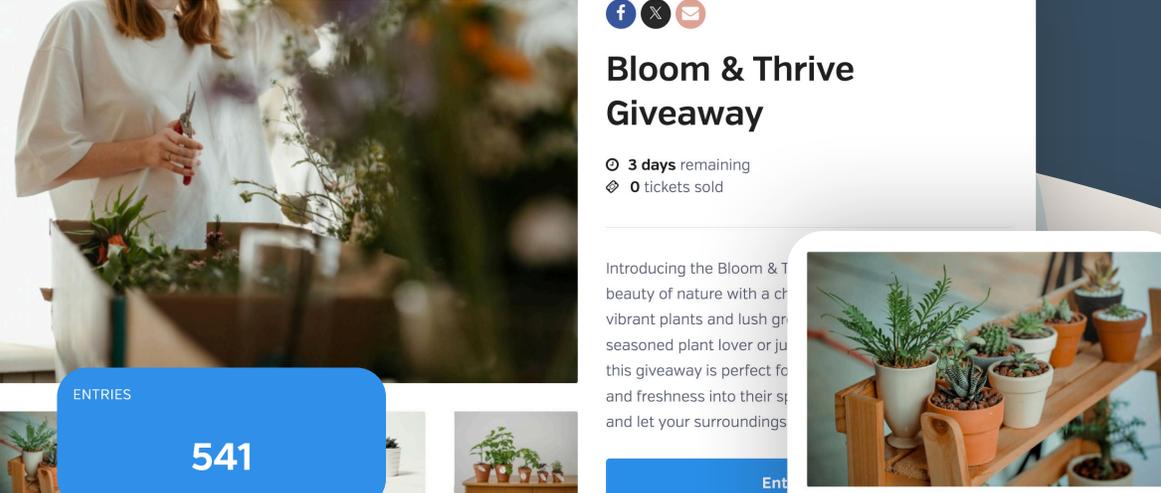


betterworld

Your Complete Guide to BetterWorld's Giveaways Campaign

Whether offering one prize or many, we'll show you how to customize your giveaway, boost donor engagement, and spread the word for maximum success.



Bloom & Thrive Giveaway

3 days remaining
0 tickets sold

ENTRIES
541

PARTICIPANTS
9

TOTAL RECEIVED  
\$41.00

Bloom & Thrive Giveaway

8 days remaining
0 tickets sold

Enter to win

Donated by: Tulip & Bear

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Introduction

Whether you're offering a single prize or multiple prizes, we'll show you how to customize your giveaway, maximize donor engagement, and spread the word to maximize your campaign's success.

Let's get started!

Giveaways: Are They the Same as Raffles?

Giveaways are like raffles in that both involve a prize that participants can enter to win, with the winner selected at random. However, raffle laws vary by state and often require a gambling license to operate online.

The key difference between giveaways and raffles is that as charitable sweepstakes, giveaways must allow donors the ability to enter for free once a day via an alternative entry form. This form is accessible through the Giveaway Guidelines. The page design emphasizes donating for a chance to win, while the alternative entry form is available for those actively seeking it out.

Although donors can use the alternative entry form, most prefer to contribute to your organization through donations. If you have a gaming license or live in a raffle-friendly state, we offer a raffle mode that eliminates the alternative entry form. Email our support team (support@betterworld.org) with your license or proof of eligibility, and we'll switch your campaign to raffle mode before sales begin.

Multiple Prize Options

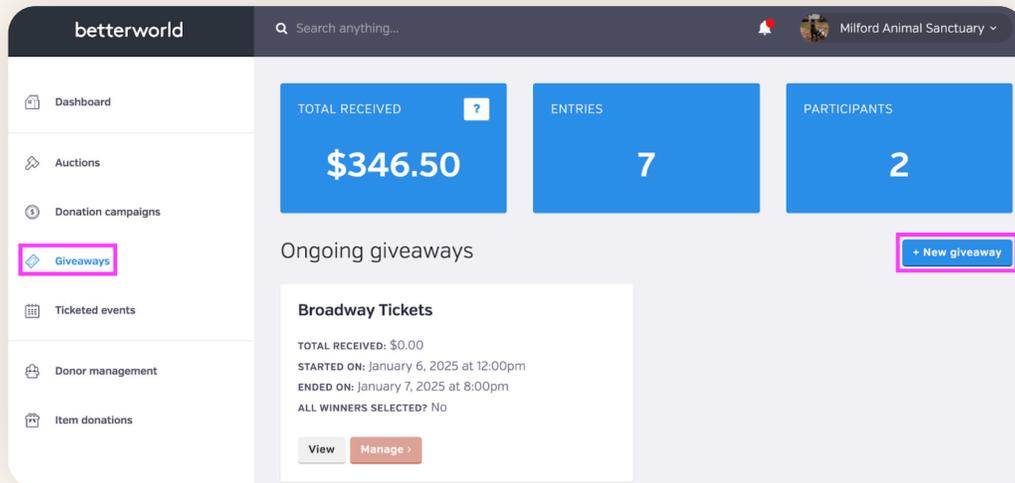
There are two ways to use the Giveaway tool. With both options being easy to set up and manage, the choice comes down to how you want your donors to engage with your campaign.

- **One Giveaway with Multiple Prizes:** Donors enter for a chance to win any of the available prizes, and there are multiple drawings.
- **Multiple Giveaways, Each with One Prize:** Create a separate giveaway for each prize, with one drawing per prize. This lets donors choose which prize they want to enter to win.

Step 1: Giveaway 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 **Giveaways**, and click the **+ New Giveaway** button. The system will guide you through the setup process.



2. **Pick a Name.** Pick a catchy name, often based on the item you're offering. For Giveaways with multiple items, we suggest a more general name, like 'Holiday Raffle' or 'Mega Giveaway'!

What should we call your giveaway?

Continue

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 **Giveaways**, then click **Manage** on the giveaway you want to edit. From there, click **Item & Settings** to update your information.

3. **Pick a Date.** Pick a start date and time to begin accepting donations for entries. Not sure when to start? Just set an estimate now and adjust it as needed in the dashboard. It's important to note that this date marks when donors can begin donating. The option to donate for a chance to win will not appear on the Giveaway campaign page until the specified time and date.

When are you looking to launch your campaign?

Don't worry – you can always change this later!

General timing Exact date

Within the next month In a few months

At least 6 months out I'm just exploring

Continue

TIP:

Giveaways of all lengths can be successful, but we generally recommend a 15-30 day campaign. This timeframe strikes a balance—giving you enough time to build excitement without donors losing interest (although some giveaways are shorter and some run for months).

4. **Set a Goal.** During the campaign setup, you'll set a goal to help track your progress. This goal is private and will only be visible to you and your team, not to donors.

How much are you hoping to raise with this campaign?

Having run thousands of campaigns ourselves, we've got lots of helpful ideas to help you reach your goal!

\$20k

\$0 \$500 \$1k \$2k \$3k \$4k \$5k \$10k \$20k \$30k \$50k \$75k \$150k

Continue

- Add an Image.** Add a great image to make your prize stand out! Clear images representing your item(s) will help donors know what they are entering to win. You can upload one image during campaign setup and add up to four in the dashboard. 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.

The composite image illustrates the process of adding images to a campaign. It includes:

- Dashboard View:** Shows a campaign titled "A set of Tulip & Bear candles" with details like "17 days remaining", "4 out of 100 tickets sold", and "1 ticket = 250 entries". It features a main image of the candles and a "Browse for more" button.
- Image Selection:** A section titled "Let's add an image" with a blue "Upload your image..." button and two image options: "Or select one of these" with a colorful dot pattern and a sparkler image.
- Image Upload Modal:** A window titled "Upload a new image" with instructions to "Click to upload, Drag to reposition or use the buttons to zoom or resize." It shows a photo of two people kayaking and includes "Library", "Browse", "Close", and "Save" buttons.
- TIP:** A grey callout box stating: "Adding all four images tends to boost donor interest, as more views of the prize(s) encourage more entries."

- Add a Short Description.** A one-sentence pitch on why this item is a must-have!

Add a few extra sentences to describe the item

(Optional)

Don't miss your chance to win the ultimate outdoor experience—enter today and start planning your next water adventure!

Continue

7. **Add Item Donors.** If your prize was donated, add the donor's name (or business name) and website to be displayed. By including the donor's name and website, you not only recognize their generosity but also provide them with valuable exposure. Their website will appear as a clickable link, allowing visitors to easily access and learn more about their business or organization.

Who donated the item?

Donor name

Donor website

Continue

Since item donors will be advertised on your **Giveaway** page with clickable links to their websites, this visibility can drive traffic and attract new customers—a win-win that's worth highlighting when gathering contributions!

TIP:

You can acknowledge multiple donors in a single giveaway campaign! Add one during creation, then add others later in the dashboard. Go to **Items & Settings**, click **Donors** at the top, fill in their information, and click **Save**.

8. **Add a Long Description.** This is where you can give more information about the item.

Want to add any additional information?

[Optional]

Get ready to paddle into adventure! Enter our Kayak Adventure Giveaway for your chance to win a premium set of kayaks and gear. Whether you're a seasoned paddler or a first-timer, this prize will make exploring rivers, lakes, and open waters unforgettable.

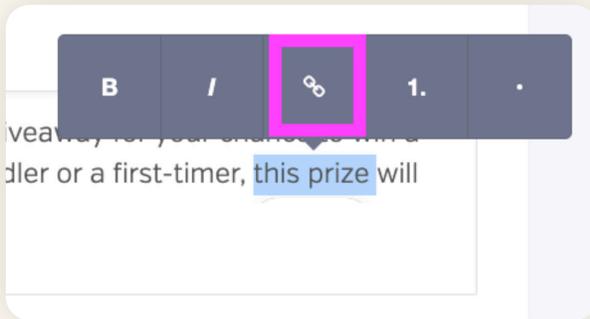
Continue

TIP:

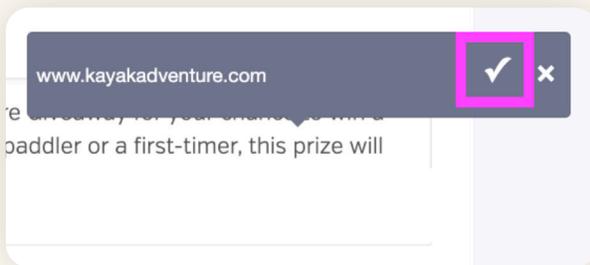
You can use this section to include hyperlinks to other campaigns (if you're running more than one at a time) or to other websites you'd like to share.

To create the hyperlinks:

- Type the text you want people to click on, such as “Yeti Cooler donated by Ronda’s Outdoor Store.”
- Highlight the text with your mouse, then click the **hyperlink** button (it looks like a small chain).



- Paste the link you want to share into the box that appears, then click the checkmark button or press **Enter** on your keyboard.

**9. Choose your giveaway style:**

- Fixed Ticket:** Set a donation amount for each ticket (e.g., 1 entry for \$5 or 4 for \$15). This style is popular because it encourages bulk ticket purchases by offering discounts, making donors feel like they’re getting a good deal.
- Sliding Scale:** In this style, every dollar donated equals one entry. You can also activate the Share to Enter feature, where donors can share the giveaway on social media. Both the referrer and the new entrant will get one extra entry for each share (the equivalent of a \$1 donation). This is a great way to spread the word about your campaign.
- Free:** Commonly used by organizations for employee giveaways, where no donation is required. You can also limit the number of tickets available if desired.

Do you want to have fixed or sliding scale "donation amounts"?

Sliding scale

Donors can contribute any amount they wish, and they will receive a number of giveaway entries proportionate to the amount they give.

Fixed ticket price

Donors must buy tickets at a fixed price, and they will receive one chance to win for each ticket purchased. To add discounts for multiple ticket purchases [e.g. 1 ticket for \$5, 3 tickets for \$12], select "add another level".

Tickets: Price: \$.00

[+ Add another level](#)

Quantity available [leave blank for unlimited]

Continue

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

[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 giveaway or visiting the Item & Settings page in the dashboard.

Step 2: Key Steps to Launch Your Campaign

This section covers both required and optional steps, such as setting up drawings, adding a featured video, customizing checkout questions, and creating a personalized receipt message. It's recommended to complete these steps before sharing your campaign with donors to ensure a smooth and engaging launch.

1. **Required: Set up your drawings.** On the Item & Settings page, scroll to the Drawings section to add and manage drawings. For multiple prizes, create one drawing per prize and title it with the prize name to keep track. The title will also appear in the automated email sent to the winner. If each prize has its own giveaway, only one drawing per giveaway is needed.

Be sure to set both the entry deadline (the date and time ticket purchases will close) and the winner selection date and time (when the winner will be chosen). These two dates and times can be the same. You can select a winner any time after the winner selection date.

The screenshot shows the 'Drawings' section of the 'Item & Settings' page. On the left sidebar, 'Item & settings' is highlighted. The main content area has a 'Drawings' header and a sub-header 'Drawing 1'. Below this, there are input fields for 'TITLE' (Grand Prize), 'ENTRY DEADLINE (CST)' (January 20, 2025 8:00pm), and 'WINNER SELECTION DATE (CST)' (January 20, 2025 8:00pm). A 'Save' button is visible at the bottom left of the drawing form. A '+ Add another drawing' button is at the bottom right. Text explains that you can have up to 100 prize drawings and that the entry deadline and winner selection date can be the same.

NOTE:

Both the entry deadline and winner selection date must be added for the option to donate to enter to appear on the page.

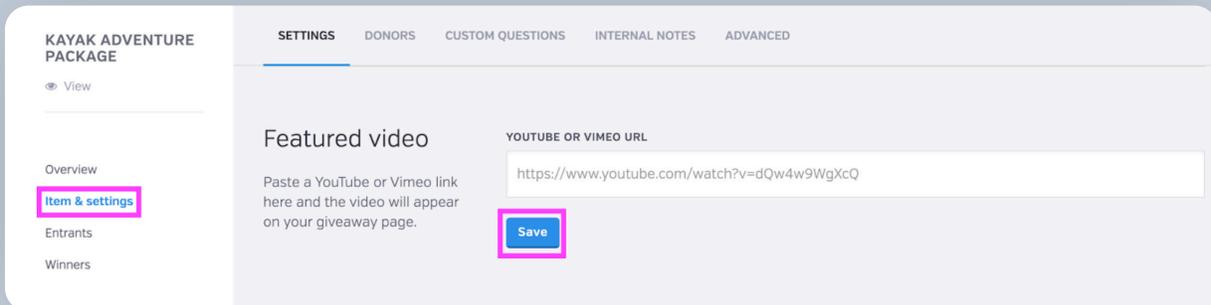
2. **Optional: Add more photos.** Go to the **Item & Settings** page and click the **Add Image** button in the **Campaign Details** section. Using clear and appealing images for your item(s) helps donors understand what they could win. Choose an image from your computer by clicking the **Browse** button or select one from BetterWorld's built-in library. Filling all four image slots typically boosts engagement, as showcasing multiple views of the prize(s) inspires more entries.

The screenshot shows the 'Campaign details' section of the 'Item & Settings' page. On the left sidebar, 'Item & settings' is highlighted. The main content area has a 'Campaign details' header. Below this, there are input fields for 'TITLE' (Kayak Adventure Package), 'SHORT DESCRIPTION (AROUND 100 CHARACTERS)' (Don't miss your chance to win the ultimate outdoor experience—enter today), and 'LONG DESCRIPTION' (Get ready to paddle into adventure! Enter our Kayak Adventure Giveaway for your chance to win a premium set of kayaks and gear. Whether you're a seasoned paddler or a first-timer, this prize will make exploring rivers, lakes, and open waters unforgettable). An 'Add image' button is visible next to the short description field. A small image of a kayak is shown in the top right corner.

TIP:

We recommend using your own images for specific prizes, but if your prize is more generic, like '5 hours of yard work' or 'Dog walking services,' BetterWorld's image library is a great resource.

3. **Optional: Add a video.** Videos are an excellent way to share your story, highlight your mission, and showcase the impact of the funds raised. They provide a simple yet powerful way to connect with your donors. You can also include a YouTube live stream link if you'd like to stream the winner selection process. The winner selection page is designed to be shared live at an event or during a live stream.



To add a video to your giveaway campaign:

- 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.
- Go to your BetterWorld dashboard and follow these steps and click **Giveaways**. Then click **Manage**, and then **Item & Settings**.
- Scroll down to the **Campaign Video** section.
- Paste the video link into the box and click **Save**.

TIP:

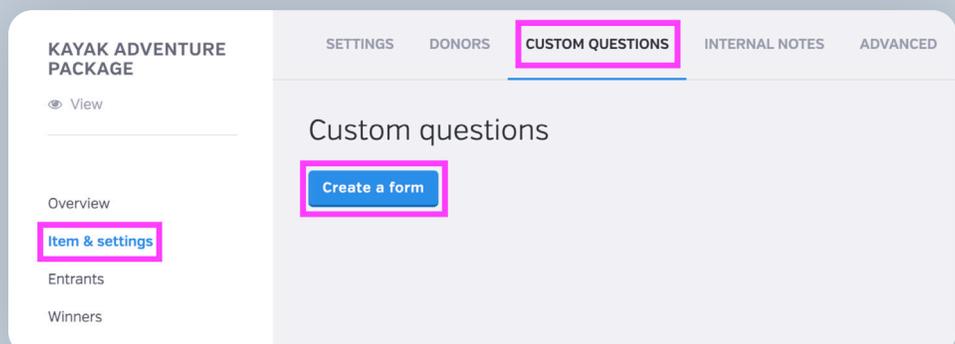
You can also add live-stream videos from YouTube, which is a fantastic way to engage your audience and announce the winner in real time!

4. **Optional: Add a custom question.** Adding custom questions at checkout is a powerful tool for nonprofit organizations to gather valuable insights and build stronger connections with donors. By asking questions like whether donors want updates, have a specific program they'd like to support, or are interested in volunteering, nonprofits can personalize communication, align donations with donor interests, and identify opportunities for deeper engagement.

You can easily add a custom question to checkout on this page and make it required or leave it as optional. To do this, go to the **Item & Settings** page and click **Custom Questions** at the top of the page.

TIP:

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



5. **Optional: Add a custom receipt message.** Use this text box to craft a personalized message for your donors. This message will appear on their donation receipt. You can thank them for their support and include any additional information, such as a reminder to visit your website or follow you on social media.

To do this, go to the **Item & Settings** page, click **Advanced** at the top of the page, and scroll to the **Custom Receipt Message** section.

Now that everything is set up, let's check out your completed campaign! You can preview what your donors will experience by going to **Donation Campaigns** and selecting the **View** button instead of the **Manage** button. Once you review this, you'll update your campaign's visibility to go live.

6. **Required Step: Set 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, go to the **Item & Settings** page; the first section is **Visibility**. Change the visibility from **Private** to **Public**.

NOTE:

Should you prefer to only make your giveaway visible to those with a direct link, you can instead set your campaign to **Restricted**.

TIP:

To view your organization's profile page, click the dropdown menu in the upper-right corner and select your organization's name. To share this page with donors, copy the link directly from the URL bar at the top of your browser.

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

It's time to make your giveaway a success by sharing it with as many people as possible! Share updates regularly and increase reminders as the end date approaches to maintain momentum.

Here are some ways to promote your giveaway — the more you do, the more likely you are to receive entries and donations.

1. Email your campaign to supporters! If you have an email list, send out a mass email to share your giveaway. Don't worry if you don't have a list yet – you can still use other strategies to gather contacts as your auction progresses.
2. If you have a website, add a link to your giveaway so people can easily learn more and access it.
3. Post a link to the giveaway 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 giveaway 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 your item was donated, be sure to share the link with the donor so they can also spread the word via email and social media.
7. If you're a member of any Facebook groups, post a link to your giveaway there.
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 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 4: Managing Entries: Online, Offline, and Refunds

Discover how donors can enter your giveaway online or offline, and handle refunds when needed.

Online Entries

Donors can visit your giveaway page and select their desired number of entries. Below is a breakdown of the different giveaway styles from a donor's experience.

- **Fixed Ticket:** To enter, participants can select the number of tickets they want by using the add or subtract quantity buttons. Then, click the **Get 1 Entry or Entries** button to proceed to the **Checkout Page**.

Make a donation and receive chances to win!

1 entry \$5.00	QUANTITY - 1 +
3 entries \$12.00	QUANTITY - 0 +
10 entries \$30.00	QUANTITY - 0 +

Get 1 entry

- **Sliding Scale:** Donors can select a suggested donation amount or enter a custom amount in the text box. Then, click the **Get Entries** button to proceed to the **Checkout Page**.

Make a donation and receive chances to win!

\$5	\$10
\$25	\$50
\$100	\$250
\$500	\$1,000

\$ 25

Get 25 entries

- **Free:** To enter, they need only click “**Get 1 free entry**” and fill out their information.

Enter now to win!

Get 1 free entry

Offline Entries

If you choose to sell entries offline, you can manually track cash or check payments on the platform. Offline entries will be included in the online drawing, giving offline purchasers a chance to win.

1. Go to **Entrants** and click **Create an Offline Entry**.
2. Enter the ticket or donation amount and donor details, then click the **Save** button.
 - a. For new donors, add their name and their email for automated receipts.
 - b. For existing donors, search and select their name from the dropdown menu.

The screenshot shows the 'Create an Offline Entry' form for a 'KAYAK ADVENTURE PACKAGE'. The form is titled 'CREATE AN OFFLINE ENTRY' and has a 'New donor' and 'Existing donor' toggle. The 'New donor' option is selected. The form fields include:

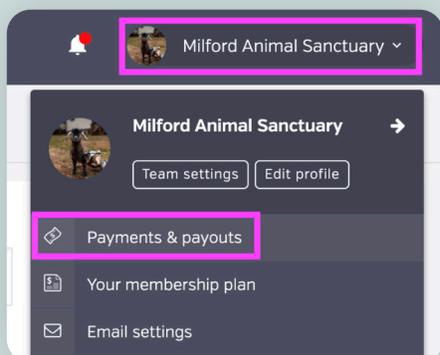
- ENTRANT FIRST NAME ***: Marcus
- ENTRANT LAST NAME ***: Sullivan
- ENTRANT EMAIL ***: Marcus@email.com

Below the form, there is a 'TICKETS' section showing '1 entry' for '\$10.00' and a 'QUANTITY' input field set to '5'. A 'Save' button is located at the bottom of the form.

Processing a Refund

If you've entered an incorrect amount for an offline entry 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 Download Search Refresh Grid

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 Your Giveaway

Congratulations on your successful campaign! Your hard work has made a difference, and now it's time to wrap things up. BetterWorld simplifies this process with automatic receipts and easy fund withdrawals, so you can quickly access the funds you've raised and celebrate your achievement.

To end your giveaway:

1. Pick a winner! Once your giveaway is complete and the winner selection date has arrived or passed, you can use BetterWorld's random winner selection tool to choose your winner.

Head to your dashboard, click **Giveaways**, then click **Manage** on the giveaway you want to select a winner for. Navigate to the **Select a Winner** page and click the **Start Winner Selection** button to draw a winner.

KAYAK ADVENTURE PACKAGE

View

Overview

Item & settings

Entrants

Select a winner

+ New giveaway

Time to select the winners

When the winner selection date is reached for a drawing, you can select a random winner here. All entries are weighted equally, and the decision is final.

When you click **Start winner selection**, you will be redirected to a display page, perfect for broadcasting the winner selection during a livestream or live event. When you are ready to select the winner, simply either click **Randomly select winner**, or press 'w' on your keyboard and the winner(s) will populate.

If you have multiple giveaways and drawings to select winners for, you can tab between them by using the left and right arrows on your keyboard. Or you can click on the header navigation 'Winner Selection' in the top right.

Note: When a winner is selected, they will automatically be notified and congratulated by email. We encourage you to reach out directly and coordinate the fulfillment of their prize.

W

Press 'w' to randomly select winner

◀ ▶

Left and right arrow through drawings

Drawing 1

Entry deadline: January 19, 2025 at 8:00am
Winner selection date: January 19, 2025 at 8:00am

Start winner selection

When you click **Start winner selection**, you will be redirected to a display page, perfect for broadcasting the winner selection during a live stream or live event. When you are ready to select the winner, simply either click **Randomly select winner** or press 'w' on your keyboard, and the winner(s) will populate.

The screenshot shows a blue-themed interface for a giveaway drawing. At the top center is a video thumbnail showing two people kayaking on a river. Below the video is a button labeled "DRAWING 1". The main title "Kayak Adventure Package" is displayed in large white text. Below the title is a button labeled "Randomly select winner" with a small icon of a person and a checkmark. At the bottom, a small line of text reads "All entries are weighted equally and the decision is final". The interface is decorated with various white and orange icons, including circles, a trophy, and a sailboat.

If you have multiple giveaways and drawings to select winners for, you can tab between them by using the left and right arrows on your keyboard. Or you can click on the header navigation 'Winner Selection' in the top right.

The winner will be notified automatically via email—then you can reach out to arrange delivery / pick up of their prize. The winner's name, phone number, and address will be automatically stored in the system so you can easily reach out to them.

NOTE:

When donors contribute, receipts are automatically sent via email with all the necessary tax information.

2. Withdraw your funds by heading 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 Stripe dashboard interface for creating a payout. On the left sidebar, under 'PAYOUTS', the 'Withdraw funds' button is highlighted with a red box. The main content area is titled 'Create a payout' and 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, a 'Withdraw funds now' button is highlighted with a red box. To the right, a summary table shows:

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

Below the table, a blue box contains the text: 'We raised \$100.00 on BetterWorld and kept 100% of the dollars we raised!' with social media icons for Facebook and Twitter.

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!