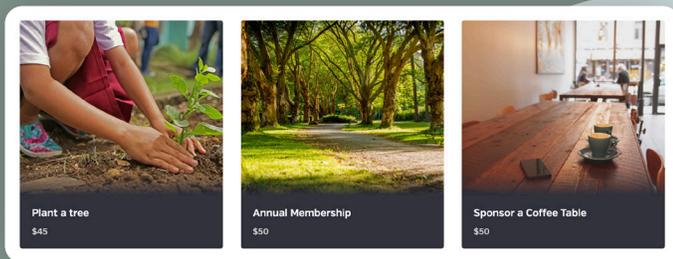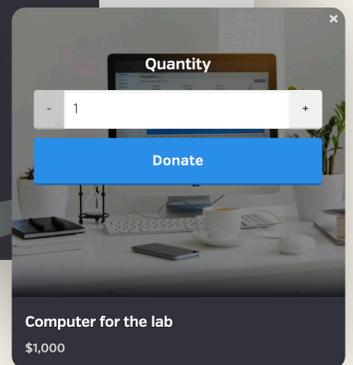# betterworld

Your Complete Guide to BetterWorld's Impact Giving Campaign

This guide will walk you through using BetterWorld's Impact Giving Tool, your all-in-one solution for creating dynamic, tailored fundraising campaigns with unmatched flexibility and simplicity.

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Introduction

Looking to make your fundraising efforts more dynamic and impactful? BetterWorld's Impact Giving Tool is your all-in-one solution for creating diverse and tailored campaigns. Whether you're raising funds for specific causes, selling products, building memberships, or enhancing auctions with instant-purchase options, this tool offers unmatched flexibility and simplicity.

This guide will walk you through everything you need to know—from setting up your campaign to managing donations and wrapping up with ease. With step-by-step instructions, pro tips, and ideas for maximizing your impact, you'll be fully equipped to engage supporters and achieve your fundraising goals.

Let's get started!

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What You Can Do with the Impact Giving Tool

The Impact Giving Tool empowers you to create diverse campaigns, from funding causes and selling products to building memberships and enhancing auctions with instant-purchase options.

Fund a Need: Raise Money for Specific Causes

Create targeted campaigns to address tangible needs or specific projects. Whether it's funding a school library, providing meals for families, or supporting medical expenses for rescue animals, the Impact Giving Tool allows you to spotlight these needs and rally donors around a common goal. By focusing on clear, actionable outcomes, you inspire supporters to contribute directly to what matters most.

Dog Bed
$30

Dog Food
$20

Dog Bath Supplies
$15

Memberships & Sponsorships: Engage Supporters Through Memberships or Sponsorships

Build a loyal base of supporters by offering memberships or sponsorship opportunities. Whether it's a monthly membership to a nature reserve or corporate sponsorships for a community event, this feature helps you foster lasting relationships. Customize tiers and benefits to attract a wide range of contributors, ensuring every supporter feels valued.

Regular Donations: Accept Ongoing Contributions

Simplify the process of collecting recurring donations to ensure steady support for your organization. Set up options for monthly or annual giving, making it easy for donors to contribute regularly. This approach not only sustains your operations but also strengthens donor loyalty by creating a continuous connection to your cause.

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Online Store: Sell Products to Support Your Mission

Transform your campaign into an online storefront to sell items that align with your mission. From branded merchandise like T-shirts and mugs to handcrafted goods, you can offer products that supporters will love. Each purchase doubles as a contribution, helping you raise funds while spreading awareness of your cause.

White BetterWorld T-Shirt
$25

Gray BetterWorld Hoodie
$40

White BetterWorld Hoodie
$40
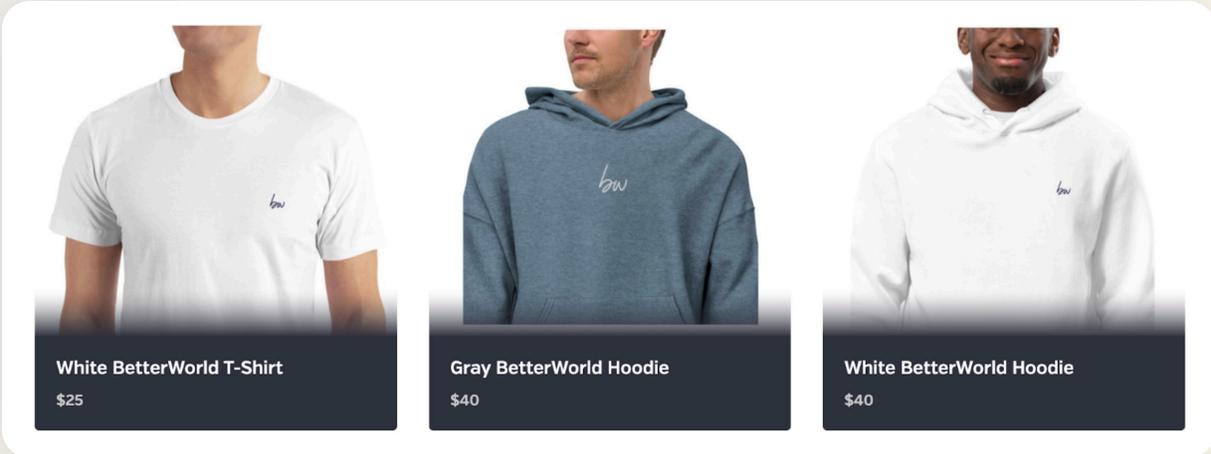
"Buy It Now" Auction Items: Enhance Your Auction with Instant-Purchase Options

The Impact Giving Tool isn't just for standalone campaigns; it's the perfect companion for your auctions. Add "Buy It Now" items to your catalog, such as exclusive experiences, gift cards, or additional services. This feature allows bidders to secure items instantly without waiting for the auction to end. You can also use it to promote high-demand offerings or direct bidders to special add-ons, maximizing contributions and providing a seamless experience for your supporters.

Here's how to seamlessly integrate your Impact Campaign with your auction:

1. **Create Your Auction:** Use our guides for Live or Silent/Online Auctions to help set up your auction.

2. **Access Auction Settings:** From your dashboard, navigate to your auction and select Settings in the sidebar.

3. **Add Impact Items:** Click **Impact Items** in the top menu.

4. **Select Your Impact Campaign:** Choose an existing Impact Campaign from your list or create a new one directly by following the link provided.

5. **Showcase Impact Items:** Once imported, decide where to display your Impact Items in your catalog. Bidders will be able to view and purchase these items instantly, enhancing their auction experience and boosting your fundraising efforts.

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Step 1: Setting Up 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.

1. **Create Your Campaign.** Go to the Dashboard, click **Donation Campaigns**, and click the **+ New Campaign** button. Select **Impact Giving** campaign and then click **Next**. The system will guide you through the setup process.

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2. **Pick a Name.** Pick a title that best represents your fundraiser. Consider the type of Impact Giving campaign you are creating. Are you selling something or collecting donations?

If you are doing fund-a-need, pick a title that describes the items for which you are raising funds. For example, an animal rescue might use "Help Us Help Them: Fund Animal Rescue Today."

If you plan to sell merchandise, you might go with something like a "Community Store" or "Apparel Shop."

What should we call your campaign?

Sanctuary Memberships

Continue

TIP:

If you plan to add this Impact Giving campaign to an auction this title will automatically become the name of that item section in the auction.

3. **Set a Start Date.** Start your campaign when you're ready to begin raising funds. These campaigns don't need an end date, as they often run indefinitely. You can optionally add the end date on the **Settings** page after creating the campaign.

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 |

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4. **Set a Private Fundraising Goal.** This will help you track progress. Donors will not see it, but you and your team members will.

5. **Add An Image.** Add a banner image to make your Impact Giving 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.

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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 additional information you'd like to share about your campaign?
>
> [Optional]
>
> Become a vital part of our mission to protect and care for animals! Explore our membership options and enjoy exclusive perks like behind-the-scenes updates, free admission, and discounts on events. Every membership helps us provide a safe haven for the animals you love. Choose your level and make a difference today!
>
> **Continue**

7. **Add Your First Item.** You can easily add more items later or edit items at any time in the dashboard to ensure everything is up to date.

> ### Let's add your first impact item
>
> Once we get it set up, you can add more details and additional items.
>
> Title
>
> Gold Membership
>
> Price
>
> $ 500 .00
>
> Quantity
>
> Unlimited
>
> **Continue**

   a. Enter a title for your item, such as "Dog Bed" or "Art Class Membership."

   b. Set a price for the item or service and, if applicable, specify the quantity needed (e.g., "50 dog beds needed"). Once the set quantity has been sold, the item will automatically become unavailable. You can leave the quantity blank if you want it to be unlimited.

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8. **Add Your Items Image.** Finally, upload an image to make the item visually appealing and engaging for your audience.
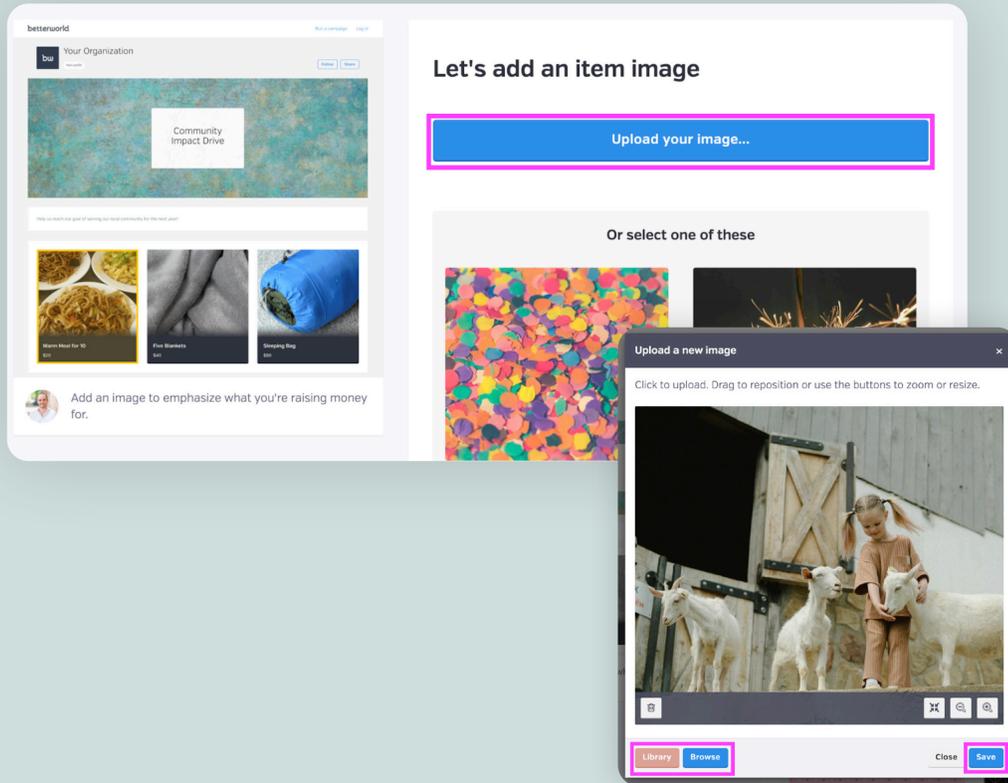
The basics are done! Finish up by clicking the **Complete Setup** button. Now that your campaign is created, let's dive into a few more options on the dashboard to get everything fully set up.
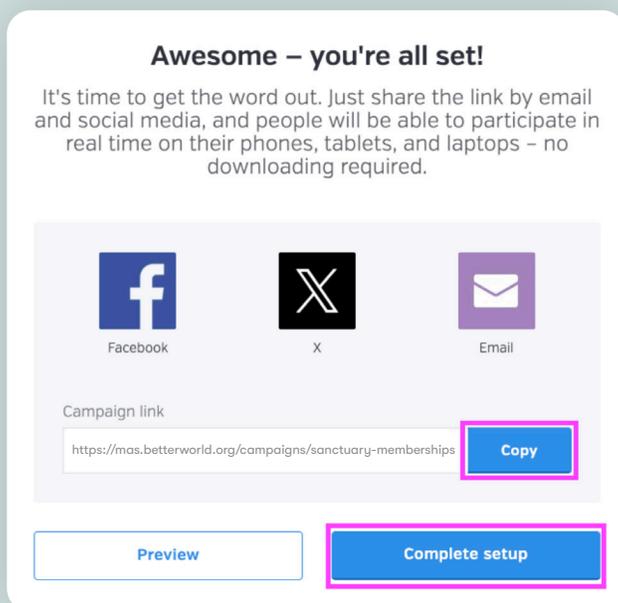
TIP:

Use the **Copy Link** button to grab the link to your campaign. You can always copy this link again by visiting the **Settings** page in your campaign as well.

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Step 2: Key Launch Steps - Customize and Prepare for Success

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: Set an end date.** Head to **Settings** and scroll to the **Dates** section. While an end date is optional, it does help drive urgency and excitement. We highly recommend setting an end date for your Impact Giving campaign.


2. **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.

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3. **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.
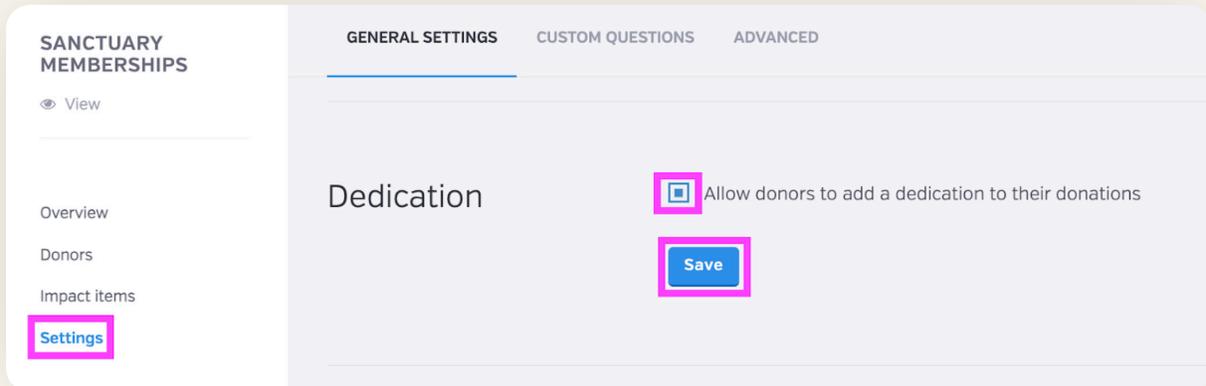

4. **Optional: Custom Receipt Messages.** Go to **Settings** and scroll to **Custom Receipt Message** to add a thank-you note. A personal touch shows appreciation, enhances the donor experience, and encourages future contributions.
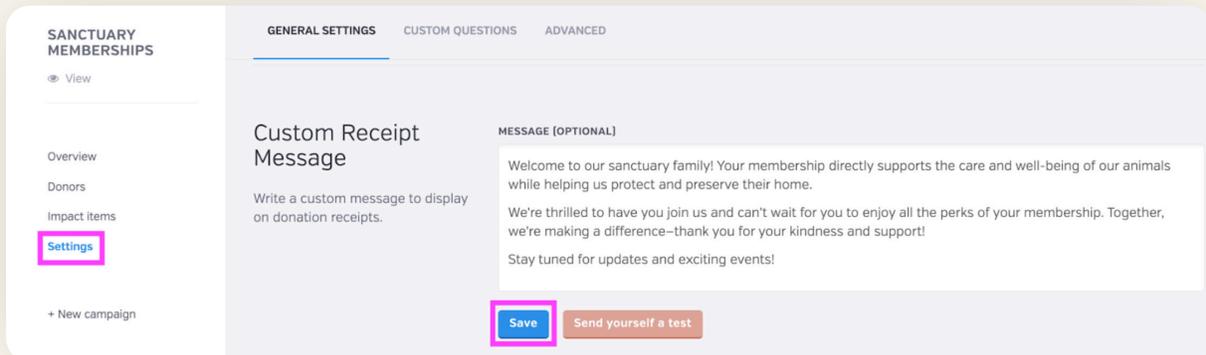
TIP: You can send yourself a test to see how the message will appear on the receipt.

5. **Optional: Add custom questions.** Go to **Settings**, click **Custom Questions**, 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:

   • Selling T-shirts? Add a required question like, "What size T-shirt would you like?"
   • Want feedback? Ask, "How did you hear about us?"
   • Running a competition? Include, "Which member of our community are you supporting today?"

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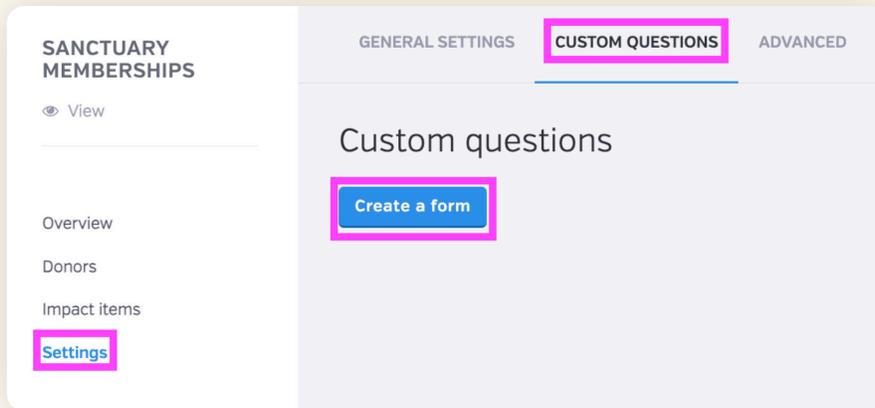
You can make these questions required or optional and choose the desired answer format. To view responses, go to the campaign's **Overview** page, click the column icon in the **All Donations** table, and select your custom questions to see donor replies.

6. **Optional: Add Additional Items.** Adding another item is super easy! Head to Impact Items and click the **New Item** button in the upper right corner. You'll be taken through the steps of adding a title, description, price, quantity and an image. It's quick and easy to add as many items as you need.
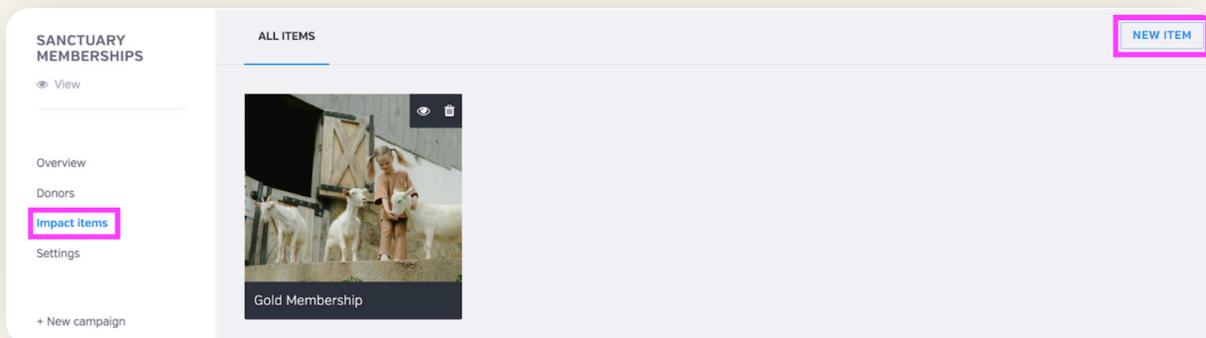
Now that everything is set up, let's check out your completed Impact Giving campaign! Click the **View** button to preview what your donors will experience. You'll find this button in your dashboard under your campaign name or by going to **Donation Campaigns** and selecting the **View** button instead of the **Manage** button.

There is just one final required step before you can start sharing your Impact Giving campaign.

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7. **Required: 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**.
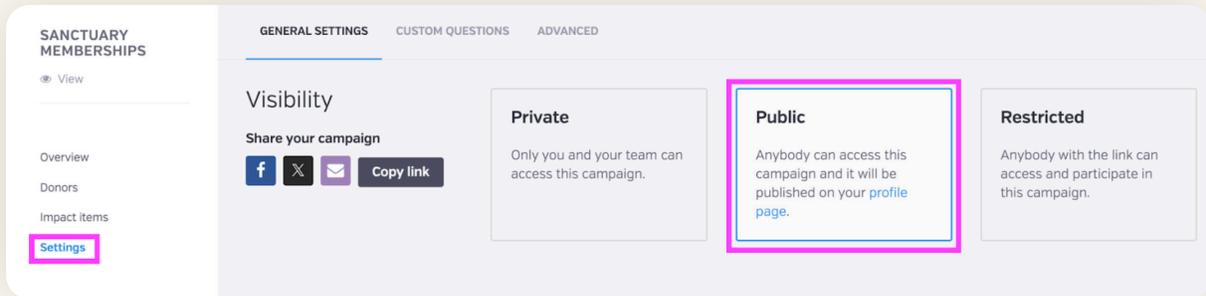
NOTE:

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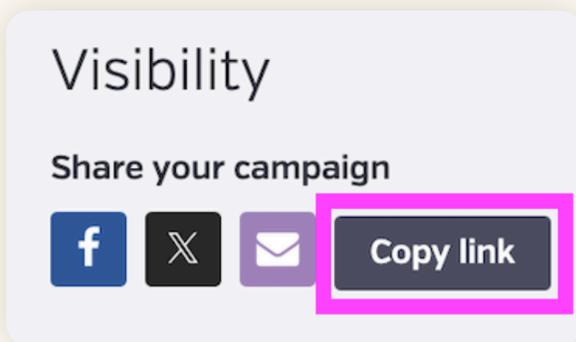
TIP:

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.

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Step 3: Getting the Word Out

It's time to make your Impact Giving Campaign 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 Impact Campaign — 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 campaign. 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 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 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 campaign 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 campaign.

    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.

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Step 4: Managing & Tracking Donations

All your hard work is paying off, and donations are flowing in! Here's how to keep everything organized and ensure a seamless experience for your donors.

1. **Online donations.** When donors donate online through your Impact Giving campaign they will first choose the item/need they will be donating towards by clicking on the image of the item on the main page of your campaign. Next, they will choose a quantity and continue to the checkout page. Here, if enabled, they'll have the option to choose from a one-time, monthly or annual giving frequency.
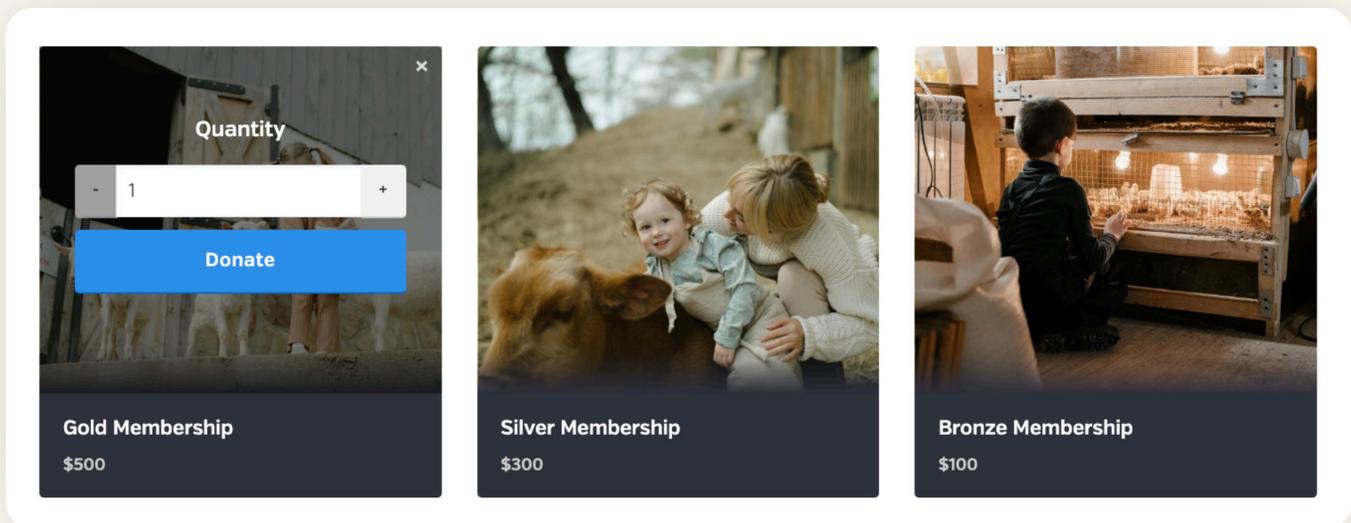
NOTE:

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!

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2. **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!

    a. Go to Donors and click **Create an Offline Donation** at the top of the page.

    b. Select the item from the dropdown menu and specify the quantity.

    c. 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.

    d. If you want your donor to receive a receipt, be sure to check the box next to **Send the donor an email receipt?**

    e. Click **Save**.

3. **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.

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- Head to your dashboard and click your organization's name in the upper-right corner to open the dropdown menu. Select **Payment & Payouts**.
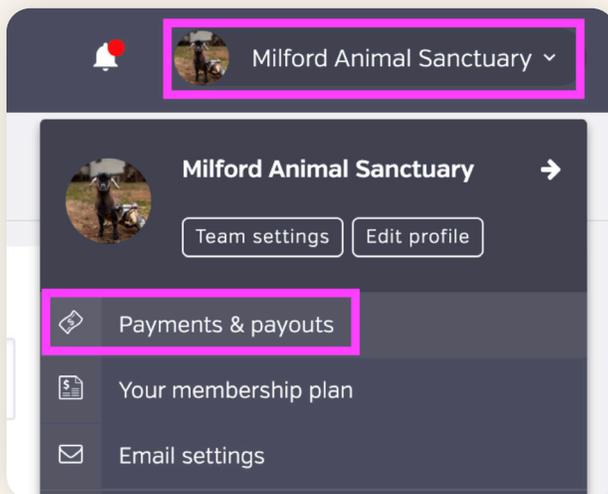
- On this page you'll find a list of all online transactions. For offline transactions, switch to the Offline tab at the top of the page.

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

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

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Step 5: Wrapping Up Your Campaign

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

- 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.

- 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. (We put a slight delay in place to protect against chargebacks, which we also handle for you if it ever comes up).

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!