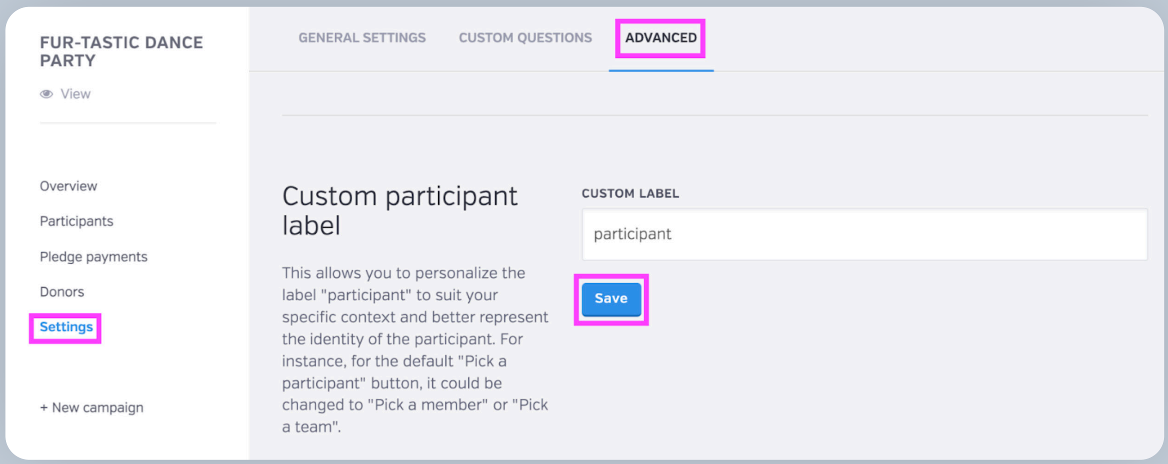



Custom questions allow you to ask for more information from donors outside of the standard information we collect for you (name, email, address, and phone). For example, "Would you like to join our newsletter?" You can make these questions required before they place their donation or leave them as optional. Choose the type of answer format you'd like to use, and the system will guide you from here.

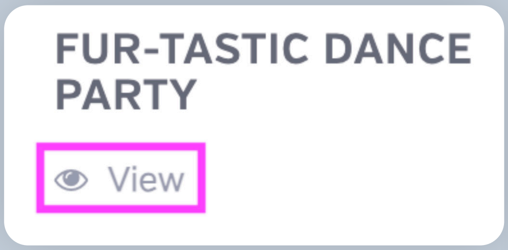


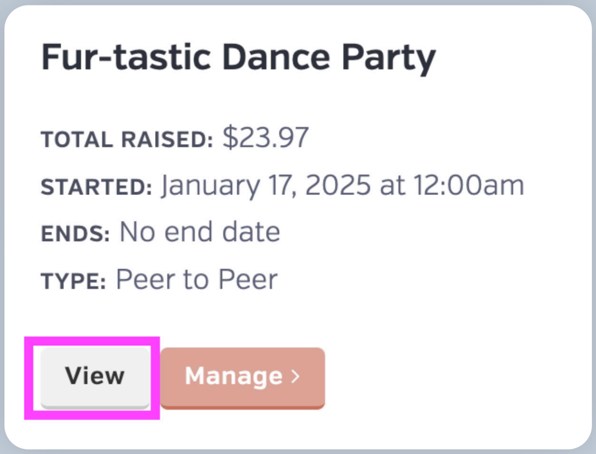

You can view your custom question responses by heading to the **Campaigns Overview** page. In the **All Donations** table, click the column icon in the upper right corner and select your custom questions to view the responses from your donors.

9. **Optional: Edit the "Please pick a participant" button.** Head to **Settings**, click **Advanced** at the top of the page and scroll to the **Custom Participant label**. The button appears on your campaign's main page to be clicked for donors to choose which participant to support. You can, for example, change the word "participant" to "student" or "volunteer" – whichever best suits your campaign.



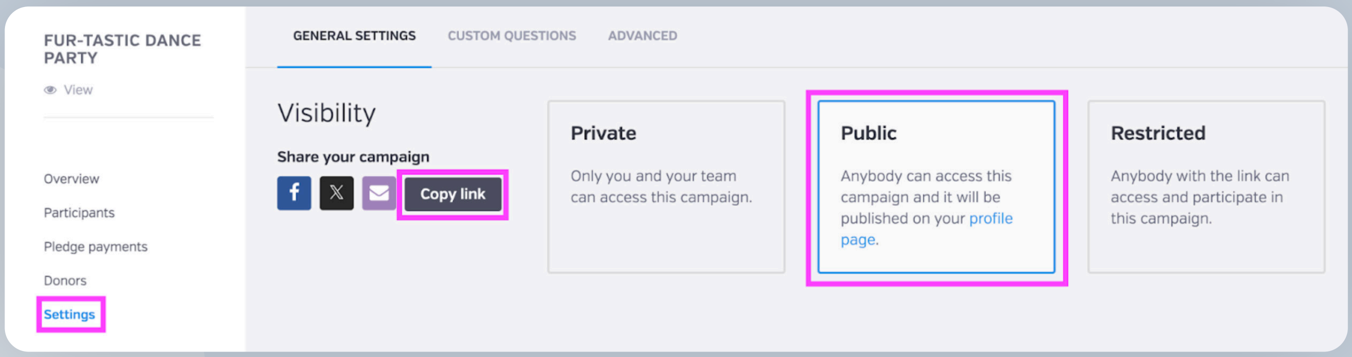

Now that everything is set up let's check out your completed A-thon! Click the **View** button to see what your donors will experience when they click the link you share with them. You'll find this button in your dashboard under your campaign name or by going to **Donation Campaigns** and selecting the **View** button instead of the **Manage** button.




▶ **There is just one final required step before you can start sharing your A-thon campaign.**

10. **Required: Set visibility.** Go to the **Settings** page; the first section is **Visibility**. Let's make sure your donors can see all your hard work. By default, your campaign is set to **Private**. To start spreading the word, change the visibility from **Private** to **Public**. This will allow donors to view the amazing page you've created! You will also see the option to set your campaign to restricted. When set to restricted, anybody with the link can access and participate in the campaign, but it will not appear on your organization's profile page.




**TIP:**

In the **Visibility** section, you can also copy your campaign link or use the share buttons for Facebook, X, or email to easily promote your campaign.

**Well done!**
**Your setup is complete.**
**Next, we'll walk through how to set up teams and participants.**

# Step 3: Managing Participants and Teams

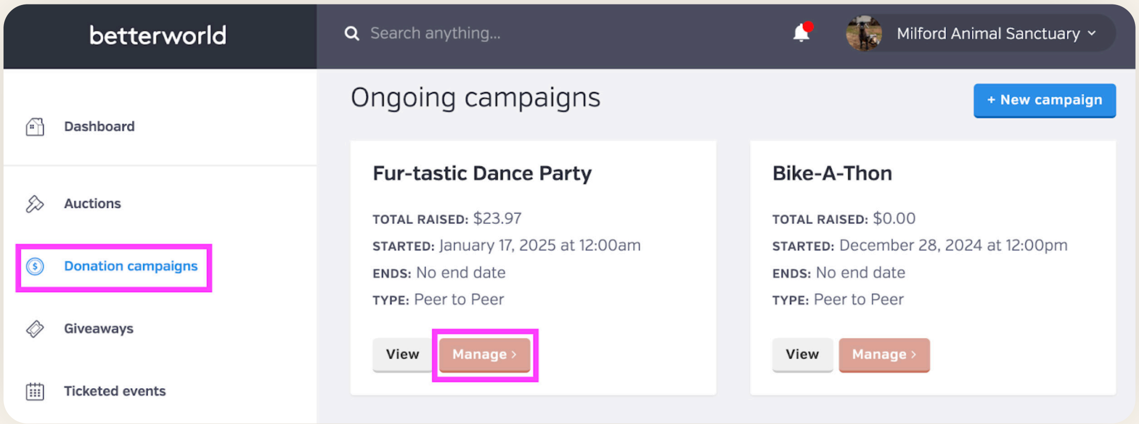
An essential part of an A-thon campaign involves participants who raise funds on your behalf. Participants can be anyone who wants to help, such as students from a school or volunteers from an animal shelter. You can either manually add participants or allow them to register themselves. You can also organize teams for some friendly competition, where participants can win prizes or simply enjoy the fun of competing!

## Teams

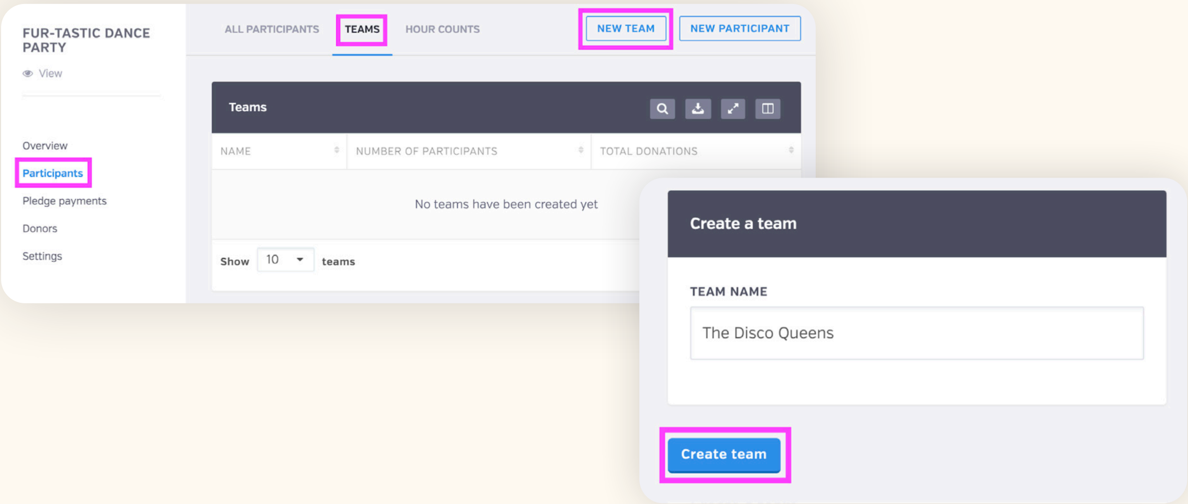
Setting up teams is optional but adds an exciting element of competition, motivating both participants and donors. Team standings are displayed on your campaign page by default, but you can hide them and track rankings privately in your dashboard. Customization details are explained in the next section, *Display Settings*.

### To set up a team:

1. Click **Manage** on your Peer-to-Peer campaign.




2. Navigate to **Participants** and select **Teams** at the top of the page.
3. Click **New Team** to add your team names.



If participants are self-registering, they can choose their team from a drop-down menu. For participants added manually or registered before teams are created, you can edit their team assignment later by navigating to the **Participants** page, clicking the participant's name, and updating their team selection in the drop-down menu.

**TIP:**

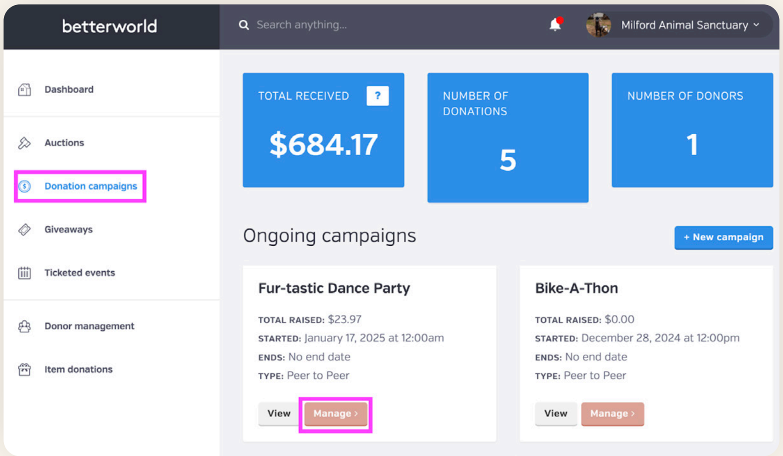
When selecting team names, tie them to your organization for added relevance and fun. A school might use grade levels or teacher names, while an animal shelter could choose "Cats" and "Dogs." Get creative—engaging team names add excitement and help participants connect with your campaign!

### Manual Participant Creation

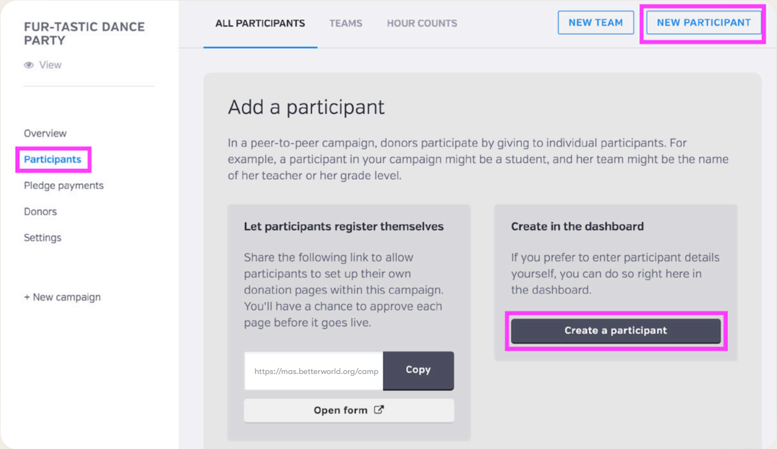
Easily create A-thon participants and manage their pages with full control. This is ideal for organizations that prefer to set up participant details or maintain privacy standards.

### To manually create a participant:

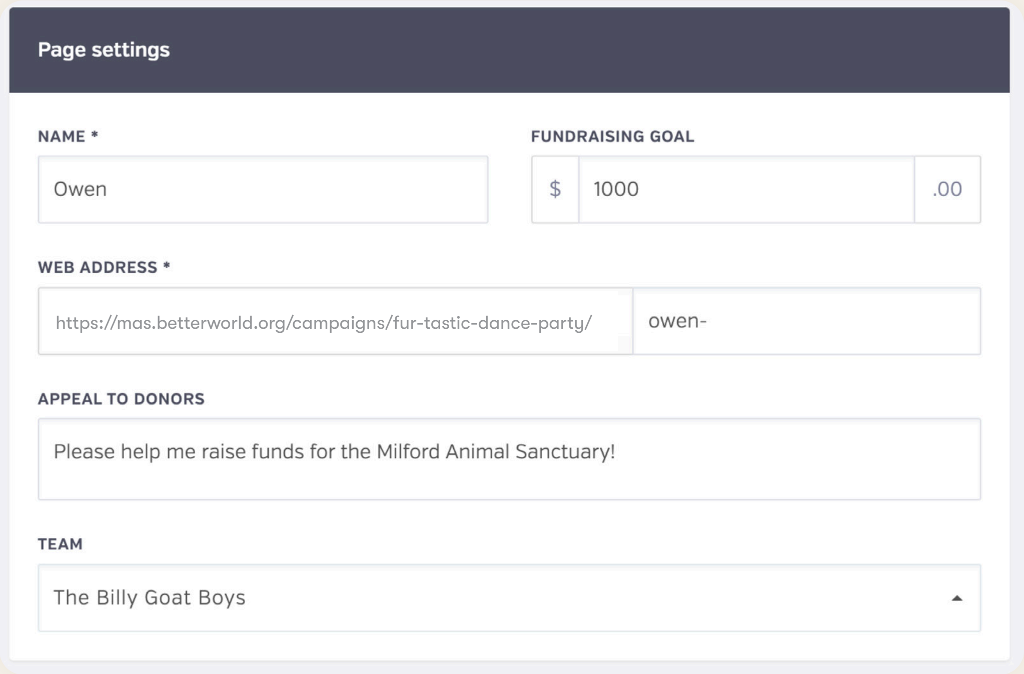
1. Go to **Donation Campaigns** and click **Manage** on your A-thon campaign.




2. Click **Participants**, then click **New Participant** in the upper-right corner.

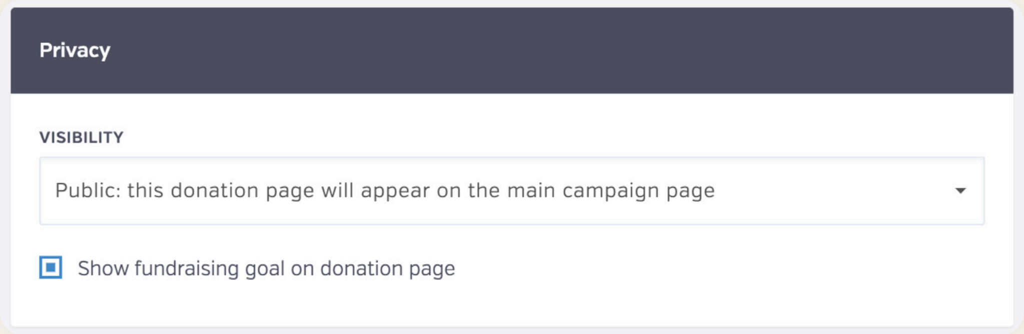


3. Add participant details:
   - **Required**: Name.
   - **Optional**: Fundraising goal, team assignment, and a personalized message in the **Appeal to Donor** section.

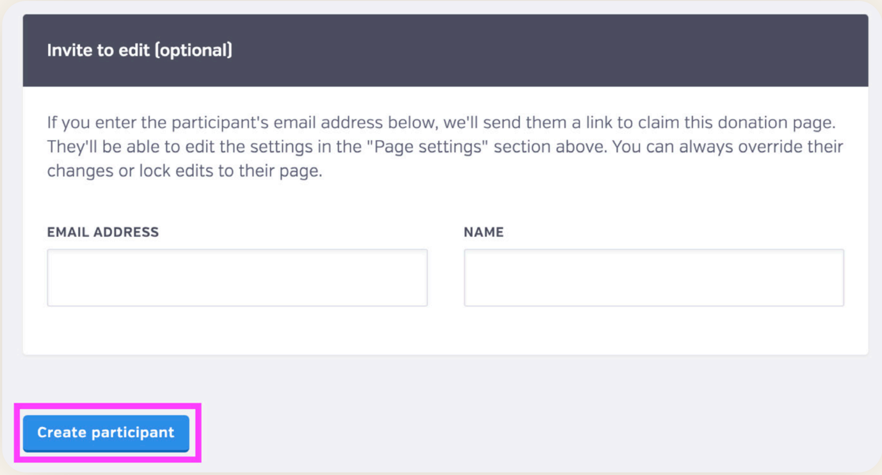



4. Set the participant's page to one of three options:
   - **Public**: Visible to everyone on the main campaign page (default).
   - **Restricted**: Accessible only via the direct link.
   - **Private**: Only visible to your team and the participant through the dashboard.

   You can also choose whether to display the participant's fundraising goal by unchecking the appropriate box.

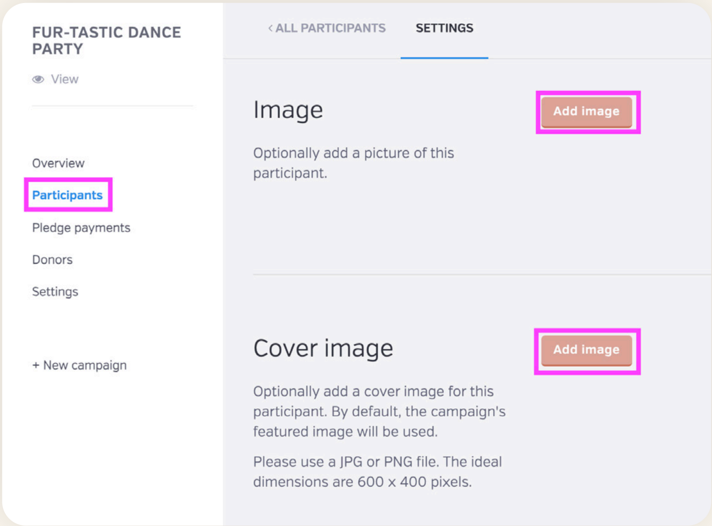


5. Enter the participant's email to send them a link to claim their page. They can update settings in the **Page Settings** section, but you can override or lock changes as needed.
6. Click **Create Participant**.




7. Add a profile image and a cover image to personalize the participant's page.
   a. Go to **Participants** and select the participant's name.


   b. Scroll to the **Image** section:
      » **Image**: Represents the participant.
      » **Cover Image**: Acts as a banner. If no cover image is added, the main campaign image will be used.



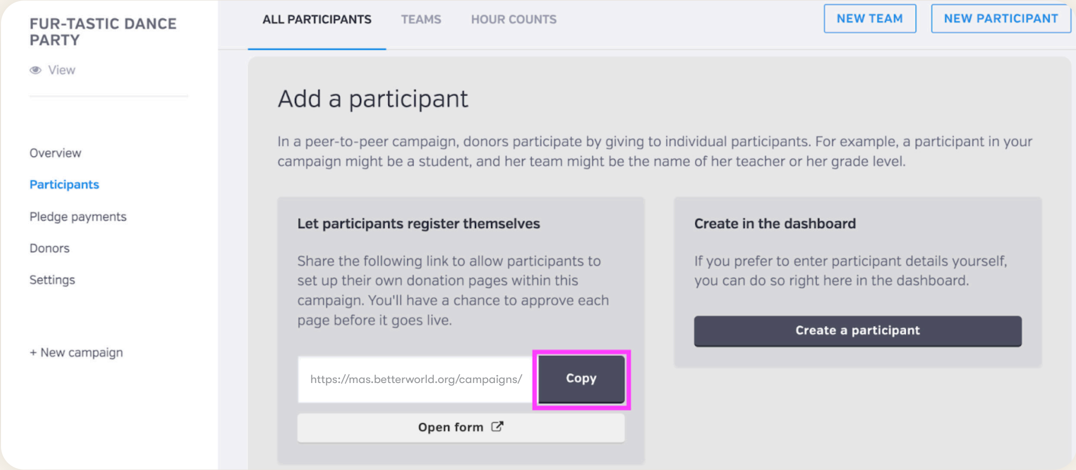

**TIP:**

To check if a participant has claimed their page, go to Participants > Click the book icon in the right-hand column > Select **Claimed**. A **Yes** in this column indicates the page has been claimed.

## Allow Participants to Register Themselves

Using the Participant Registration Form:

1. Go to **Participants**, and click **Copy** under **Let participants register themselves** to copy the registration form link.

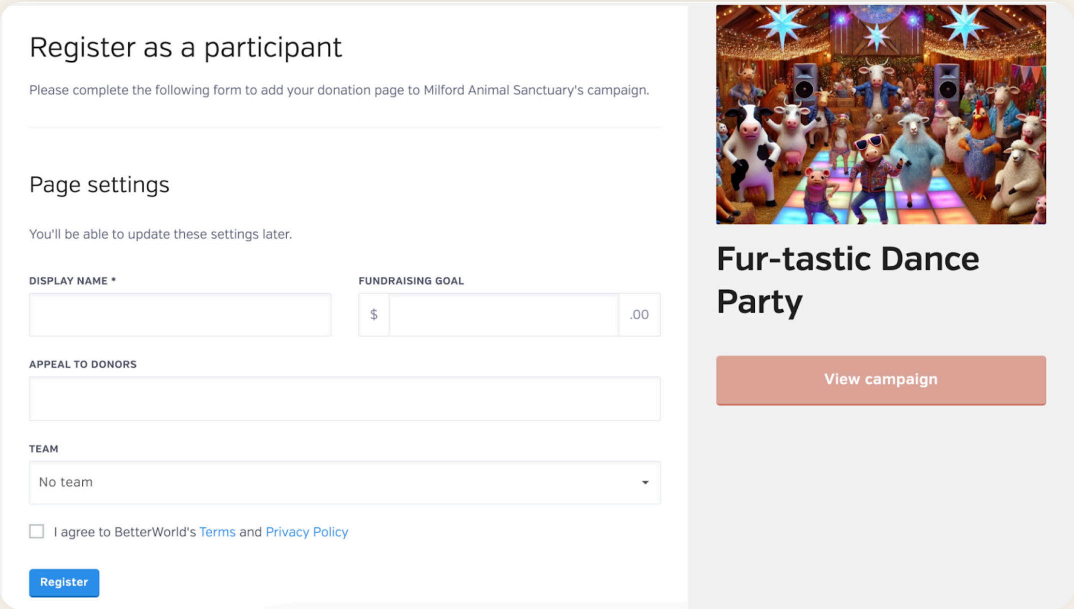



2. Share the link with your participants via email or other communication channels.

**TIP:** Preview the form by clicking **Open Form** before sharing.

Participants will:

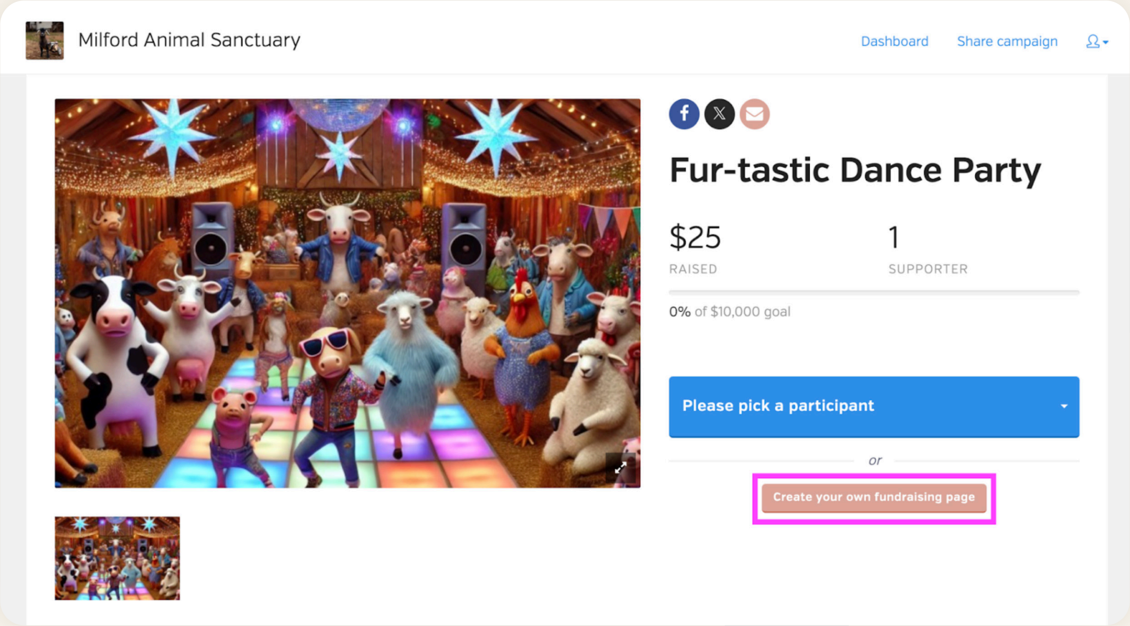
- Click the link and log in or create an account.
- Fill out their details, including name, email, password, and optionally, phone number.
- Add a display name, fundraising goal, appeal to donors, and select a team (if teams are set up).
- Once submitted, participants automatically claim their page and can add images or make changes as needed.



## Adding a Registration Button to Your Campaign Page

1. Go to **Settings**, and scroll to **Display Settings**.
2. Check the box to **Show a public link to the participant self-registration page** on your campaign page. Click **Save**.


3. Participants can now access the registration form directly from your campaign's main page by clicking the **Create your own fundraising page** button. The process for registration remains the same as outlined above.




Great job! Now let's dive into promoting your campaign and getting those donations rolling in.

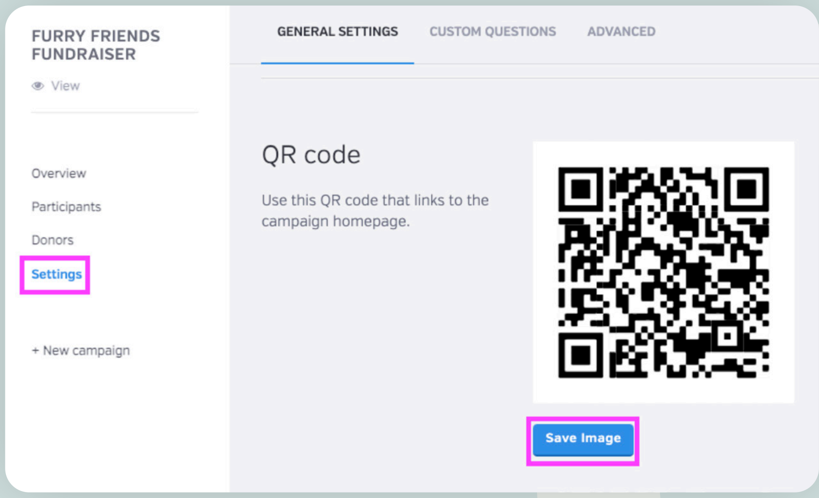
## Step 4: Getting the Word Out and Maximizing Donations

It's time to make your A-thon campaign a success by sharing it widely! BetterWorld gives you full control over who can access your campaign link, allowing you to promote it and spread the word strategically.

Use your campaign link to start promoting 1–2 weeks before it begins. This will build anticipation, and sharing updates regularly, as well as increasing reminders as the end date approaches, will maintain momentum. Here are some ways to promote your campaign — the more you do, the more likely you are to receive donations.

1. Email your campaign to supporters! If you have an email list, send out a mass email to share your campaign. Don't worry if you don't have a list yet – you can still use other strategies to gather contacts as your campaign progresses.
2. If you have a website, add a link to your campaign so people can easily learn more and access it.
3. Post a link to the campaign on all your social media channels. You can just copy/paste the link to the campaign, and the image and description will show up automatically.
4. Encourage your board members and volunteers to share the campaign link on their social media. This will help expand your reach to their unique networks.
5. Submit a blurb to local TV and radio channels. These news organizations are always happy to get the word out for nonprofits.
6. If you're a member of any Facebook groups, post a link to your campaign there.
7. Post flyers in community hubs like coffee shops, libraries, churches, and community centers to spread the word. BetterWorld generates a unique QR code for your campaign that you can download and use to guide donors to your auction.

   To find the QR code for your auction, go to the **Settings** page, scroll to the **QR Code** section, and click the **Save Image** button to download it to your computer. Your donors will simply open their camera app, point it at the code, and tap the link that appears on their screen.



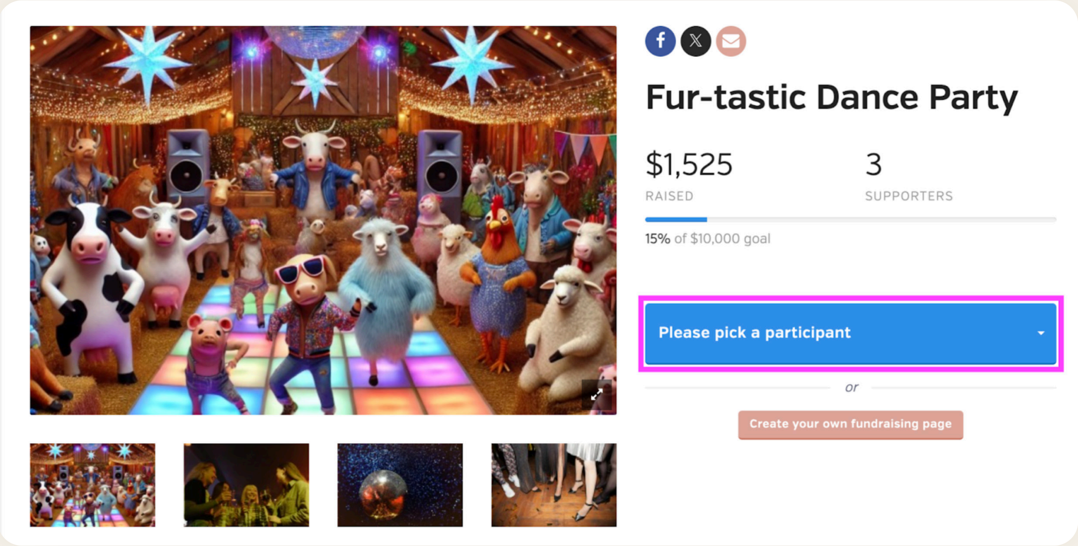
## Step 5: Managing Donations: Online, Offline, and Pledges

Discover how donors can contribute to your campaign through online donations, pledges, or offline contributions, and learn how to manage these effectively, including handling refunds when needed.

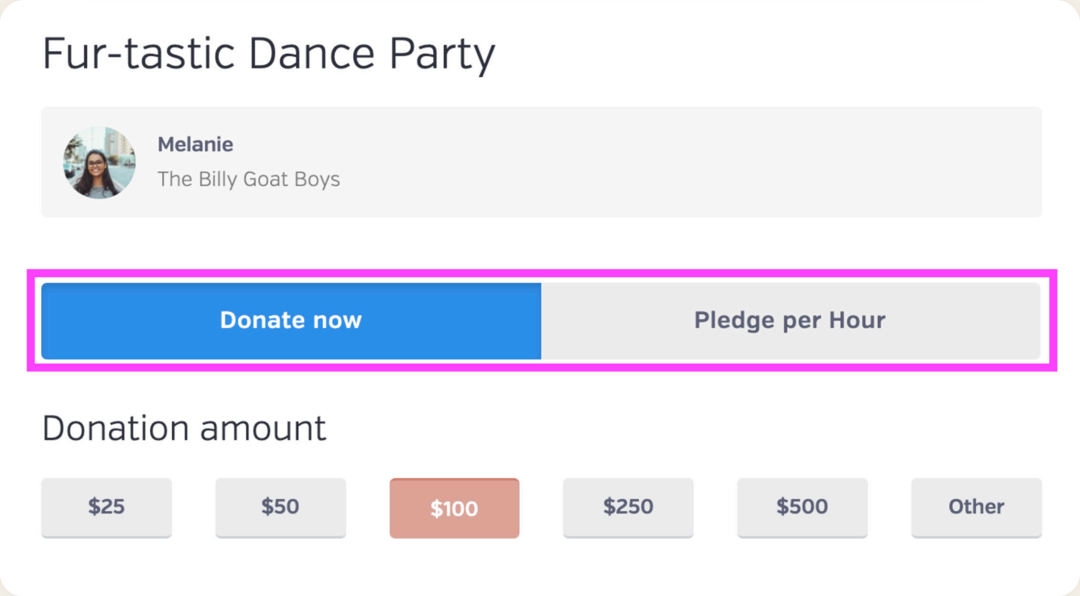
### Online Donations and Pledges

Donors can contribute from your campaign's main page or a participant's page:

- **From the Main Page**: Donors click **Please pick a participant**, select a participant, and are redirected to their page.




- **From a Participant's Page**: Donors click the **Donate** button and proceed to the checkout page to choose between:



- **Donate Now:** Select a suggested amount or enter a custom value. Donors can add a message, make the donation private, include a dedication (if enabled), and choose a one-time, monthly, or annual frequency.
- **Pledge Per Activity**: Select a suggested amount or enter a custom value, set a maximum pledge, and choose to make it private. Donors are reminded their total depends on the activities completed.

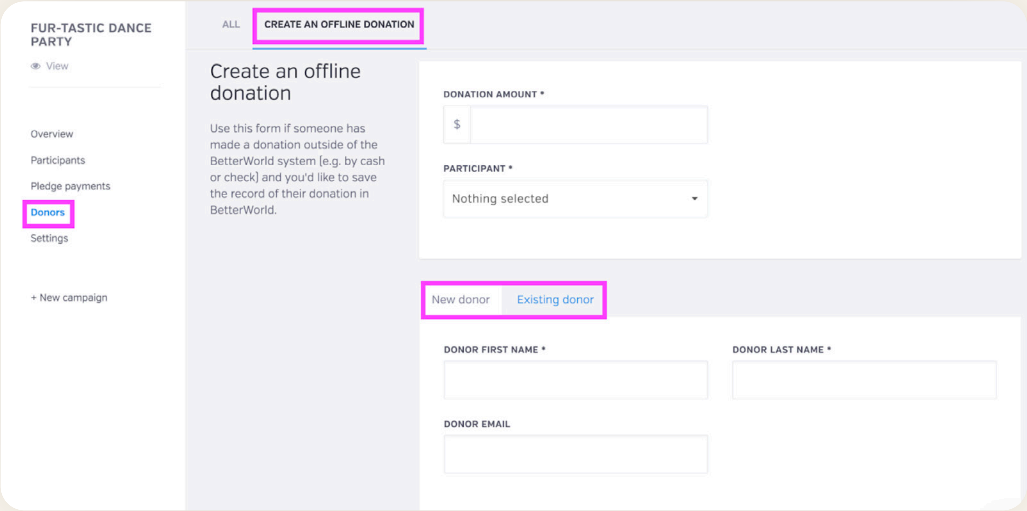
**NOTE:**

Donors receive an email receipt immediately after donating, while pledgers receive a confirmation of their pledge, and will be charged and receive a receipt after the campaign ends.

## Offline Donations

Track cash or check donations in the platform by adding them manually:

1. Go to **Donors** and click **Create an Offline Donation**.
2. Enter the donation amount and donor details:
   - For new donors, add their name and, optionally, their email for automated receipts.
   - For existing donors, search and select their name from the dropdown menu.



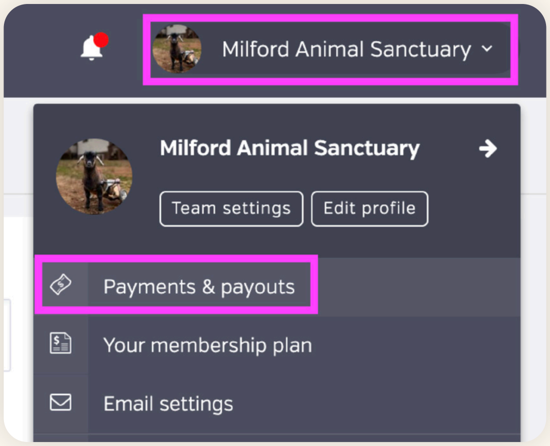

**NOTE:**

Offline pledges cannot be created since pledges require a credit card. You can track pledges outside the platform and add the total as an offline donation once the campaign ends.

## Processing a Refund

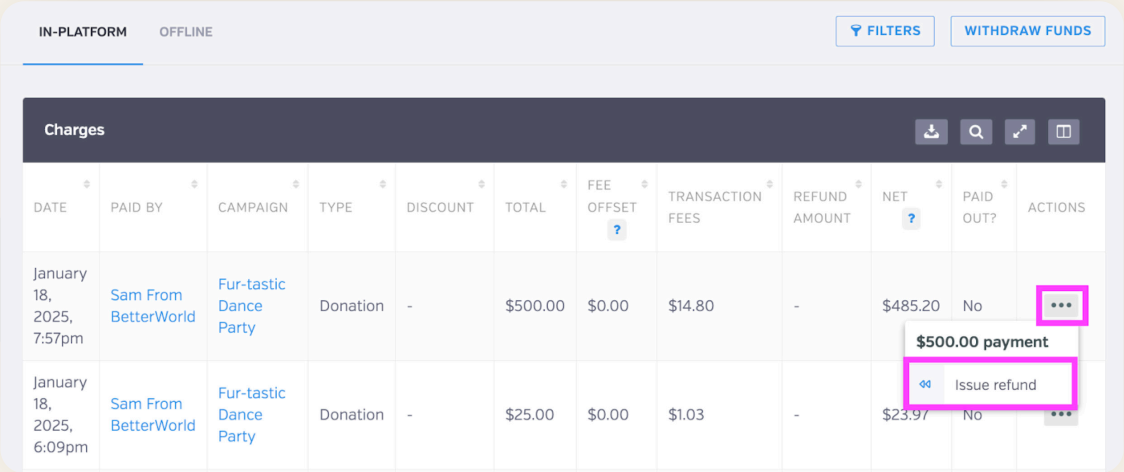
If you've entered an incorrect amount for an offline donation or a donor is requesting a refund, you can handle it quickly:

1. Head to your **dashboard** and click your organization's name in the upper-right corner to open the dropdown menu. Select **Payment & Payouts**.




On this page you'll find a list of all online transactions. For offline transactions, switch to the **Offline** tab at the top of the page.

2. Locate the transaction, click the three dots next to it, and select **Issue Refund**.




**NOTE:**

Refunds typically take 5-10 business days to reach your donor's bank account.

# Step 6: Ending the Campaign and Charging Pledges

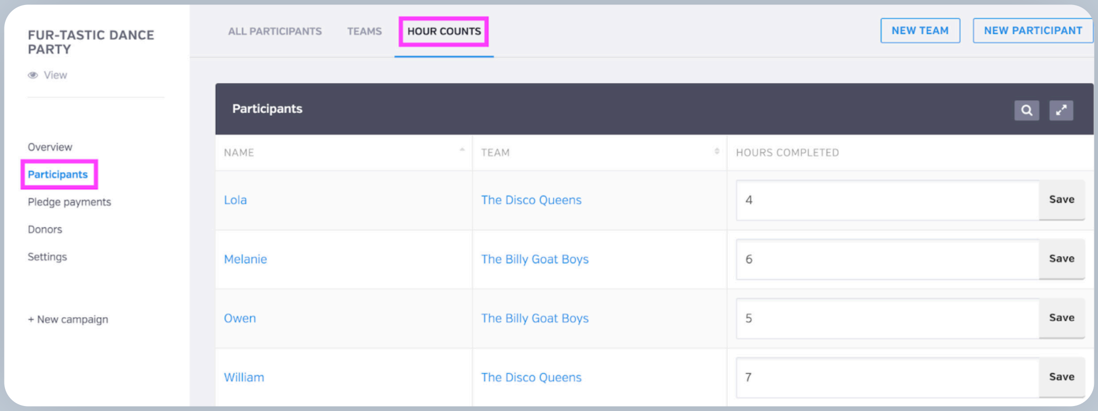
You can view all pledges on the Overview page of your campaign. Once the campaign ends, pledges are ready to be charged.

### Step 1: Set the Activity Count

Either you or your participants can set the number of completed activities. Here's how:

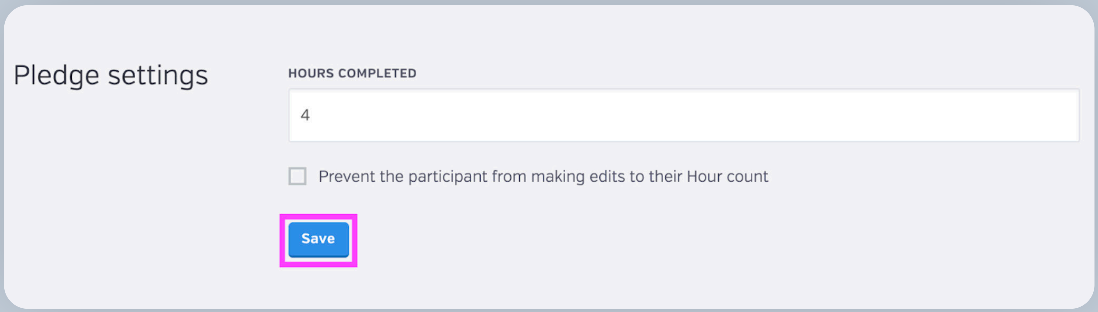
**By You:**

1. Go to **Participants**, and click **Activity Counts**.
   *This will be located at the top of the page and labeled with the name you entered for the activity count, such as "Lap Counts," "Page Counts," or similar.*
2. Locate the participant in the table and enter the completed activity count in the right column.




**OR**

3. Go to **Participants** and select the **Participant's Name**.
4. Scroll to the **Pledge Settings** section and enter the activity count in the box.




**TIP:**

You can prevent participants from editing their activity count by selecting "**Prevent the participant from making edits to their activity count**."

**By Participants:**

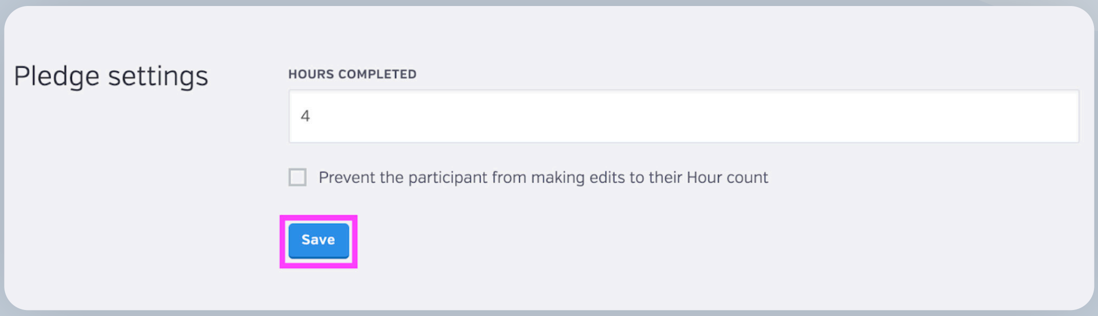
1. Participants log in and go to My Account, click **Peer-to-Peer Campaigns**, and click **Edit**.
2. Scroll to **Campaign Settings** and enter the activity count.

**NOTE:**

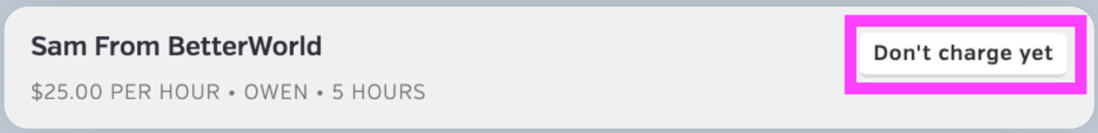
Once a pledge is processed, the activity count is locked. Ensure all counts are final before charging.

### Step 2: Manage and Charge Pledges

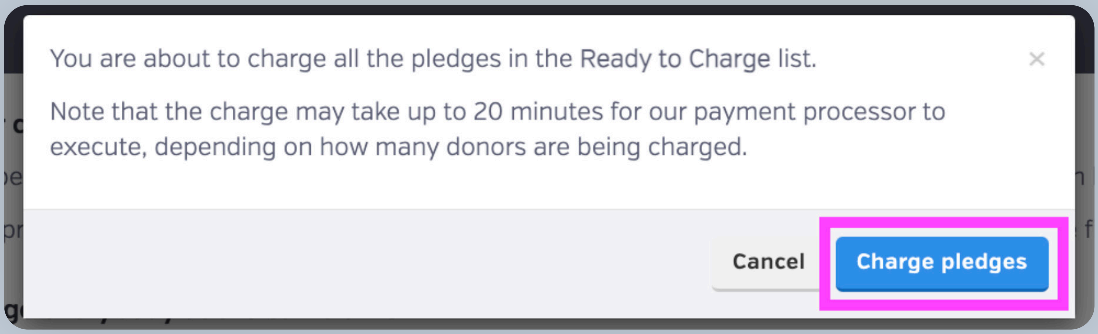
1. Go to the **Pledge Payments** page and view pledges in the **Ready to Charge** column.




2. If you don't want to charge a donor yet, move them to the **Don't Charge Yet** column by clicking the corresponding button. This is useful if the donor is paying by cash/check or prefers to be charged later.




3. When ready, click **Charge Now** and confirm by selecting **Charge Pledges** in the pop-up.



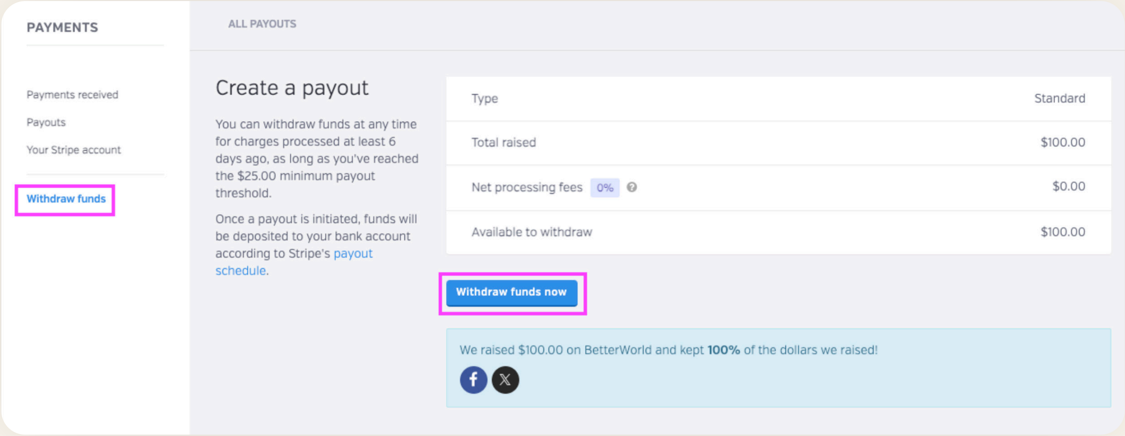

4. Payments will then appear in the **Pledge Payments Report** below.

Donors will automatically receive email receipts with all necessary tax information once their cards are charged. You're all set—great job!

## Step 7: Receiving Your Funds

You've done the work, shared your campaign, and received donations—amazing! Here's how to wrap things up smoothly:

1. Funds are available to be withdrawn six days after being received. This brief holding period is in place to protect against chargebacks, which we also handle for you if it ever comes up.
2. Head to Payments and Payouts, and click **Withdraw Funds Now** to send funds to the bank account of your choice.




**TIP:**

On your **Payments and Payouts** page, you may see a line item titled "Pending." This means those funds have not yet fulfilled the six-day holding period. You can withdraw multiple payouts or wait until more funds are available to withdraw in bulk.

That's it!
If you have any questions or need assistance,
don't hesitate to contact us.

Send us an email at **support@betterworld.org**.
We're always here to help!