

betterworld

Your Complete Guide to BetterWorld's Crowdfunding Campaign

This step-by-step guide shows how BetterWorld's crowdfunding makes it easy to rally support, track progress, and offer rewards, helping you achieve your fundraising goals with ease.

Desktop Campaign Page:

- Header: betterworld | Dashboard
- Campaign: Many Hopes | Share
- Title: Help build a well!
- Progress: \$8,678 RAISED (86% of \$10,000 goal) | 31 SUPPORTERS
- Button: Donate now
- Footer: Updates 1 | Comments 3 | Supporters 31

Mobile Campaign Page:

- Header: betterworld | BACK TO HELP BUILD A WELL!
- Campaign: Many Hopes
- Summary Table:

Donation to Help build a well!	\$10.61
Help cover fundraising costs	\$0.99
Total	\$11.60
- Title: Help build a well!
- Form: OPTIONAL MESSAGE (This is a great cause and I am happy to support it!)
- Form: THIS IS A PRIVATE DONATION (checkbox)
- Form: THIS IS A ONE-TIME DONATION (dropdown)
- Form: COVER TRANSACTION COSTS (checkbox)
- Form: Personal information (FIRST NAME: Rachel, LAST NAME:)

Donate Form:

- Title: Donate
- Text: To donate without receiving a perk, choose or enter an amount below.
- Buttons: \$5, \$10, \$25
- Form: \$ Other amount
- Button: Donate now

Limited Edition T-Shirt Reward:

- Title: Limited Edition T-Shirt
- Text: Get one of these great T-shirts when you donate \$50!
- Text: Delivery estimate TBD | Ships to Anywhere
- Button: Claim this perk

Table of contents

Introduction	pg. 3
Step 1: Creating Your Campaign	pgs. 4-7
Set up your campaign with ease, including choosing a name, setting goals, adding visuals, and crafting a compelling message.	
Step 2: Fine-tuning and Finalizing Your Campaign	pgs. 8-12
Optimize your campaign with perks, suggested donation amounts, custom questions, and videos to maximize engagement.	
Step 3: Promoting Your Campaign and Maximizing Donations	pg. 13
Discover strategies to share your campaign link, boost visibility online and offline, and inspire support from donors.	
Step 4: Managing Donations and Updates	pgs. 14-16
Track online and offline donations, post campaign updates, and handle refunds seamlessly to keep your campaign organized.	
Step 5: Ending the Campaign and Accessing Your Funds	pg. 17
Wrap up your campaign by withdrawing funds and thanking your supporters for making it a success.	

Introduction

Online crowdfunding campaigns are a powerful way to tap into community spirit and social sharing, allowing anyone, anywhere, to support a cause they care about. Whether you're raising funds, generating awareness, or building a loyal network of backers, crowdfunding makes it easy to achieve your goals.

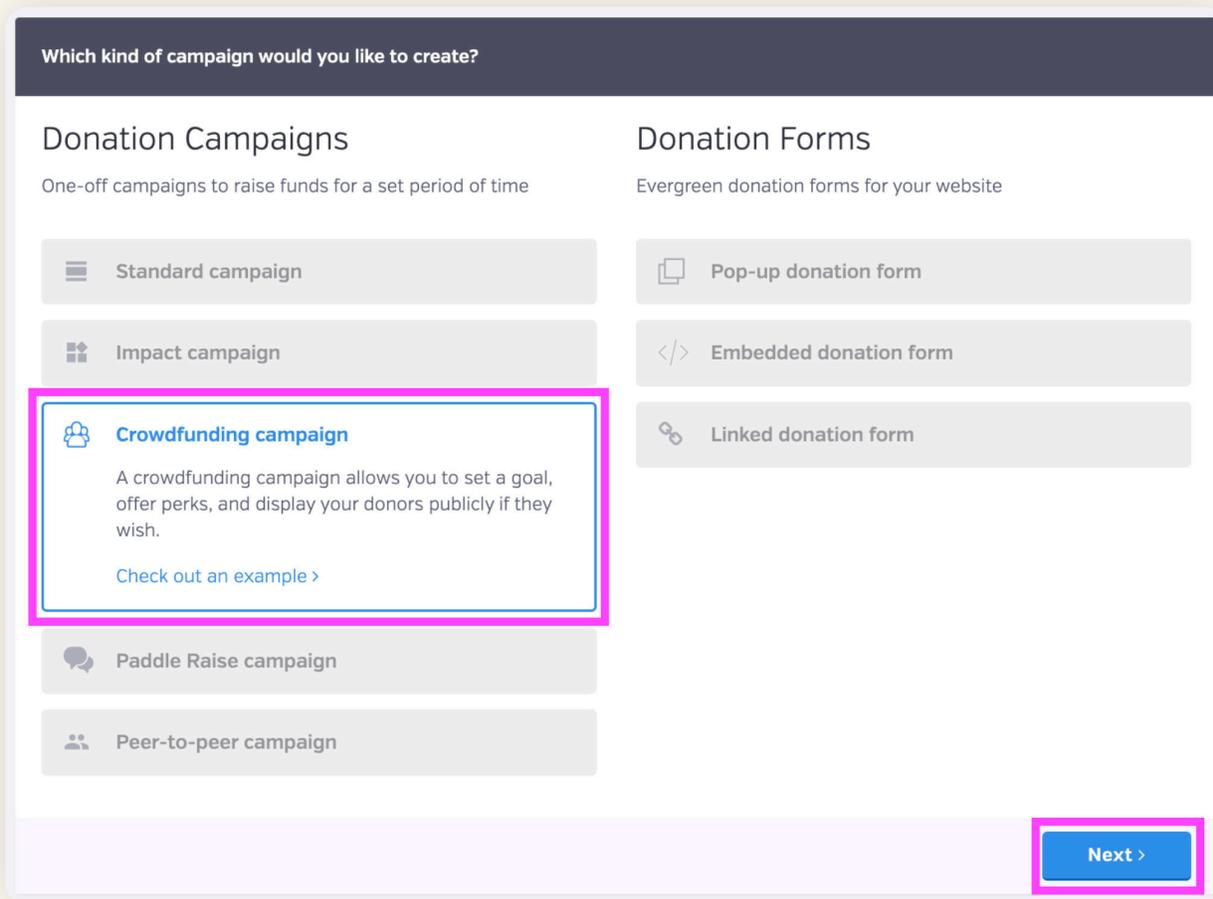
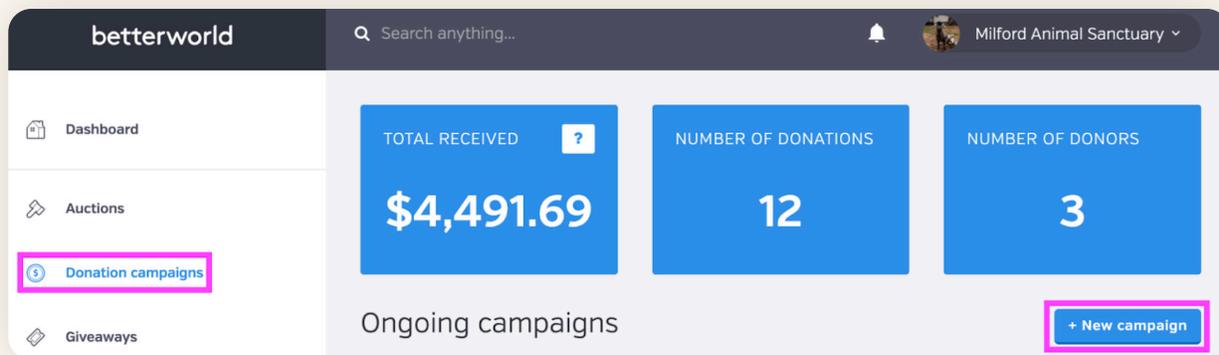
Running a campaign on BetterWorld is simple and designed to help you succeed. With features like real-time progress tracking, milestone celebrations, and the ability to offer rewards or perks for different donation levels, you can keep donors engaged and excited throughout the journey — all with just a few clicks.

It's the perfect way to bring people together and turn your vision into reality!

Step 1: Creating Your Campaign

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

1. Go to the [Dashboard](#) and click **Donation Campaigns** on the left side of the page. Click the **+ New Campaign** button. Select **Crowdfunding Campaign** then click **Next**. The system will guide you from here.



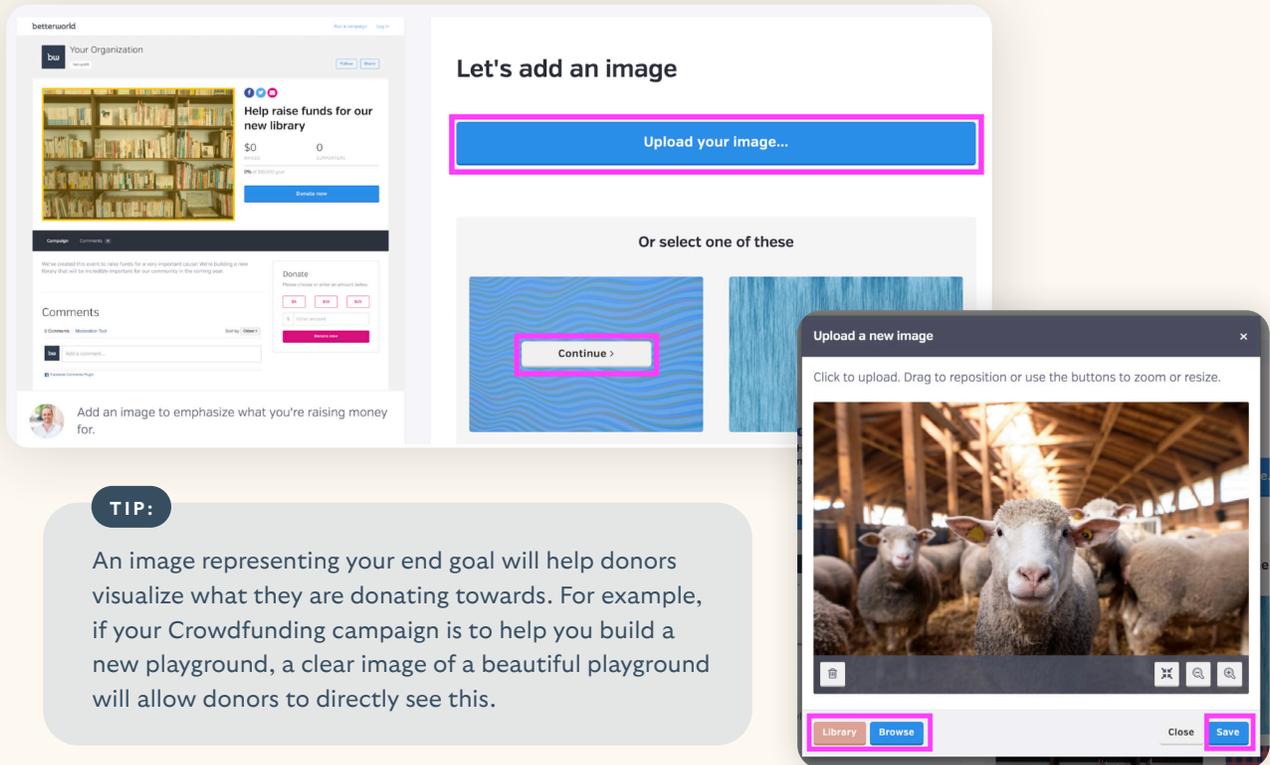
4. **Set a Fundraising Goal.** Set your campaign goal by dragging the circle. The goal will be displayed on the donor-facing page with a progress bar that increases as donations come in. It's an excellent way to engage your donors and keep them updated.



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.** Add an image to make your Crowdfunding 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.



TIP:

An image representing your end goal will help donors visualize what they are donating towards. For example, if your Crowdfunding campaign is to help you build a new playground, a clear image of a beautiful playground will allow donors to directly see this.

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, make it personal and inspiring.

Any further information you want to share about your campaign?

[Optional]

Our sanctuary is growing, and we need your help to build a new barn—a warm, safe, and loving space for our rescued animals to call home. From providing cozy stalls to sheltering them from harsh weather, this barn will be a life-changing addition to their lives. Together, we can give them the comfort and care they deserve.

Every donation, big or small, brings us one step closer to making this dream a reality!

Create campaign

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 fully set up.

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

https://mas.betterworld.org/campaigns/help-build-a-new-barn

Copy

Preview

Complete setup

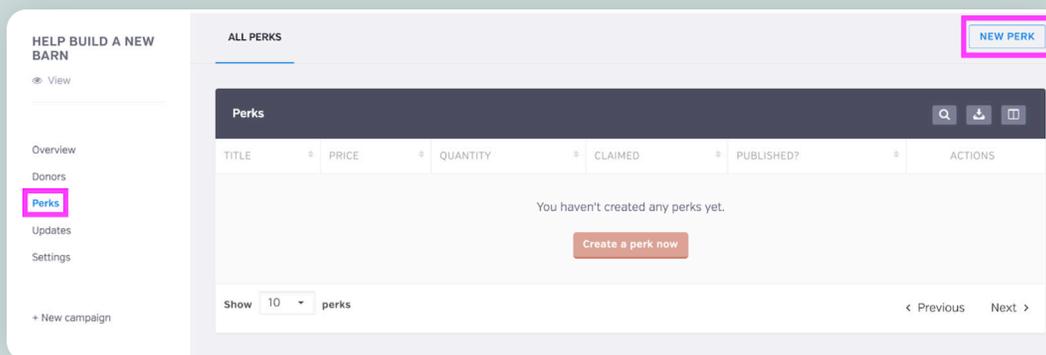
TIP:

Use the **Copy Link** button to grab the link to your campaign. You can always copy this link again by viewing your Crowdfunding campaign or visiting the **Settings** page in the dashboard.

Step 2: Fine-tuning and Finalizing Your Campaign

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.

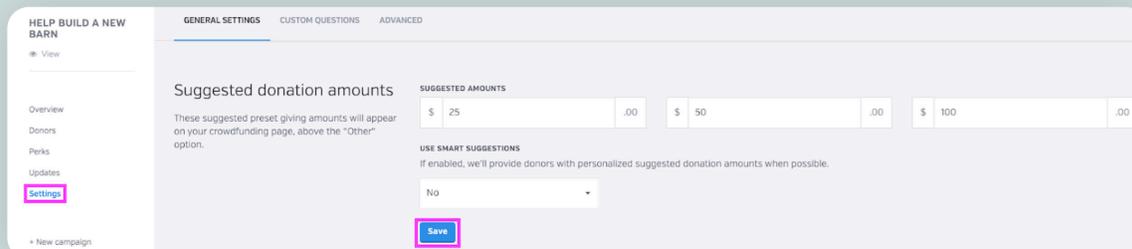
1. **Optional: Add A Perk.** Perks encourage donations and allow you to reward various donation levels with a prize. For example, anyone who donates \$25 gets a handwritten thank you card, or anyone who gives \$50 or more receives a t-shirt. Any reward, big or small, can encourage donors to give more than they might have originally intended. We highly recommend adding a few perks if possible. To do this, head to the **Perks** section and click the **New Perk** button. Follow the prompts to create your perk quickly and easily.



2. **Optional: Set An End Date.** While an end date is optional, it does help drive urgency and excitement. We highly recommend setting an end date for your crowdfunding campaign by heading to **Settings** and scrolling to the **Dates** section.



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.



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 fundraising goals.

The screenshot shows the 'Donation periods' settings page. The left sidebar is titled 'HELP BUILD A NEW BARN' and has a 'Settings' link highlighted in a pink box. The main content area has three tabs: 'GENERAL SETTINGS', 'CUSTOM QUESTIONS', and 'ADVANCED'. The 'Donation periods' section includes the text 'Update donation period settings for your campaign.' and three dropdown menus: 'DEFAULT DONATION PERIOD' (set to 'One-time'), 'ENABLE MONTHLY GIVING OPTION' (set to 'Yes'), and 'ENABLE ANNUAL GIVING OPTION' (set to 'Yes'). A 'Save' button is highlighted in a pink box at the bottom.

5. **Optional: Enable Dedications.** 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. To do this, go to **Settings** and scroll to **Dedication**.

The screenshot shows the 'Dedication' settings page. The left sidebar is titled 'HELP BUILD A NEW BARN' and has a 'Settings' link highlighted in a pink box. The main content area has three tabs: 'GENERAL SETTINGS', 'CUSTOM QUESTIONS', and 'ADVANCED'. The 'Dedication' section includes a checkbox labeled 'Allow donors to add a dedication to their donations', which is checked. A 'Save' button is highlighted in a pink box at the bottom.

6. **Optional: Add a Video.** Videos are a great way to share your story, highlight your mission, or showcase the impact of the funds raised. It's a simple yet powerful way to connect with your donors.

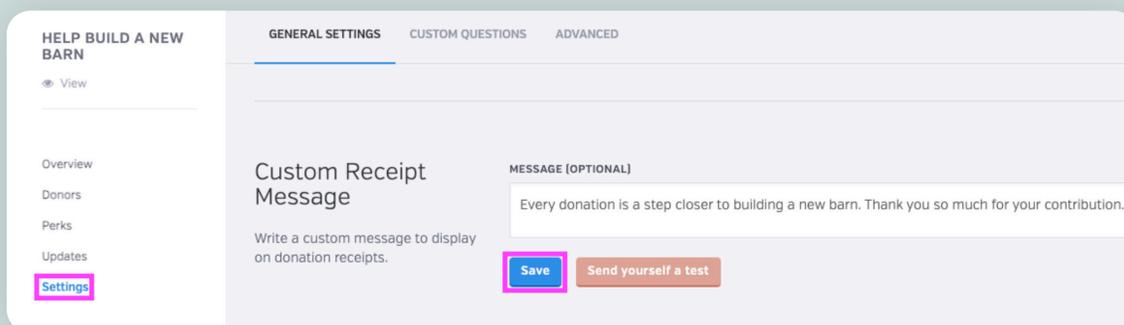
The screenshot shows the 'Campaign video' settings page. The left sidebar is titled 'HELP BUILD A NEW BARN' and has a 'Settings' link highlighted in a pink box. The main content area has three tabs: 'GENERAL SETTINGS', 'CUSTOM QUESTIONS', and 'ADVANCED'. The 'Campaign video' section includes the text 'Paste a YouTube or Vimeo link here and the video will appear on your campaign homepage.' and a text input field containing the URL 'https://www.youtube.com/watch?v=dQw4w9WgXcQ'. A 'Save' button is highlighted in a pink box at the bottom.

Here's how to add a video to your crowdfunding campaign. First, navigate to the video you want to share on YouTube or Vimeo. Copy the link directly from the URL bar at the top of your browser.

Next, go to your BetterWorld dashboard and follow these steps:

- Click **Donation Campaigns > Manage > Settings**.
- Scroll down to the **Campaign Video** section.
- Paste the video link into the box and click **Save**.

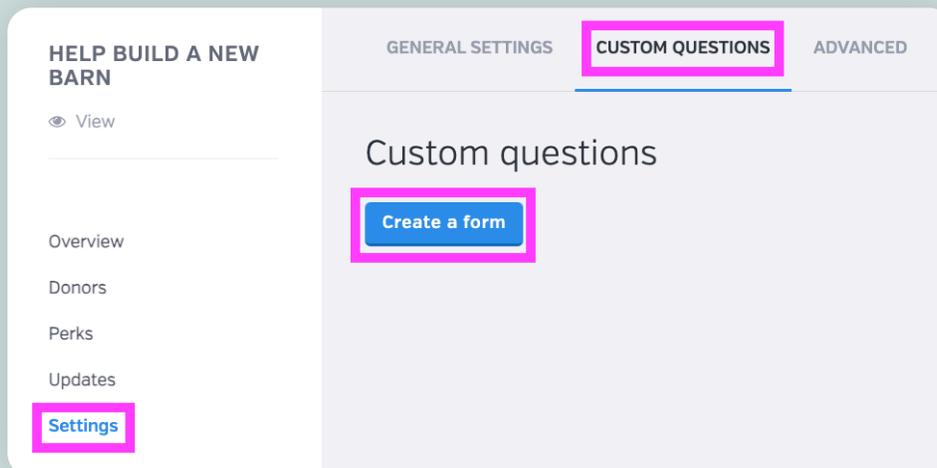
7. **Optional: Custom Receipt Messages.** A personal touch shows appreciation, enhances the donor experience, and encourages future contributions. To customize this, go to **Settings** and scroll to **Custom Receipt Message** to add a thank-you note.



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

8. **Optional: Add Custom Questions.** 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). You can add questions like “How did you hear about us?” or “Would you like to volunteer?” and set them as required or optional.

To add custom questions, go to **Settings**, click **Custom Questions** at the top of the page, and click **Create a Form** to gather additional donor information.



To view responses, go to the **Overview** page, click the **column icon**, and select your custom question. The answers will appear in a separate column on the table.

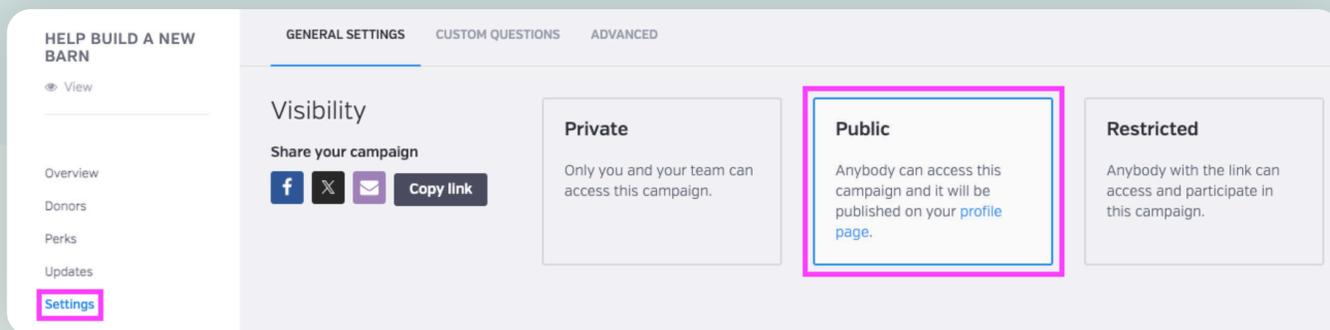
TIP:

Use custom questions for voting or contest fundraisers, where donations count as votes for a favorite option. This fun, competitive approach boosts participation and contributions.

Now that everything is set up let's check out your completed Crowdfunding campaign! To preview what your donors will experience, go to **Donation Campaigns** and select the **View** button instead of **Manage**. This is what your donors will see when they click the link you share with them.

► There is just one final required step before you can start sharing your Crowdfunding campaign.

9. **Required Step: Set visibility.** By default, your campaign is set to private. To start spreading the word, on the **Settings** page, scroll to the first section at the top of the page titled **Visibility**. Change the visibility from **Private** to **Public**. This will allow donors to view your campaign and pledge! 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 promote your campaign and begin collecting donations.

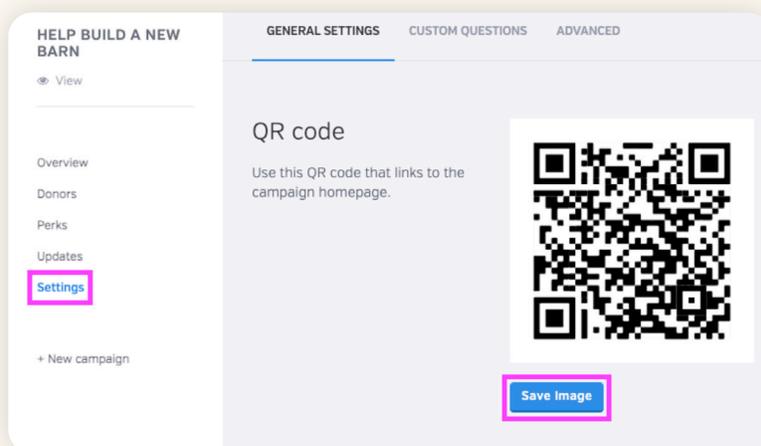
Step 3: Promoting Your Campaign and Maximizing Donations

It's time to make your Crowdfunding campaign a success by sharing it with as many people as possible! BetterWorld gives you full control over who can access your campaign link, allowing you to promote it and spread the word strategically!

Share it online regularly and in person to increase visibility. Here are some tips to maximize visibility and excitement. The more you promote, the more likely you are to generate interest and receive donations!

1. Email your campaign to supporters! If you have an email list, send 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 and 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 helps expand reach to their unique networks and increases visibility.
5. Submit a blurb to local TV and radio channels, often through their website. 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. Share the link with the donors so they can also spread the word via email and social media.
8. 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.

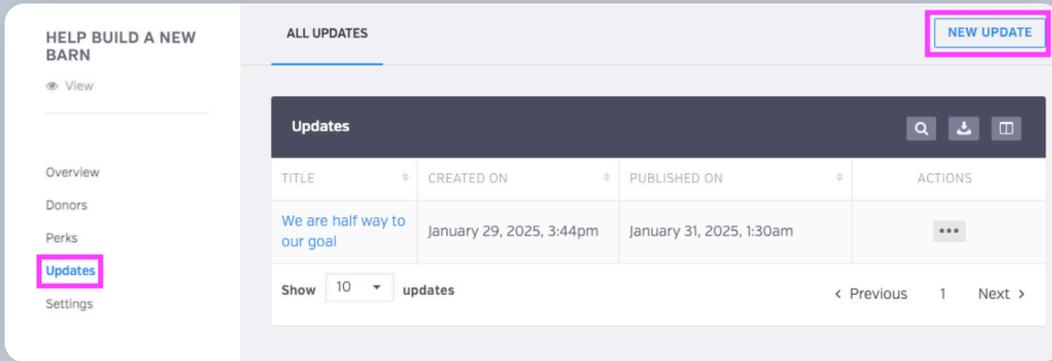
To find the QR code for your campaign, go to the **Settings** page, scroll to the **QR Code** section, and click the **Save Image** button to download it to your computer. Your donors will simply open their camera app, point it at the code, and tap the link that appears on their screen.



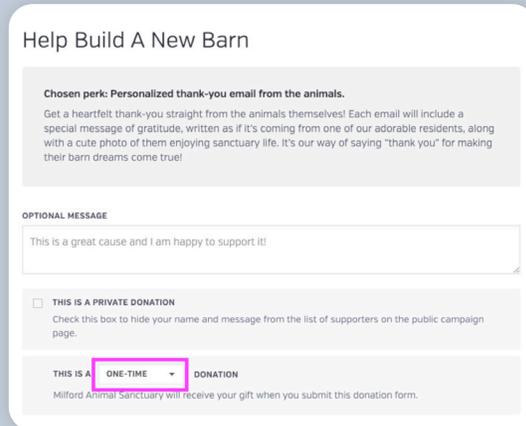
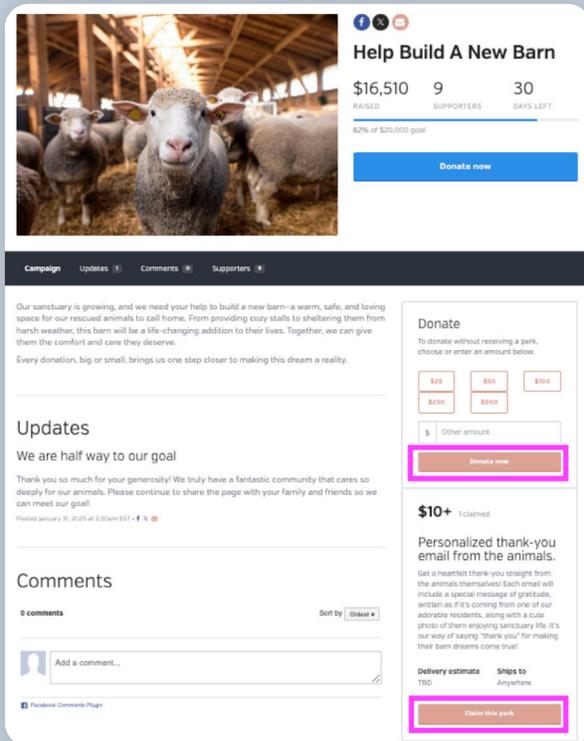
Step 4: Managing Donations and Updates

All your hard work is paying off, and donations are rolling in! Here's how to manage updates, track contributions, and handle refunds effortlessly.

1. **Post Updates.** You can post updates on your campaign page for donors to see. It's a great way to share your progress, offer encouragement, and express gratitude. To post an update, click **Manage** on your Crowdfunding campaign, then select **Updates** from the left-side menu. Next, click the **New Update** button and craft your message. Add a title and description, then click **Edit Update** to set a publication date and time.



2. **Online Donations.** When donors donate online through your Crowdfunding campaign, they will first choose their donation amount. They can either select a suggested amount, input a custom value, or select a perk. Next, they choose from a one-time, monthly, or annual giving frequency.



NOTE:

Donors will receive an automatic receipt via email with all the necessary tax information immediately after donating. This is one less thing for you to worry about!

3. **Track Offline Donations.** If someone wants to donate by giving your organization cash or a check, you can manually add it to your campaign total. This is great to keep track of all donations in one place and have receipts automatically generated and sent!

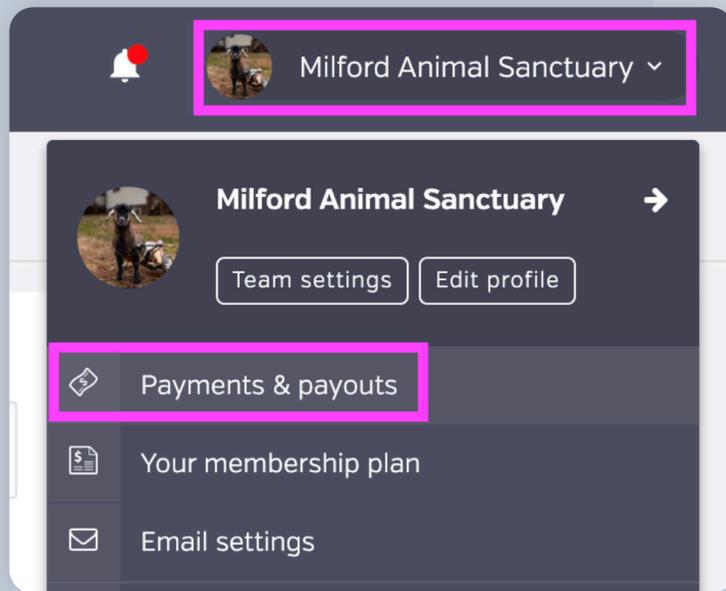
The screenshot shows the 'Create an offline donation' form in the BetterWorld dashboard. The form is titled 'Create an offline donation' and includes the following fields and options:

- Donation Amount:** A text input field with a dollar sign (\$) and a required asterisk (*).
- Perk:** A dropdown menu with 'Nothing selected' as the current option.
- Donor Type:** Two buttons: 'New donor' and 'Existing donor'.
- Donor Information:** Two text input fields for 'DONOR FIRST NAME *' and 'DONOR LAST NAME *'.
- Donor Email:** A partially visible text input field at the bottom.

- Go to **Donors** and click **Create an Offline Donation** at the top of the page.
- Input the donation amount.
- Enter the donor's information.
- Either enter a new donor: Add their first and last name and, optionally, their email address.
- Adding their email address ensures they receive their automated email receipt.
- Or choose an existing donor: Click the **Existing Donor** button. Here, you can search by donor name. If you search the donor's name and you see multiples of their name in the dropdown menu, choose the option with the checkmark next to it. This will ensure the name is associated with an email, and the donor will receive their email receipt.
- If a donor prefers to remain anonymous and not have their name displayed on your crowdfunding campaign, check the box next to **This is a private donation — do not display the donor's name publicly**.
- If you want your donor to receive a receipt, be sure to check the box next to **Send the donor an email receipt?**
- Click **Save**.

4. **How to issue a refund.** Mistakes happen! If you've entered an incorrect amount for an offline donation or a donor is requesting a refund, you can handle it quickly.

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



- b. 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.
- c. 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	⋮			

\$500.00 payment
Issue refund

NOTE:

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

Step 5: Ending the Campaign and Accessing Your Funds

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

1. If your campaign has an end date, donors will no longer be able to contribute after that time. Upon donating, receipts with all necessary tax information are automatically emailed to donors.
2. Time to withdraw your funds! Head to [Payments and Payouts](#), and click **Withdraw Funds Now** to send funds to the bank account of your choice. 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.

The screenshot shows the 'Create a payout' interface. On the left sidebar, 'Withdraw funds' is highlighted. The main content area includes instructions: 'You can withdraw funds at any time for charges processed at least 6 days ago, as long as you've reached the \$25.00 minimum payout threshold. Once a payout is initiated, funds will be deposited to your bank account according to Stripe's payout schedule.' Below this is a table with the following data:

Type	Standard
Total raised	\$100.00
Net processing fees	0%
Available to withdraw	\$100.00

Below the table is a 'Withdraw funds now' button and a success message: 'We raised \$100.00 on BetterWorld and kept 100% of the dollars we raised!' with social media icons for Facebook and X.

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! You've done an amazing job setting up your campaign and collecting donations! If you have any questions or need assistance, don't hesitate to reach out to us.

Send us an email at support@betterworld.org.

We're always here to help!