

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.

The screenshot shows a desktop view of a fundraising page for Brookside Academy. At the top, the 'betterworld' logo is on the left and 'Dashboard' is on the right. Below the logo is the school's name and a 'Interactive fundraising thermometers' callout. The main content area features a large photo of the school building, social media icons, and the title 'Elementary School Fundraiser'. It displays '\$4,600 RAISED' and '10 SUPPORTERS' with a progress bar showing '92% of \$5,000 goal'. A 'Please pick a participant' button is visible, along with a 'Create your own fundraising page' link. At the bottom, there are tabs for 'Campaign', 'Group standings', 'Participants', and 'Supporters', and a 'Top donations' section listing 'Nick Newton' and 'Blake Scott'.

The screenshot shows a mobile view of the same fundraising page. It features the school name, title, and fundraising progress (\$4,600 raised, 10 supporters, 92% of \$5,000 goal). A 'Please pick a participant' dropdown menu is open, showing a search bar and a list of participants: 'Ava Smith - 1st grade', 'John Stevenson - 1st grade', 'Luke Brown - 2nd Grade', and 'Sutton Green - 2nd Grade'. Below the list, a 'Top donations' section is visible, listing 'Nick Newton' (\$1,400), 'Blake Scott' (\$1,000), 'Mike Powers' (\$1,000), 'Jess Smit', and 'Mark Brown'.

Automated acknowledgements

Pledging & donating

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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.

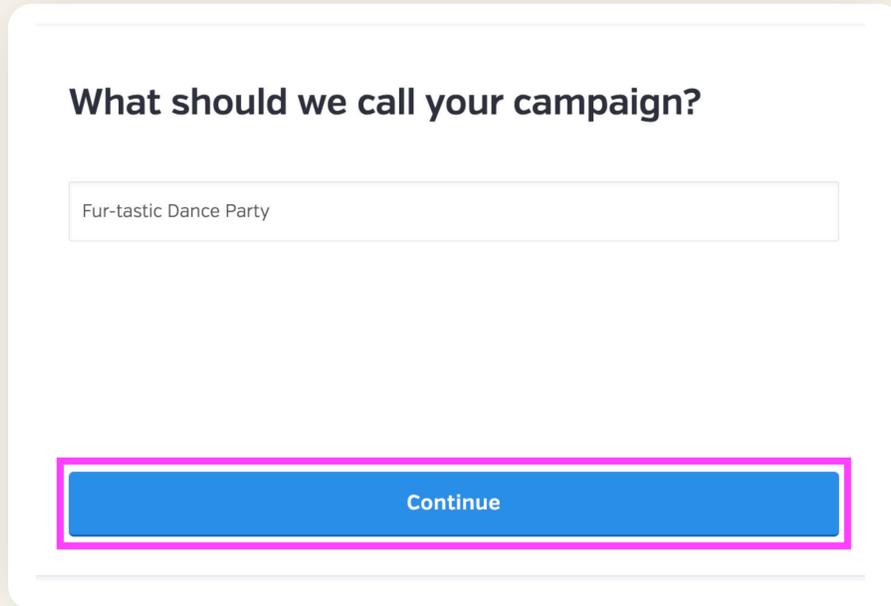
The screenshot shows the BetterWorld dashboard for Milford Animal Sanctuary. The top navigation bar includes the logo, a search bar, and the user profile. The left sidebar lists various dashboard sections: Dashboard, Auctions, Donation campaigns (highlighted with a pink box), Giveaways, Ticketed events, Donor management, and Item donations. The main content area displays three key metrics: Total Received (\$660.20), Number of Donations (4), and Number of Donors (1). Below these metrics, there are two cards for ongoing campaigns: 'Bike-A-Thon' and 'Farm Fund Drive'. Each card shows the total raised, start and end dates, and the campaign type (Peer to Peer). A '+ New campaign' button (highlighted with a pink box) is located in the top right corner of the campaign section.

The screenshot shows the 'Which kind of campaign would you like to create?' selection screen. It is divided into two columns: 'Donation Campaigns' and 'Donation Forms'. Under 'Donation Campaigns', there are four options: Standard campaign, Impact campaign, Crowdfunding campaign, and Paddle Raise campaign. The 'Peer-to-peer campaign' option is highlighted with a pink box and includes a description: 'In a peer-to-peer campaign, participants have their own donation sub-pages and can be organized into teams.' Below the description is a link 'Check out an example >'. Under 'Donation Forms', there are three options: Pop-up donation form, Embedded donation form, and Linked donation form. At the bottom right of the screen, there is a 'Next >' button (highlighted with a pink box).

NOTE:

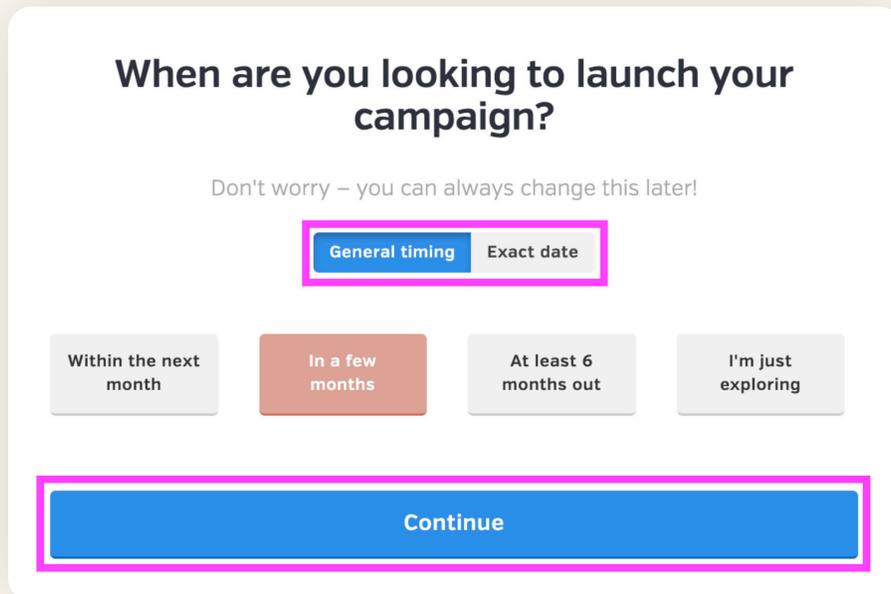
Any details you enter during campaign creation can be updated later in your dashboard. If you'd prefer, you can leave the optional sections blank and make changes later. Just head to your dashboard, click **Donation Campaign**, click **Manage** on your Peer-to-Peer campaign, and click **Settings** to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



The screenshot shows a form titled "What should we call your campaign?". Below the title is a text input field containing the text "Fur-tastic Dance Party". At the bottom of the form is a blue "Continue" button, which is highlighted with a pink border.

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.

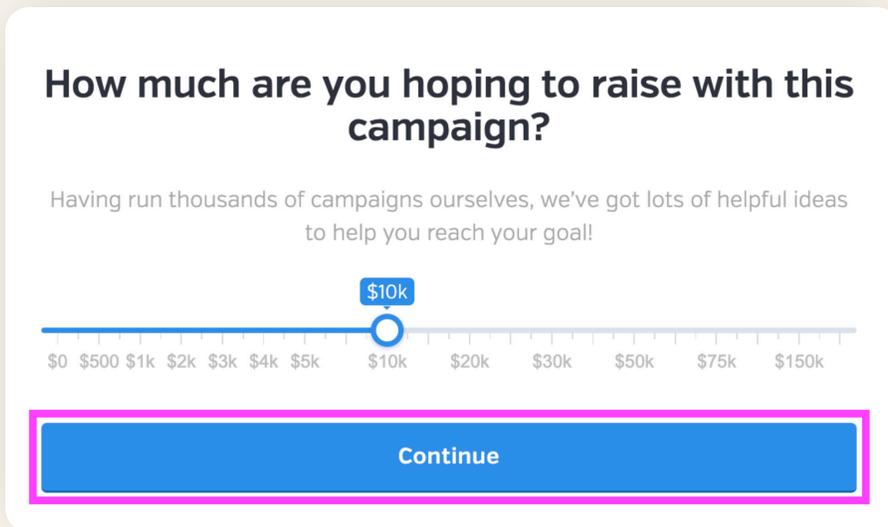


The screenshot shows a form titled "When are you looking to launch your campaign?". Below the title is the text "Don't worry – you can always change this later!". There are two tabs: "General timing" (selected and highlighted with a pink border) and "Exact date". Below the tabs are four buttons: "Within the next month", "In a few months" (highlighted with a pink border), "At least 6 months out", and "I'm just exploring". At the bottom of the form is a blue "Continue" button, which is also highlighted with a pink border.

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.

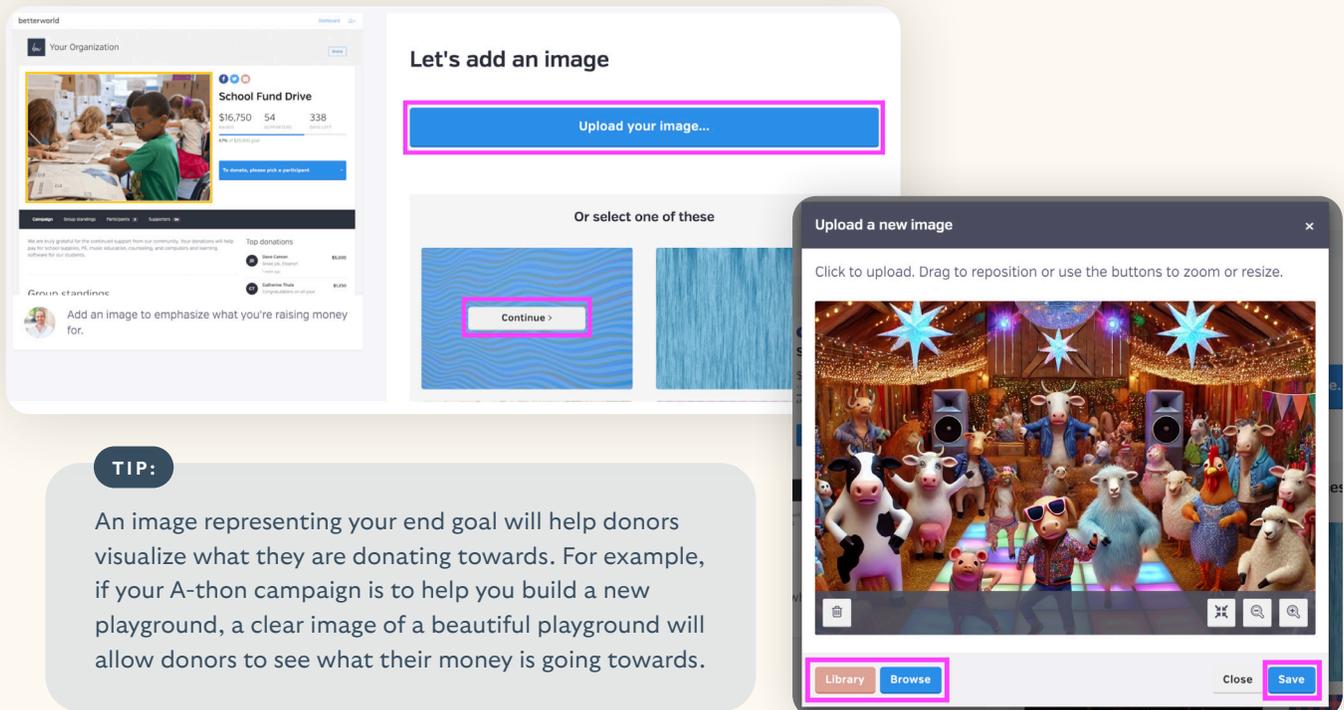
4. **Set a Fundraising Goal.** Set your campaign goal by dragging the circle. This goal will be shown on the A-thon's main page, and every dollar raised by participants will contribute to reaching it. It's an excellent way to engage your donors and keep them updated.



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.

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.

Want to share a few sentences about your campaign?

[Optional]

Get ready to move, groove, and make a difference! Join us for our Dance-a-thon Fundraiser to support Minford Animal Sanctuary, a safe haven for rescued farm animals. Together, we can give these animals the love, care, and sanctuary they deserve.

Continue

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**.

Will participants be completing activities?

These could be laps, miles, books, or anything else countable.

No

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.

What activity will participants be completing?

These could be laps, miles, books, or anything else countable.

Activity name [singular form]

Hour

Continue

Participants will not be completing activities

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.

Awesome – you're all set!

It's time to get the word out. Just share the link by email and social media, and people will be able to participate in real time on their phones, tablets, and laptops – no downloading required.



Facebook



X



Email

Campaign link

Copy

Preview Complete setup

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.

The screenshot shows the 'Dates' section of the campaign settings for 'FUR-TASTIC DANCE PARTY'. The interface includes a sidebar with navigation options: Overview, Participants, Pledge payments, Donors, and Settings (highlighted with a pink box). The main content area has tabs for GENERAL SETTINGS, CUSTOM QUESTIONS, and ADVANCED. Under 'Dates', there is a note: 'If you leave the end date blank, your campaign will run indefinitely.' The 'START DATE' is set to 'April 18, 2025' and 'START TIME (CST)' is '12:00 PM'. The 'END DATE' and 'END TIME (CST)' fields are empty and highlighted with a pink box. A 'Save' button is also highlighted with a pink box.

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!

The screenshot shows the 'Campaign details' section of the campaign settings for 'FUR-TASTIC DANCE PARTY'. The interface includes a sidebar with navigation options: Overview, Participants, Pledge payments, Donors, and Settings (highlighted with a pink box). The main content area has tabs for GENERAL SETTINGS, CUSTOM QUESTIONS, and ADVANCED. Under 'Campaign details', there is a note: 'This information is highlighted on your donation page.' The 'TITLE' field contains 'Fur-tastic Dance Party'. The 'APPEAL TO DONORS' field contains the text: 'Get ready to move, groove, and make a difference! Join us for our Dance-athon Fundraiser to support Minford Animal Sanctuary, a safe haven for rescued farm animals. Together, we can give these animals the love, care, and sanctuary they deserve.' An 'Add image' button is highlighted with a pink box. A preview image of a dance party is shown on the right.

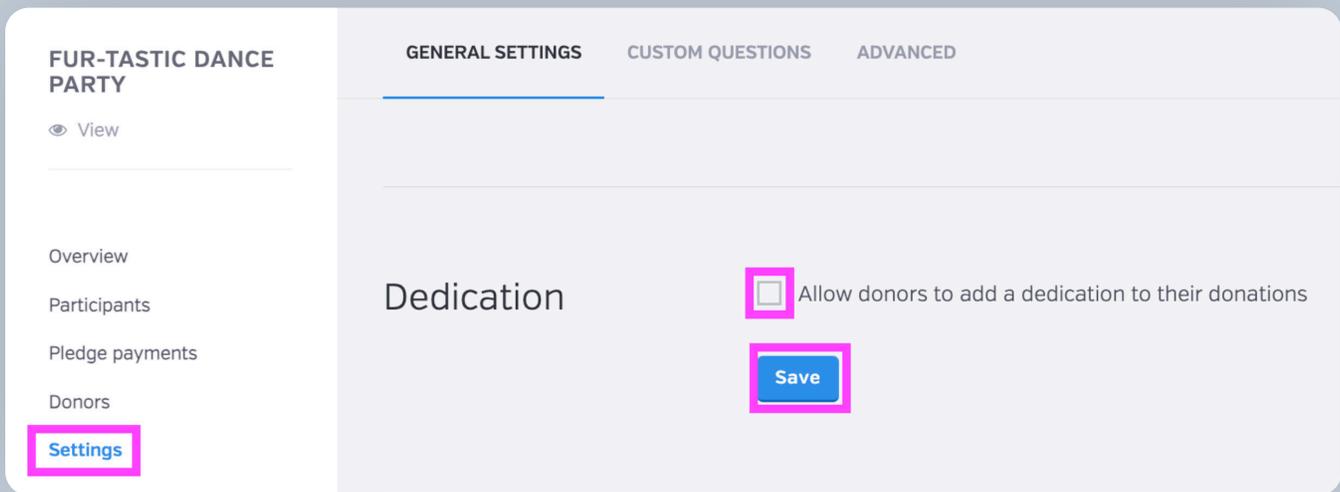
3. **Optional: Set Suggested Donation Amounts.** Go to **Settings** and scroll to the **Suggested Donation Amounts** section. Adjust the default amounts or use the preset amounts. Enable **Smart Suggestions**, which offer personalized donation amounts based on the donor's location, making the giving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

The screenshot shows the 'Suggested donation amounts' settings page. The left sidebar includes 'Settings' (highlighted in pink) and '+ New campaign'. The main content area has tabs for 'GENERAL SETTINGS', 'CUSTOM QUESTIONS', and 'ADVANCED'. Under 'SUGGESTED AMOUNTS', there are input fields for \$25, \$50, and \$100, each with a '.00' field. Below that, there are input fields for \$250 and \$500, also with '.00' fields. The 'DEFAULT AMOUNT' is set to \$100.00. The 'USE SMART SUGGESTIONS' section has a dropdown menu set to 'No' and a 'Save' button (highlighted in pink).

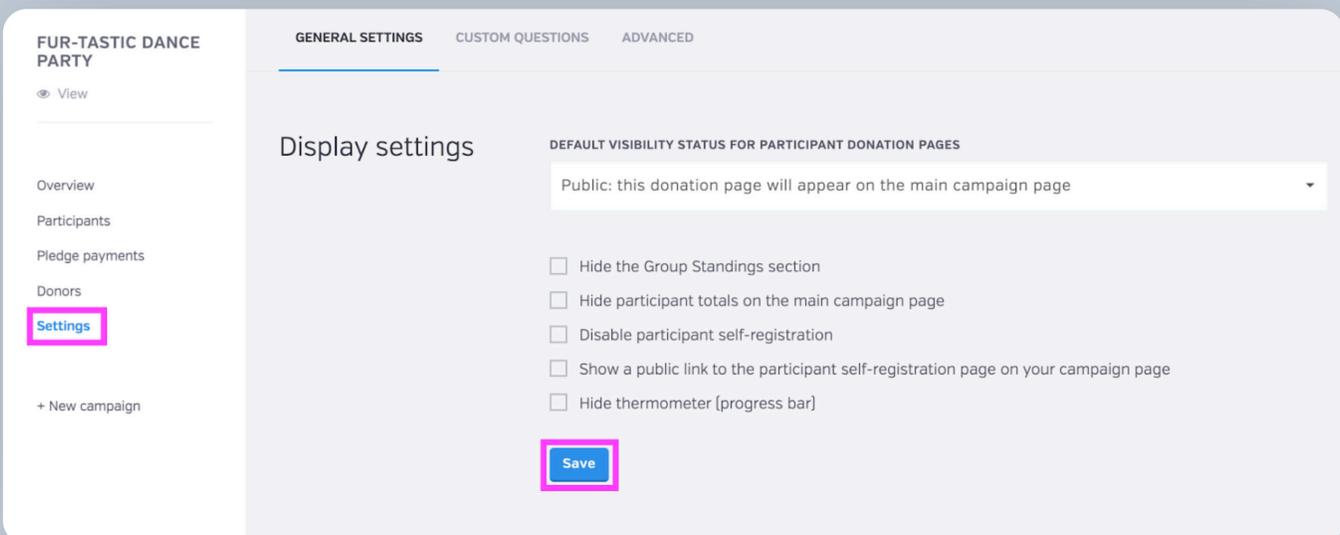
4. **Optional: Edit the Default Donation Period.** Go to **Settings** and scroll to **Donation Periods**. Choose a default donation period — one-time, monthly, or annual — or disable recurring options to align with your donors' preferences and your fundraising goals.

The screenshot shows the 'Donation periods' settings page. The left sidebar includes 'Settings' (highlighted in pink) and '+ New campaign'. The main content area has tabs for 'GENERAL SETTINGS', 'CUSTOM QUESTIONS', and 'ADVANCED'. Under 'Donation periods', there is a description: 'Update donation period settings for your campaign.' The 'DEFAULT DONATION PERIOD' dropdown is set to 'One-time'. The 'ENABLE MONTHLY GIVING OPTION' dropdown is set to 'Yes'. The 'ENABLE ANNUAL GIVING OPTION' dropdown is set to 'Yes'. A 'Save' button (highlighted in pink) is at the bottom.

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.

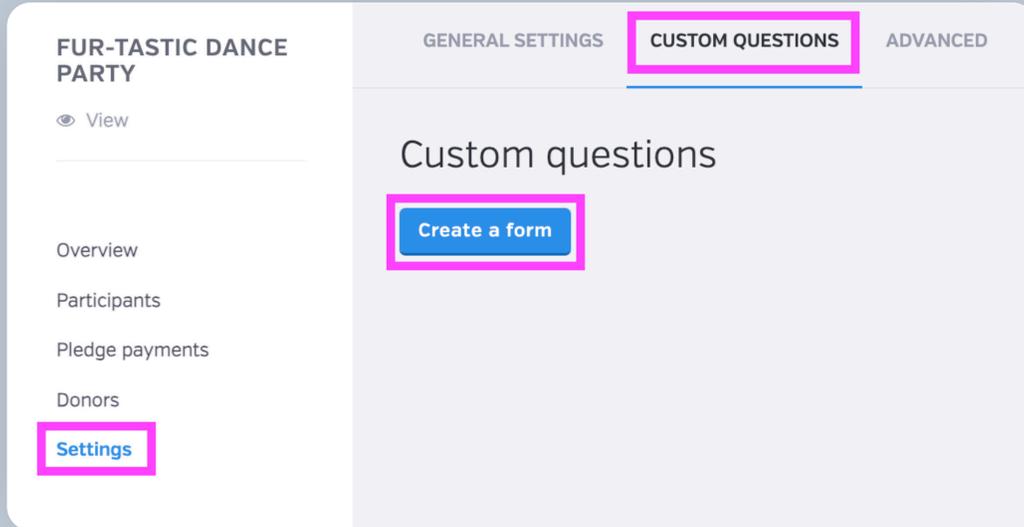
TIP: Keep the thermometer—it's a great motivator for donors!

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.

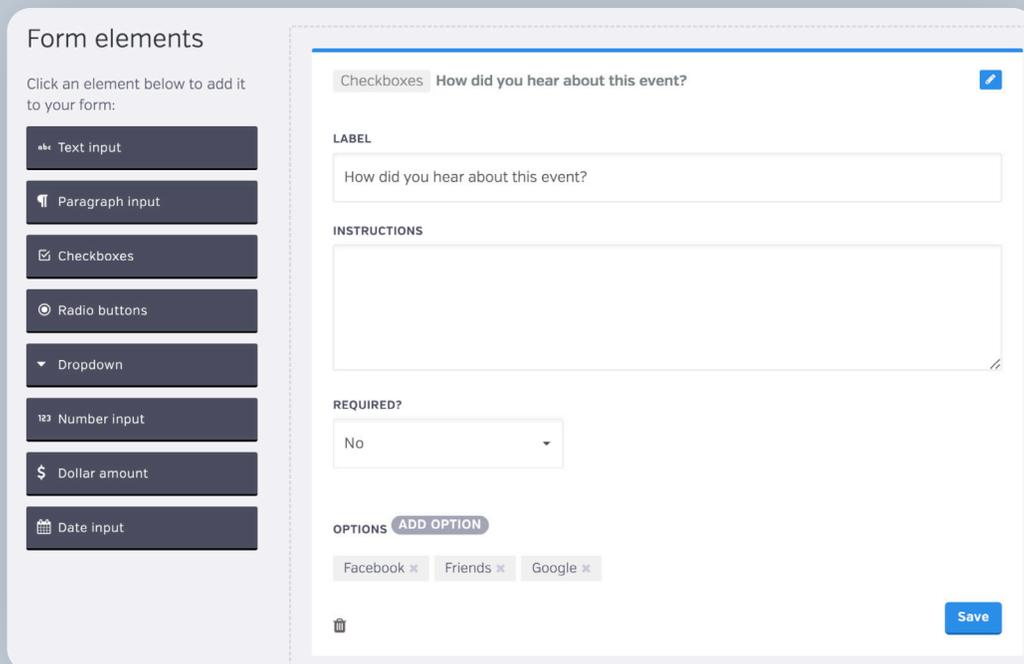
The screenshot shows the 'Settings' page for a campaign titled 'FUR-TASTIC DANCE PARTY'. The left sidebar has a 'Settings' link highlighted with a pink box. The main content area is titled 'Custom Receipt Message' and includes a 'MESSAGE (OPTIONAL)' text input field. Below the input field are two buttons: 'Save' and 'Send yourself a test', both highlighted with pink boxes. The 'Send yourself a test' button is used to preview the message on a receipt.

TIP: You can send yourself a test to see how the message will appear on the receipt.

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.

The screenshot shows the settings interface for the 'FUR-TASTIC DANCE PARTY' campaign. The 'ADVANCED' tab is selected. Under the 'CUSTOM LABEL' section, the text 'participant' is entered in a text box, and a blue 'Save' button is visible below it. The left sidebar shows the 'Settings' option highlighted.

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.

The image displays two campaign cards. The left card shows the campaign name 'FUR-TASTIC DANCE PARTY' and a 'View' button. The right card shows the campaign name 'Fur-tastic Dance Party' and the following details: 'TOTAL RAISED: \$23.97', 'STARTED: January 17, 2025 at 12:00am', 'ENDS: No end date', and 'TYPE: Peer to Peer'. At the bottom of the right card are 'View' and 'Manage >' buttons.

- **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.

The screenshot shows the 'Settings' page for a campaign titled 'FUR-TASTIC DANCE PARTY'. The left sidebar lists navigation options: Overview, Participants, Pledge payments, Donors, and Settings (highlighted with a pink box). The main content area is titled 'GENERAL SETTINGS' and includes tabs for 'GENERAL SETTINGS', 'CUSTOM QUESTIONS', and 'ADVANCED'. The 'Visibility' section is active, showing three options: 'Private' (selected by default), 'Public' (highlighted with a pink box), and 'Restricted'. The 'Public' option description states: 'Anybody can access this campaign and it will be published on your profile page.' Below the visibility options, there is a 'Share your campaign' section with buttons for Facebook, X, Email, and a 'Copy link' button (highlighted with a pink box).

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

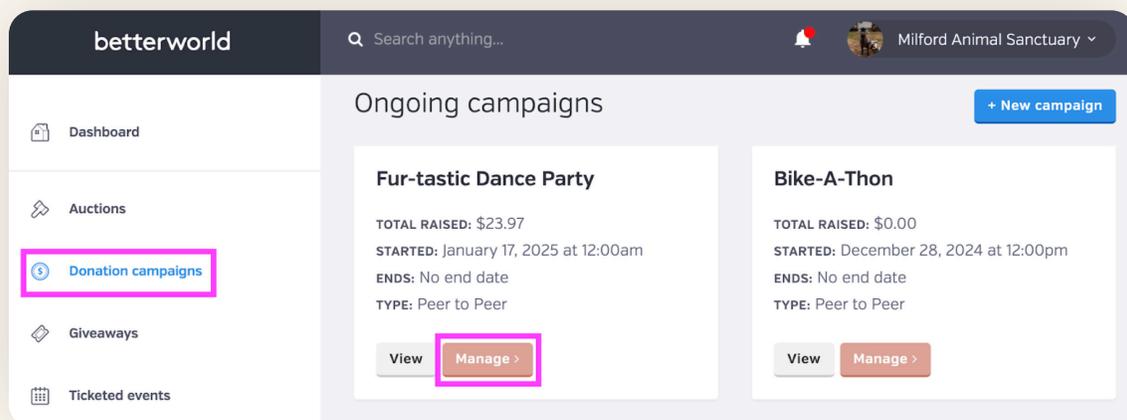
An essential part of an A-thon campaign involves participants who raise funds on your behalf. Participants can be anyone who wants to help, such as students from a school or volunteers from an animal shelter. You can either manually add participants or allow them to register themselves. You can also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

Teams

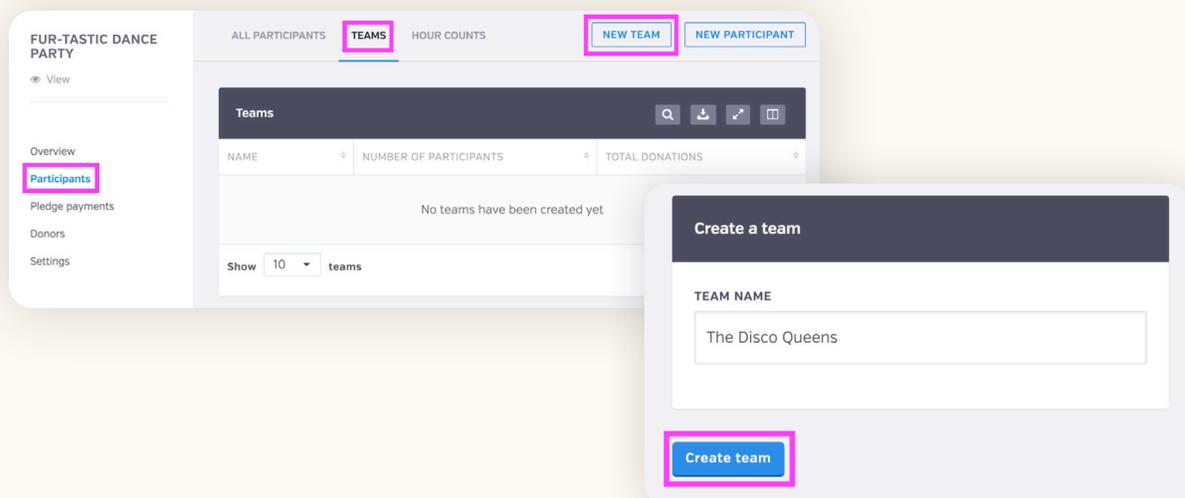
Setting up teams is optional but adds an exciting element of competition, motivating both participants and donors. Team standings are displayed on your campaign page by default, but you can hide them and track rankings privately in your dashboard. Customization details are explained in the next section,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

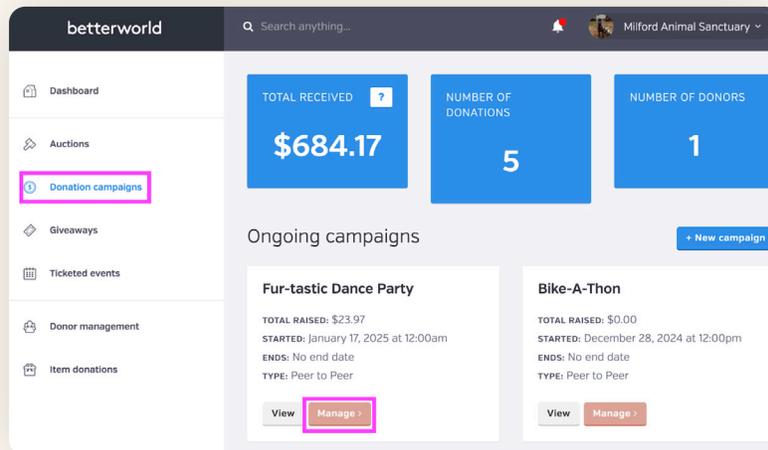
When selecting team names, tie them to your organization for added relevance and fun. A school might use grade levels or teacher names, while an animal shelter could choose “Cats” and “Dogs.” Get creative—engaging team names add excitement and help participants connect with your campaign!

Manual Participant Creation

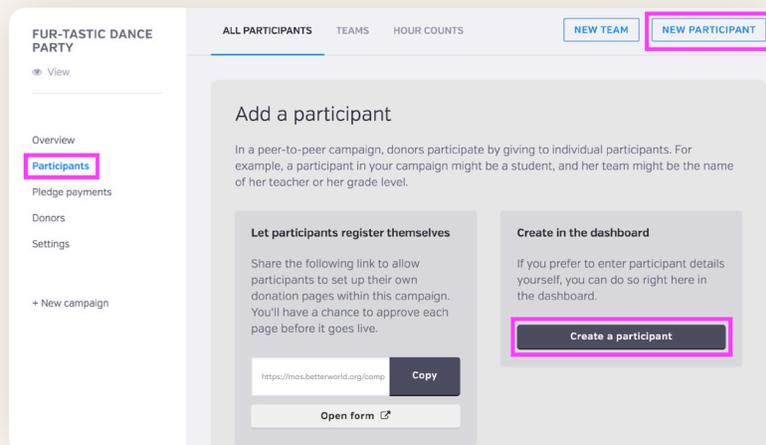
Easily create A-thon participants and manage their pages with full control. This is ideal for organizations that prefer to set up participant details or maintain privacy standards.

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.

Page settings

NAME * **FUNDRAISING GOAL**

Owen \$ 1000 .00

WEB ADDRESS *

<https://mas.betterworld.org/campaigns/fur-tastic-dance-party/> owen-

APPEAL TO DONORS

Please help me raise funds for the Milford Animal Sanctuary!

TEAM

The Billy Goat Boys ▲

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.

Privacy

VISIBILITY

Public: this donation page will appear on the main campaign page ▼

Show fundraising goal on donation page

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**.

Invite to edit (optional)

If you enter the participant's email address below, we'll send them a link to claim this donation page. They'll be able to edit the settings in the "Page settings" section above. You can always override their changes or lock edits to their page.

EMAIL ADDRESS

NAME

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.

FUR-TASTIC DANCE PARTY

View

- Overview
- Participants
- Pledge payments
- Donors
- Settings

+ New campaign

ALL PARTICIPANTS
TEAMS
HOURL COUNTS
NEW TEAM
NEW PARTICIPANT

Participants

NAME	CREATED	TEAM	VISIBILITY	TOTAL DONATIONS	HOURS COMPLETED	PLEDGES
Owen	January 18, 2025, 7:03pm	The Billy Goat Boys	Public		0	0
William	January 18, 2025, 6:08pm		Public	\$25.00	0	0

- 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.

FUR-TASTIC DANCE PARTY

View

- Overview
- Participants
- Pledge payments
- Donors
- Settings

+ New campaign

< ALL PARTICIPANTS
SETTINGS

Image Add image

Optionally add a picture of this participant.

Cover image Add image

Optionally add a cover image for this participant. By default, the campaign's featured image will be used.

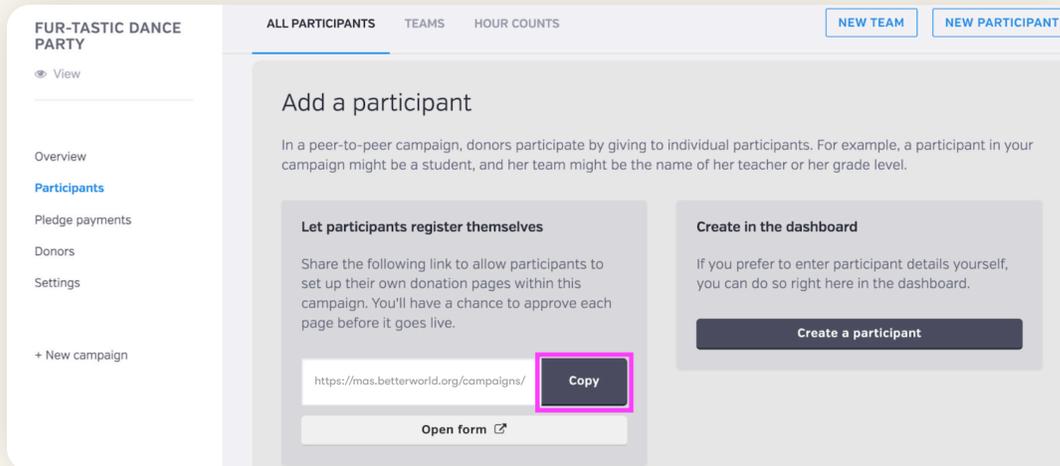
Please use a JPG or PNG file. The ideal dimensions are 600 x 400 pixels.

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.

Register as a participant

Please complete the following form to add your donation page to Milford Animal Sanctuary's campaign.

Page settings

You'll be able to update these settings later.

DISPLAY NAME *

FUNDRAISING GOAL

\$.00

APPEAL TO DONORS

TEAM

No team ▼

I agree to BetterWorld's [Terms](#) and [Privacy Policy](#)

Register



Fur-tastic Dance Party

View campaign

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**.

Display settings

DEFAULT VISIBILITY STATUS FOR PARTICIPANT DONATION PAGES

Public: this donation page will appear on the main campaign page

- Hide the Group Standings section
- Hide participant totals on the main campaign page
- Disable participant self-registration
- Show a public link to the participant self-registration page on your campaign page
- Hide thermometer (progress bar)

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.

Milford Animal Sanctuary Dashboard Share campaign



Fur-tastic Dance Party

\$25 RAISED 1 SUPPORTER

0% of \$10,000 goal

Please pick a participant

or

Create your own fundraising page

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

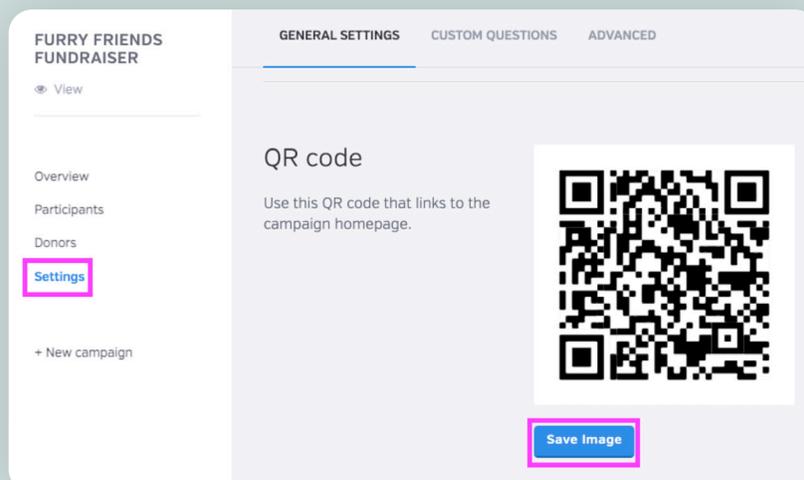
Step 4: Getting the Word Out and Maximizing Donations

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.



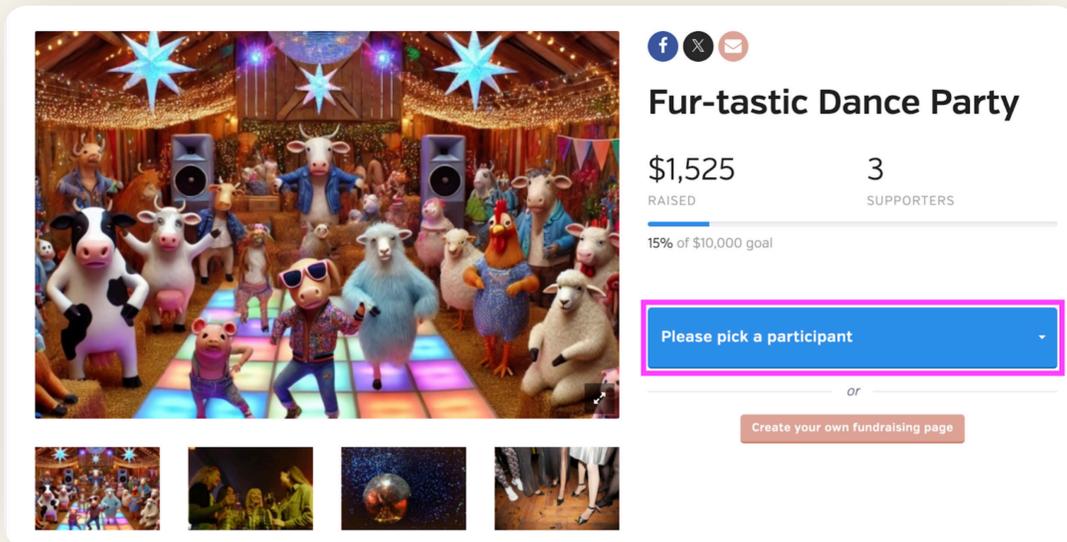
Step 5: Managing Donations: Online, Offline, and Pledges

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.

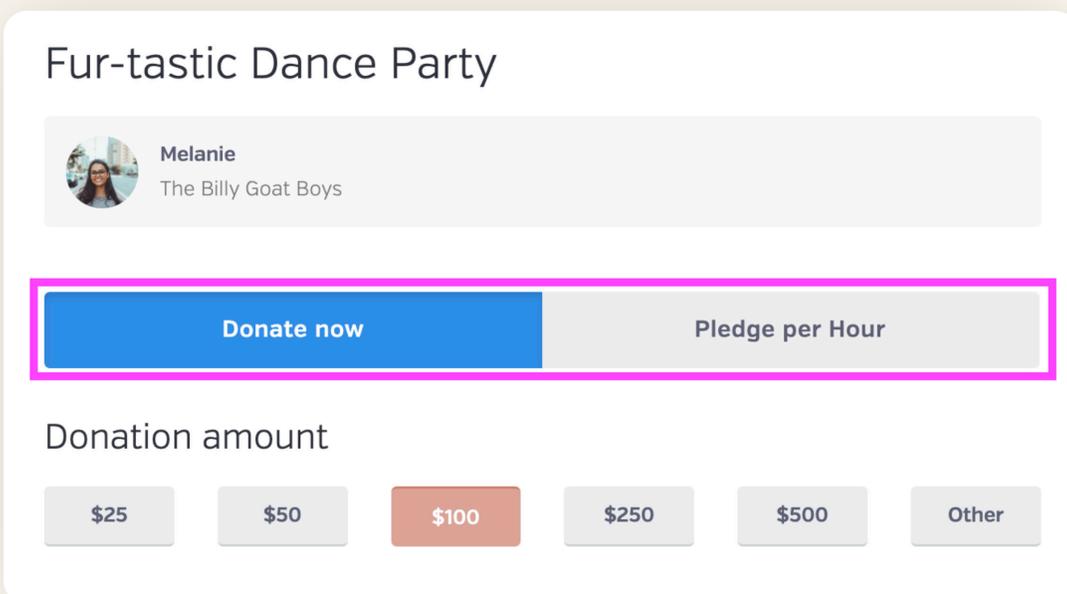
Online Donations and Pledges

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.

The screenshot shows the 'Create an Offline Donation' form. The left sidebar has 'Donors' highlighted. The main form area has a title 'CREATE AN OFFLINE DONATION' and a subtitle 'Create an offline donation'. Below the subtitle is a note: 'Use this form if someone has made a donation outside of the BetterWorld system [e.g. by cash or check] and you'd like to save the record of their donation in BetterWorld.' The form fields are: 'DONATION AMOUNT *' (input field with '\$' symbol), 'PARTICIPANT *' (dropdown menu with 'Nothing selected'), 'DONOR FIRST NAME *' (input field), 'DONOR LAST NAME *' (input field), and 'DONOR EMAIL' (input field). There are also radio buttons for 'New donor' and 'Existing donor'.

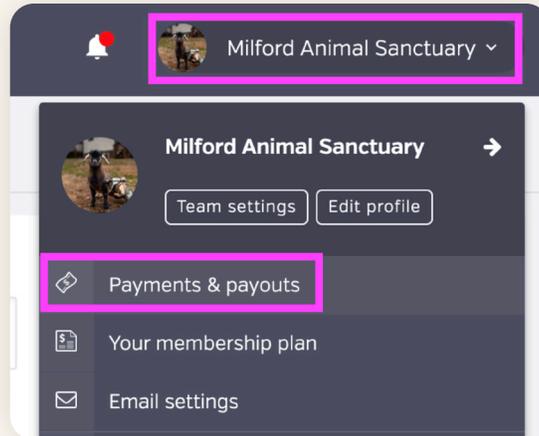
NOTE:

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**.

IN-PLATFORM OFFLINE FILTERS WITHDRAW FUNDS

Charges											
DATE	PAID BY	CAMPAIGN	TYPE	DISCOUNT	TOTAL	FEE OFFSET	TRANSACTION FEES	REFUND AMOUNT	NET	PAID OUT?	ACTIONS
January 18, 2025, 7:57pm	Sam From BetterWorld	Fur-tastic Dance Party	Donation	-	\$500.00	\$0.00	\$14.80	-	\$485.20	No	⋮
January 18, 2025, 6:09pm	Sam From BetterWorld	Fur-tastic Dance Party	Donation	-	\$25.00	\$0.00	\$1.03	-	\$23.97	No	⋮

Modal for the first transaction:

- \$500.00 payment
- 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.

NAME	TEAM	HOURS COMPLETED
Lola	The Disco Queens	4
Melanie	The Billy Goat Boys	6
Owen	The Billy Goat Boys	5
William	The Disco Queens	7

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.

Pledge settings

HOURS COMPLETED

4

Prevent the participant from making edits to their Hour count

Save

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.

Pledge settings

HOURS COMPLETED

4

Prevent the participant from making edits to their Hour count

Save

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.

Sam From BetterWorld

\$25.00 PER HOUR • OWEN • 5 HOURS

Don't charge yet

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

You are about to charge all the pledges in the Ready to Charge list. ×

Note that the charge may take up to 20 minutes for our payment processor to execute, depending on how many donors are being charged.

Cancel Charge pledges

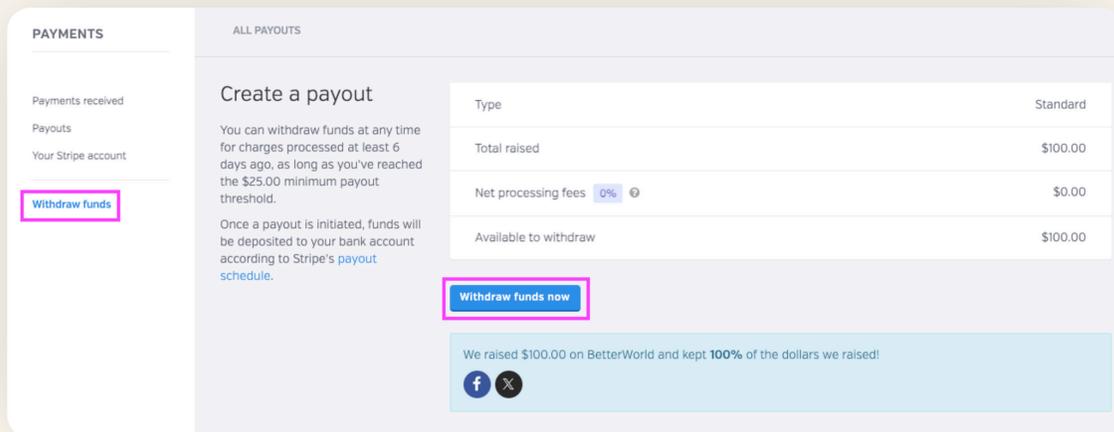
4. Payments will then appear in the **Pledge Payments Report** below.

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!