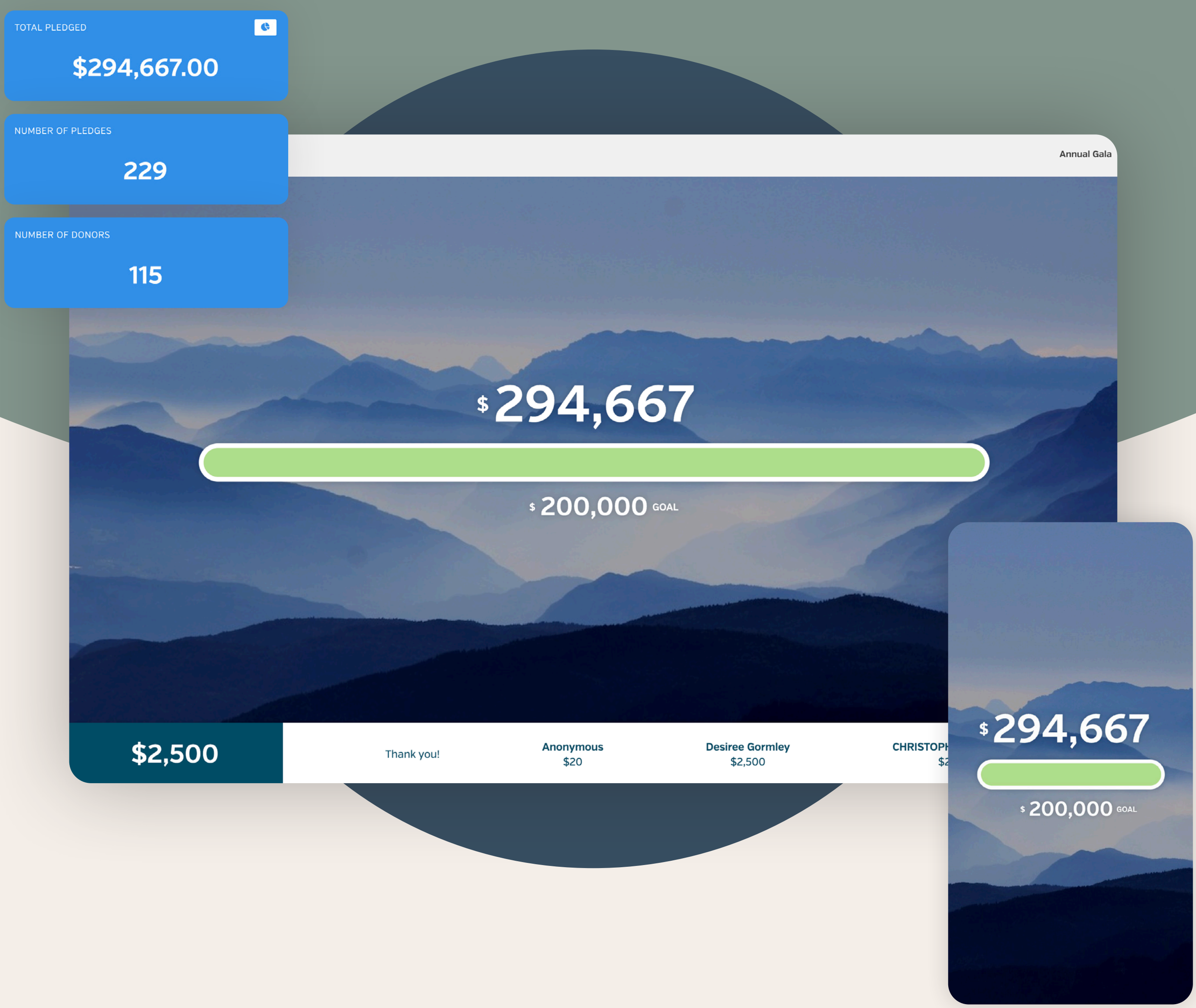
betterworld

Your Complete Guide to BetterWorld's Paddle Raise Campaign

This is a step-by-step guide to running an exciting Paddle Raise campaign with BetterWorld, offering online pledging, invoicing, and real-time tracking for a smooth and successful fundraiser.



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Introduction

A Paddle Raise campaign is a powerful and engaging way to fundraise, fostering excitement and connection with your cause. BetterWorld makes it easy, whether you're hosting a classic in-person Paddle Raise or a fully digital event.

With features like online pledging, automatic invoicing, payment reminders, and real-time progress displays, BetterWorld helps you create an effective and exciting fundraising experience. This guide covers everything you need — from setup to promotion and collecting donations — ensuring your campaign runs smoothly and successfully.

Let's get started!

Paddle Raise Two Ways

BetterWorld's Paddle Raise campaign can be tailored to fit your event's unique needs. Paddle Raise can be utilized in two different ways: a mobile-optimized Paddle Raise, where pledgers can pledge directly from their device, or a more traditional Paddle Raise, where pledgers use paddles to pledge. Both styles are designed to simplify the fundraising process and ensure a seamless experience for organizers and participants. This guide will cover both options.

1. **Mobile-Optimized Paddle Raise.** This modern approach caters to both in-person and virtual events. It enables donors to pledge directly from their devices, smartphones, tablets, or desktops at the event, or at home!

   This option simplifies a Paddle Raise by eliminating the need for physical paddles and managing paddle numbers. Donors can conveniently make pledges directly from their devices by accessing the campaign through a unique link or QR code that we generate for you. With just a simple click, they can make a pledge. Campaign organizers can adjust the suggested pledge amount, also known as "giving tier," in real-time from the BetterWorld dashboard, which updates instantly on donors' devices. When donors pledge, they are automatically sent an invoice via email and text message to quickly and easily pay for their pledge online.

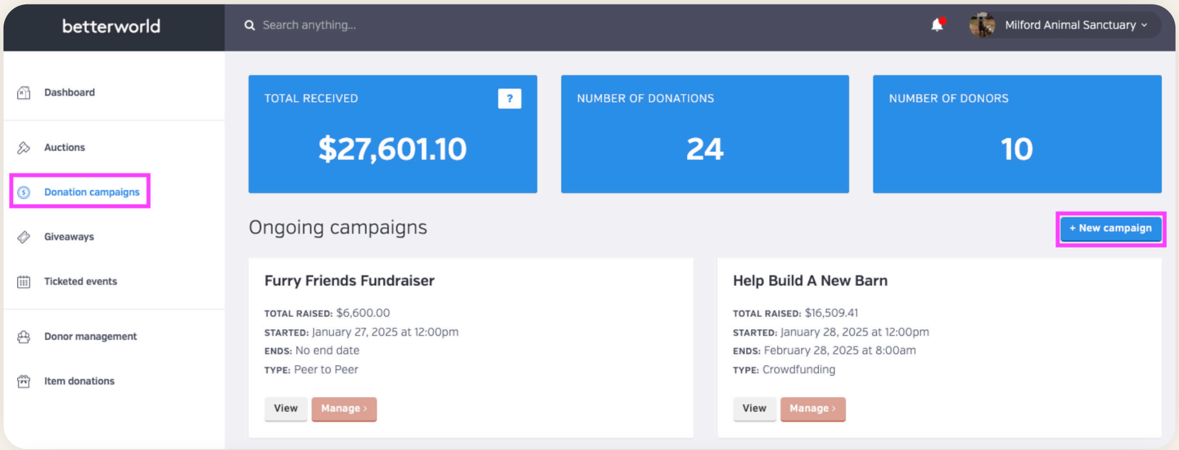
   The platform offers real-time updates on fundraising progress through a **Display View**, which is meant to be projected at the event. It displays recent donors' pledges and tracks contributions on a progress meter.

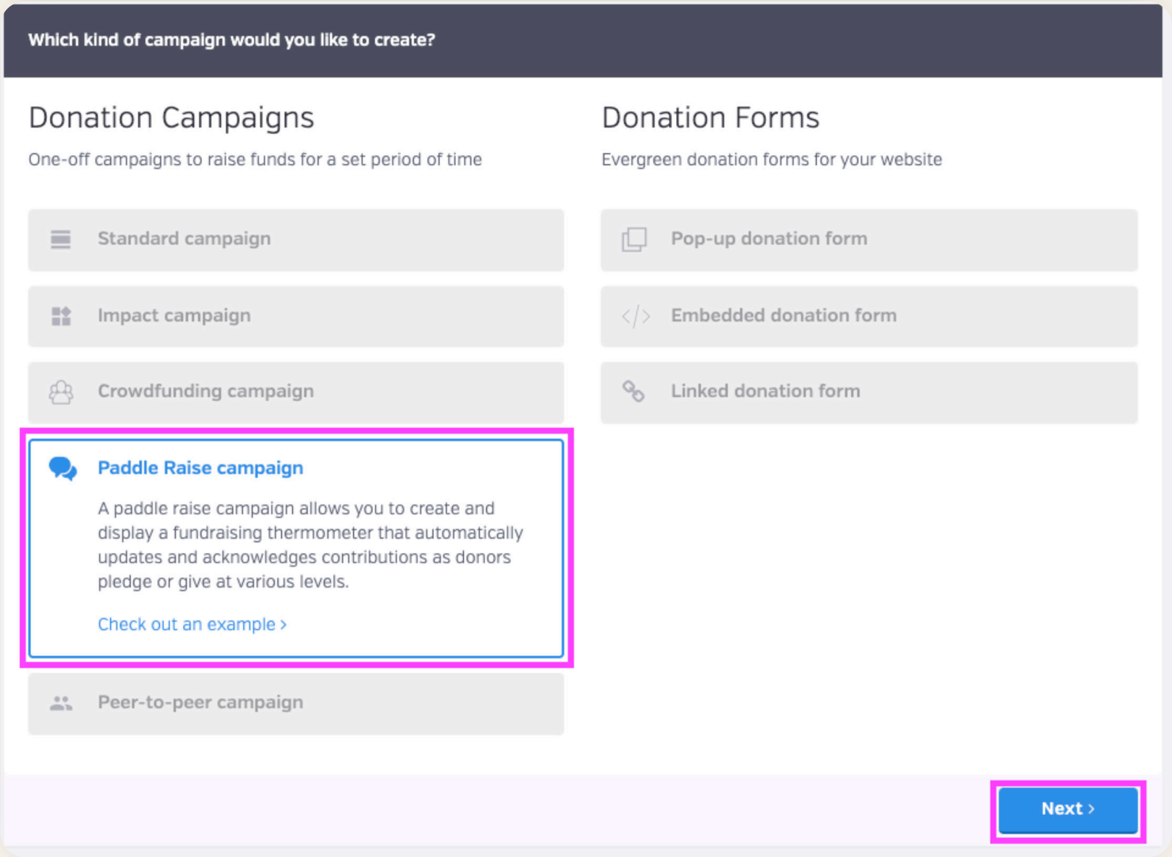
2. **Traditional Paddle Raise.** This style of paddle raise emulates the classic fundraising approach, in which attendees raise numbered paddles to signify their donation commitments. BetterWorld enhances this experience by allowing organizers to assign paddle numbers to donors in the dashboard, facilitating accurate tracking of pledges during the event, and user-friendly invoicing. Campaign organizers will keep track of pledges during the campaign and later create "offline pledges" in the dashboard using the donor's name or paddle number. As each pledge is created, the donors receive an invoice via email to fulfill their pledges, streamlining the collection process.

Step 1: Paddle Raise Creation

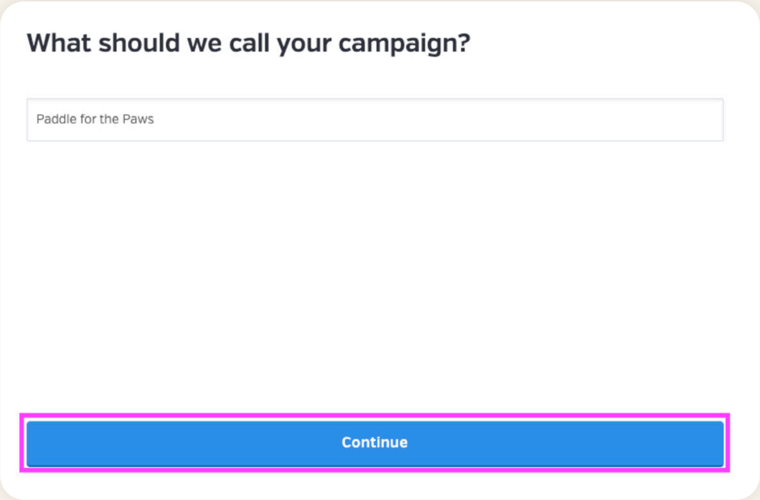
Creating your campaign is simple and intuitive—just follow these steps to set up an engaging fundraising page that captivates donors and drives contributions! The setup process is the same whether you're using a Mobile-Optimized Paddle Raise or a Traditional Paddle Raise.

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





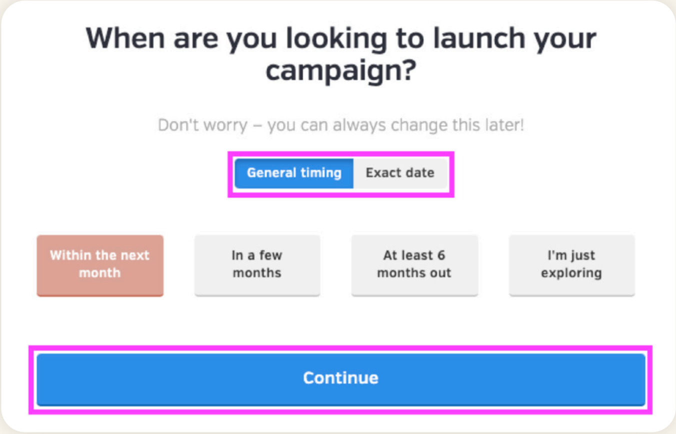
2. **Pick a Name.** Choose a title that best represents your fundraiser, such as "Help us Fund Cancer Research".



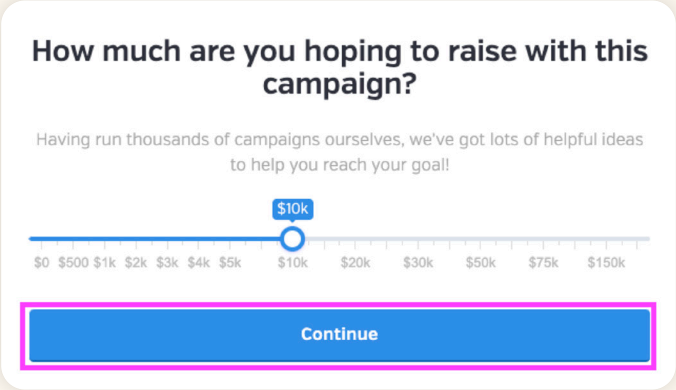
NOTE:

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** > **Donation campaigns** > **Manage** > **Settings**.

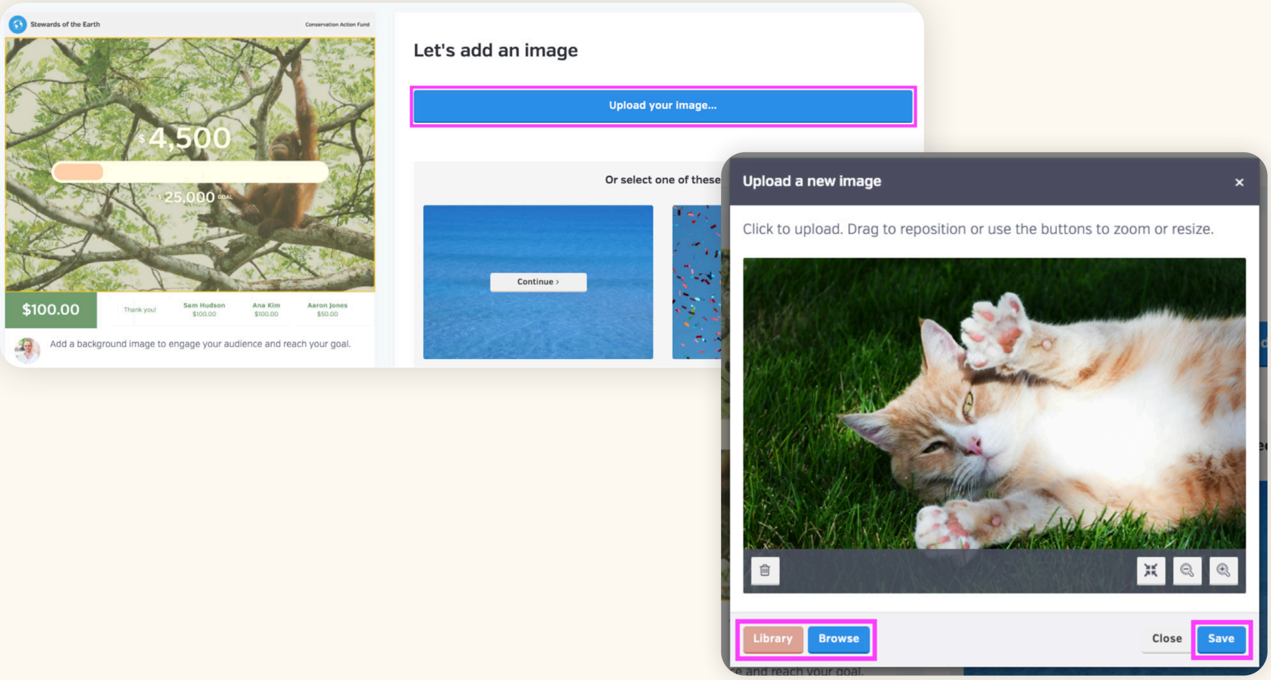
3. **Set a Start Date.** Start your campaign when you're ready to begin raising funds. Choose from a general time or select a specific start date. If you're unsure, this can be adjusted later.



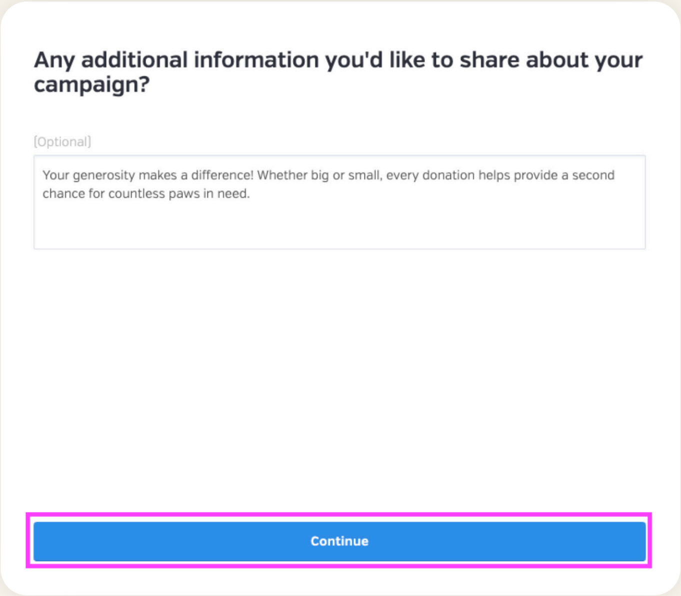
4. **Set a Fundraising Goal.** If you use our **Display** view, this goal will be displayed during the Paddle Raise as a progress meter that will be filled in real time as pledges are made.



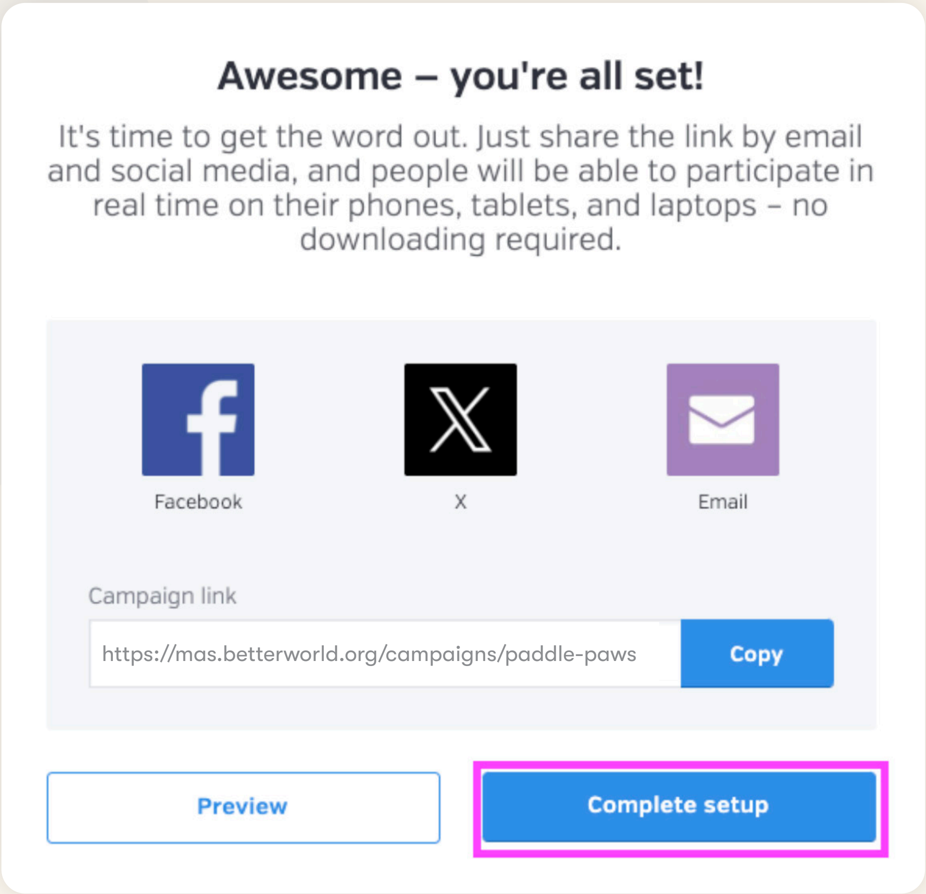
5. **Add an Image.** This image will be the background of your display view and donor view. You can choose an image from your desktop or use BetterWorld's built-in image library to search for one that best suits your campaign. An image representing your end goal will help donors visualize what they are donating towards. For example, if you are raising money for a new playground, include a clear image of a beautiful playground.



6. **Write a Message to Your Donors.** Use this space to share your story on the Donor View of your campaign, which your participants will see on their devices. Explain the "why" behind your campaign. A compelling welcome message can inspire donors to take action and feel connected to your cause.



The basics are done! Finish up by clicking the **Complete Setup** button.
Now that your campaign is created, let's explore a few more options on the dashboard to get everything fully set up.

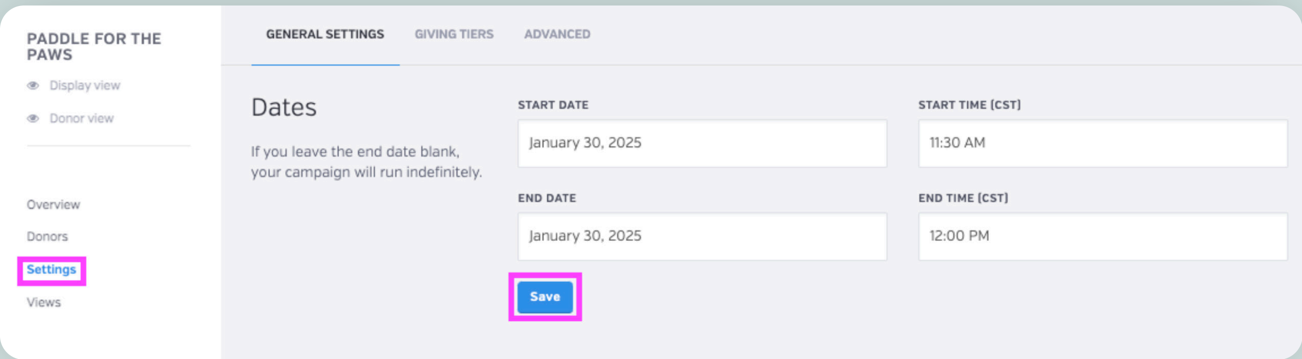


Step 2: Key Steps to Launch Your Campaign

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.

If you're hosting a Traditional Paddle Raise, most steps will not apply since these events don't use donor or display views. However, we recommend considering optional Steps 1 and 3, and completing the required Step 8.

1. **Optional: Set an End Date.** Your Paddle Raise campaign doesn't require an end date, but there are advantages to setting one. Setting an end date is recommended if you want pledging to end at a specific point, at which point the campaign will automatically close and further donations will be stopped. Additionally, having an end date allows for manual payment reminders. Unpaid pledges receive reminders automatically via email and text 12 hours after being made. Once the campaign closes, you can send additional payment reminders from the **Donors** page, available 24 hours after the set end time. This built-in delay ensures donors aren't overwhelmed with messages.



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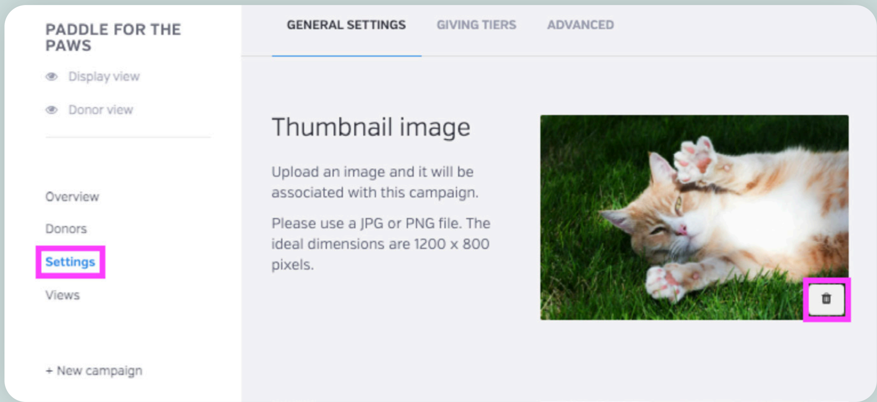
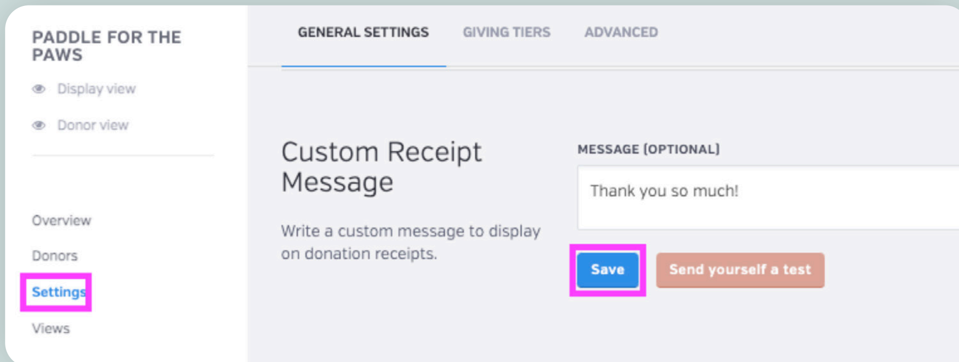
2. **Optional: Add a Thumbnail Image.** By default, your background image is used as the thumbnail displayed on your profile page. Most organizations keep the same image, but you can customize it if you'd prefer a different one. To do this, go to **Settings** and scroll to **Thumbnail** Image.



NOTE:

If your organization runs multiple campaigns, your **Profile Page** serves as a single landing page where donors can view all active campaigns. To view your **Profile Page**, go to the drop-down menu in the top-right corner of your dashboard, select **Edit Profile**, and click **View** in the top-left corner under **Profile**.

3. **Optional: Create a Custom Receipt Message.** Create a personalized message to include on donation receipts and send yourself a test to preview exactly how it will appear to your donors! A personal touch shows appreciation, enhances the donor experience, and encourages future contributions.



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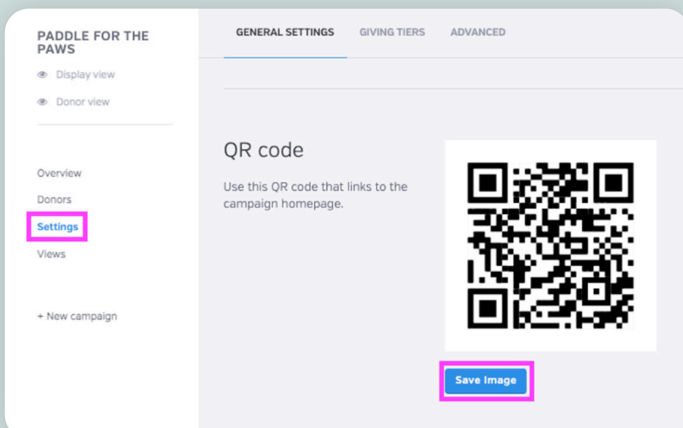
4. **Optional: Download QR Code.** This QR code directs donors to the pledge page or Donor View. To download it, click **Save Image**, then share it electronically or print it as needed. For in-person events, print or display the QR code digitally for easy access—donors can scan it with their device's camera to make a pledge. Donors participating remotely can also use the QR code when shared via email, text, or social media.



TIP:

Include the QR code in event programs, table toppers, or signage to make it easy for donors to access the pledge page and contribute readily.

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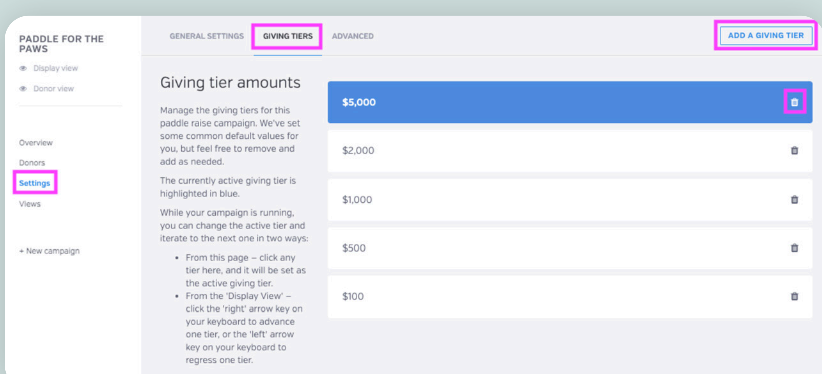
5. **Optional: Edit Giving Tier Amounts.** Go to **Settings** and click **Giving Tiers** at the top of the page. Default giving tiers are provided, but you can customize them by clicking **Add a Giving Tier** in the top-right corner. Remove tiers using the trash can icon next to each one.



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Giving tiers in a Paddle Raise are preset donation levels that allow pledgers to choose an amount that works for them. For example, the host might ask, "Who can donate $1,000?" Donors who wish to give that amount click the button on their device to pledge. The host then moves to the next tier, such as $500, allowing more participants to contribute. Giving tiers in a Paddle Raise are preset donation levels that allow pledgers to choose an amount that works for them. For example, the host might ask, "Who can donate $1,000?" Donors who wish to give that amount click the button on their device to pledge. The host then moves to the next tier, such as $500, allowing more participants to contribute.

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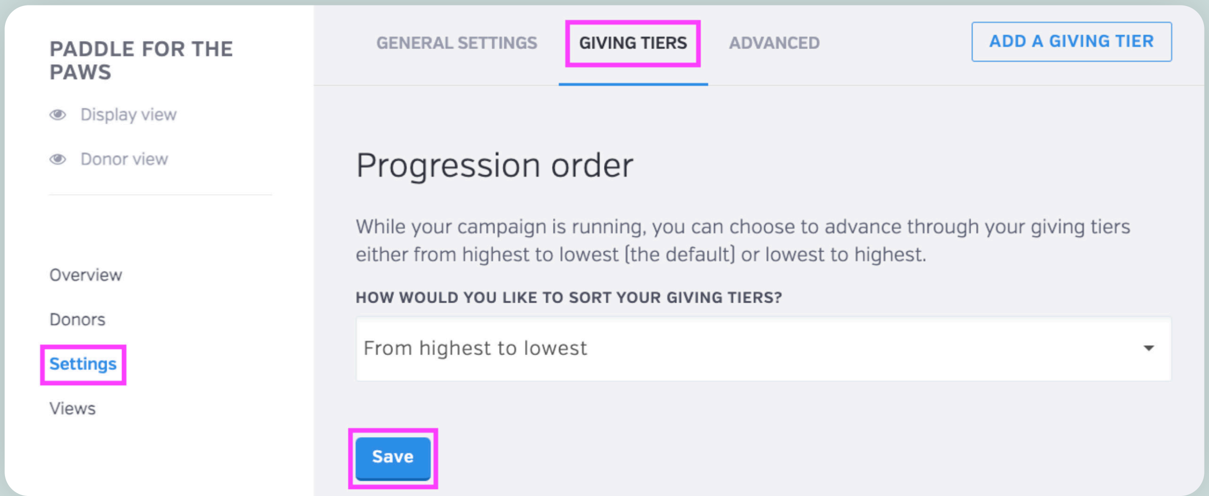
6. **Optional: Choose Progression Order.** By default, tiers are set to progress from highest to lowest, but you can switch to lowest to highest using the drop-down menu. To update this, go to **Settings** and click **Giving Tiers** at the top of the page. Scroll to the **Progression Order** section to choose how tiers progress during your campaign.

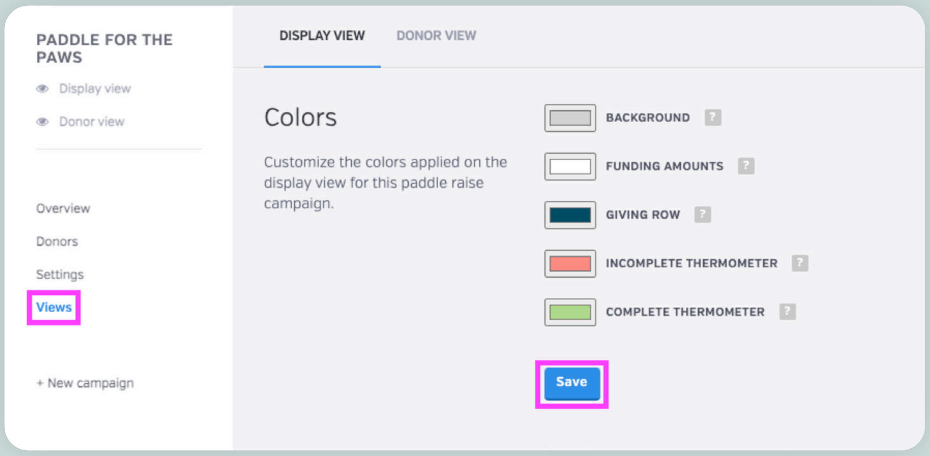


Both options can be effective — it depends on your event's goals:

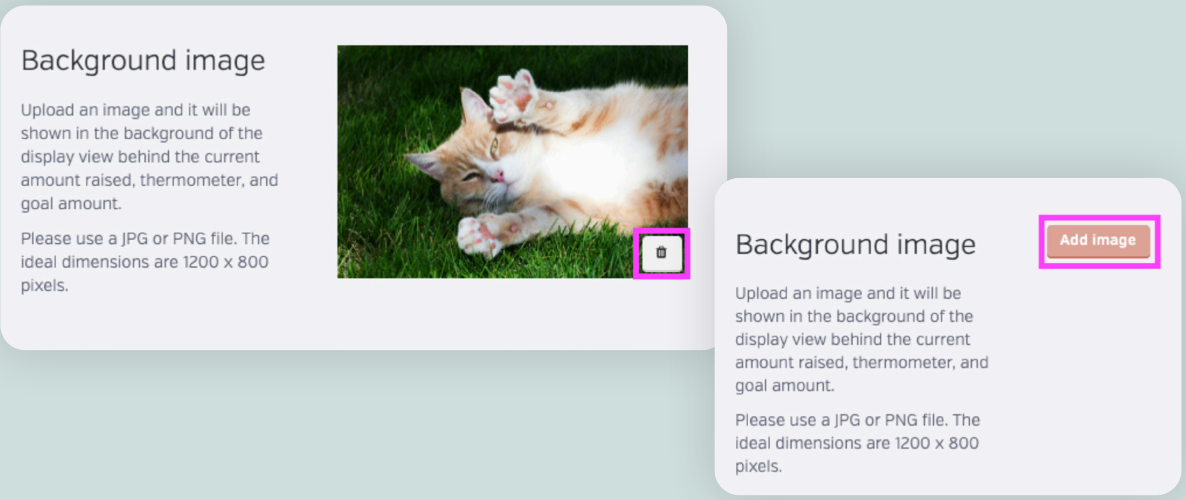
1. **High to Low:**
   - **Creates Momentum**: Larger donations early on generate excitement and set a strong tone for the campaign.
   - **Inspires Generosity**: High pledges serve as benchmarks, encouraging others to give more.
   - **Encourages Matching:** Big contributions motivate others to match or exceed them, increasing overall totals.

2. **Low to High:**
   - **Encourages Early Participation**: Lower tiers make it easy for more donors to join in quickly.
   - **Builds Confidence:** Gradual increases help ease donors into contributing, especially first timers.
   - **Fosters Inclusion**: Starting low ensures everyone feels valued and creates a sense of community.

7. **Optional: Display View Colors and Background Image.** This is the page projected on a screen during your Paddle Raise, showing the progress bar and recent donors. To update, click **Views** in the left-side menu and scroll to colors to customize the **Display View**. Update colors by clicking the color boxes, then **Save** your changes. Use the **Go to Display View** button above the color section to preview your updates.

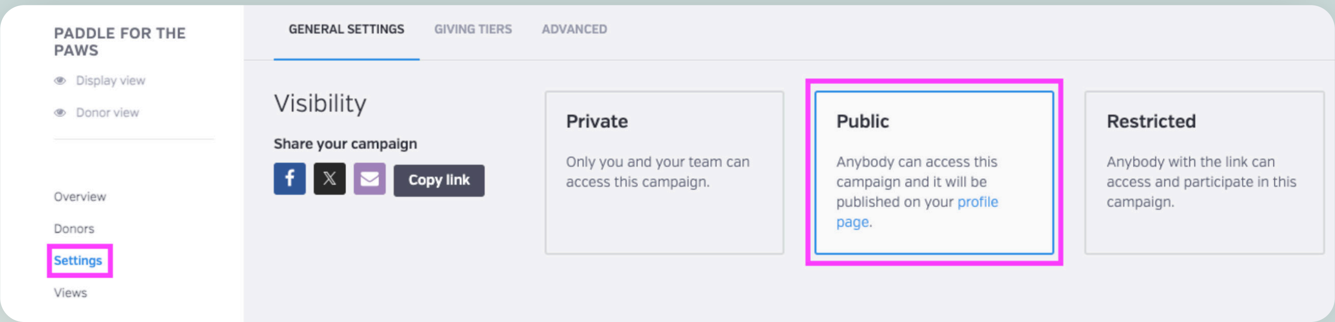


Scroll down to **Background Image** to delete or change the image you added during onboarding. Click the **trash can icon** to delete the current image, then use the **Add Image** button to upload a new one.



Now that everything is set up, let's check out your completed Paddle Raise campaign! Click the **Display View** button and the **Donor View** button to see what your donors will experience. You'll find this button in your dashboard under your campaign name. There is just one final required step before you can start sharing your Paddle Raise campaign.

8. **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 Donor View 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.

Step 3: Promoting your Event or Online Paddle Raise

It's time to make your campaign a success by sharing it far and wide! Share updates regularly and increase reminders as the end date approaches to maintain momentum.

Whether your Paddle Raise is in-person or online, 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. Share updates before your in-person event or online Paddle Raise campaign launch regularly, aiming for at least one post per day on social media. For example, these updates can be a "countdown to the day of the event" or even photos of preparation, etc.
2. For an online Paddle Raise: 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 emails!
3. For an online Paddle Raise: If you have a website, add a link to your campaign so people can easily learn more and access it.
4. Post a link to your event page or Paddle Raise 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!
5. Encourage your board members and volunteers to share the link on their social media as well. This helps expand your reach to their unique networks and increases visibility.
6. Submit a blurb about your in-person event or online Paddle Raise to local TV and radio channels, often through their website. These news organizations are always happy to get the word out for nonprofits.
7. If you're a member of any Facebook groups, post a link to your event page or Paddle Raise 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 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: Streamlining the Pledge Process with Pre-Registration

Pre-registration is not required, as donors can easily add their information at the start of your Paddle Raise campaign. However, many organizations encourage pre-registration to streamline the process before pledging begins. To automatically send pledge invoices, we'll need donors' first and last names and emails, enabling them to pay their invoices after the campaign.

NOTE:

Donors are automatically pre-registered if they've purchased a ticket, donated, or participated in any BetterWorld campaigns — whether for your organization or others on our platform.

Registration simply means they have an account, and their information is securely saved. Once registered, they're all set for future campaigns without needing to re-enter their details!

Here are the ways a donor can pre-register:

- **Ticketed Events**

  If you use our Ticketed Event tool, ticket purchasers are automatically "pre-registered" when they buy tickets, as they provide their personal and payment information during checkout.

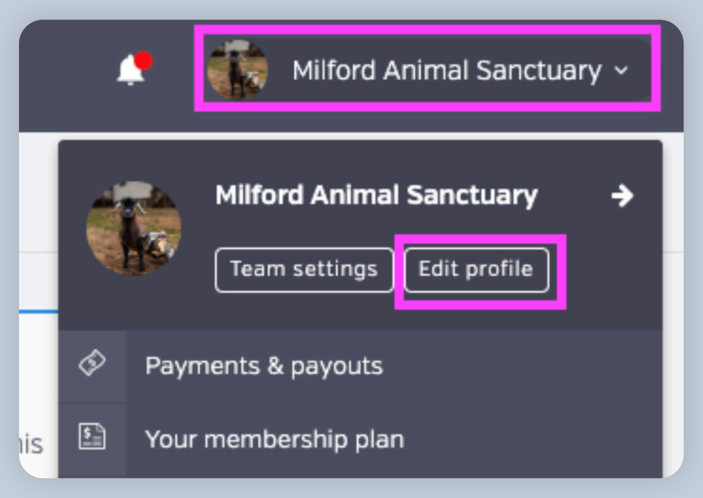
  For guests, ticket purchasers receive a link in their receipt email to share with their guests for pre-registration. Guests can use the link to add their personal and payment information, along with creating a password, ensuring they can access their details on the event day.

- **Live Event Registration Form**

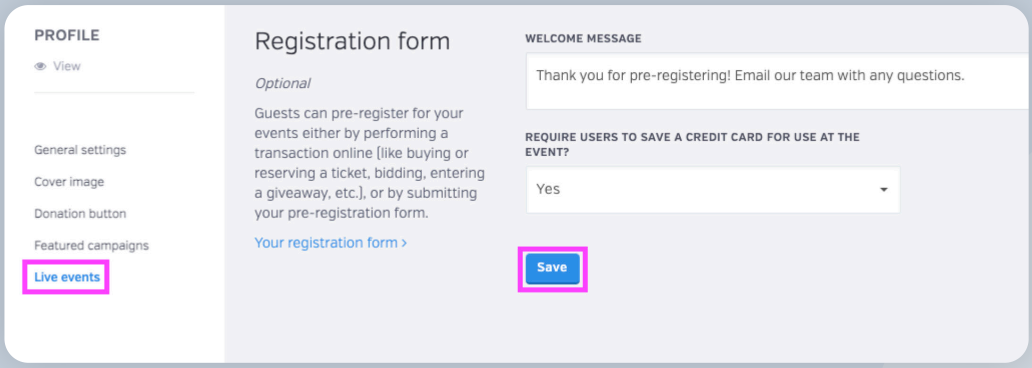
  If you didn't use our Ticketed Event tool, you can still send the **Live Event Registration Form** from your dashboard. This form lets guests add their information before participating in a campaign.

Steps to Use the Pre-Registration Form:

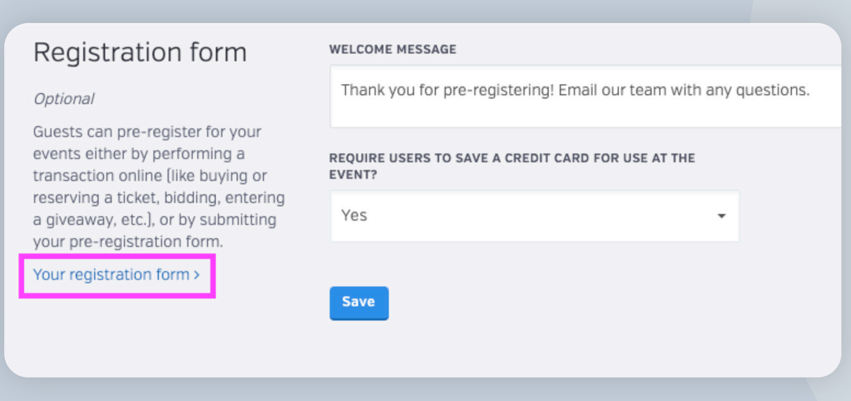
1. Go to your dashboard and click **Edit Profile** in the upper-right drop-down menu.



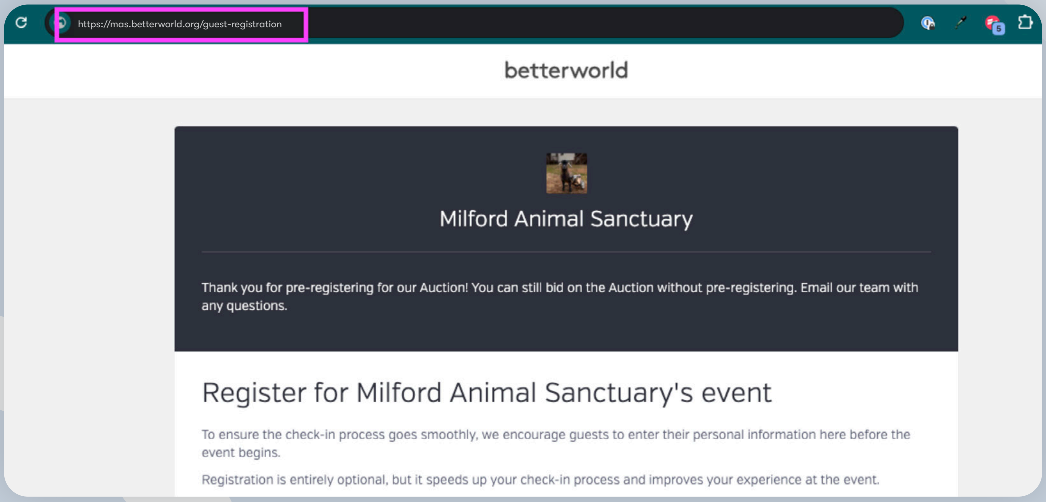
2. Select **Live Events** on the left side of the screen.
3. Customize the Form:
    - Add a welcome message.
    - Choose whether to require credit card details. If provided, attendees won't need to re-enter it for their first donation.



4. Click **Your Registration Form** to preview it.



5. Copy the form's URL at the top of the page and share it with attendees.

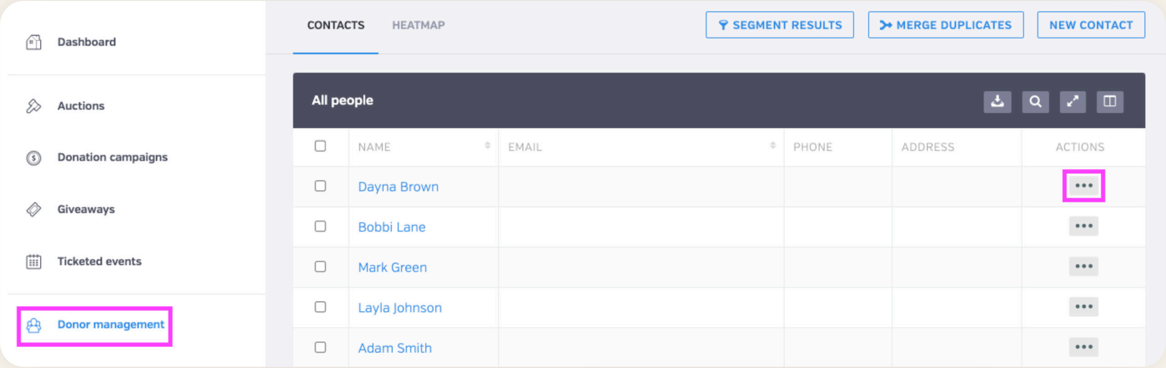


Step 5: Assigning Paddle Numbers

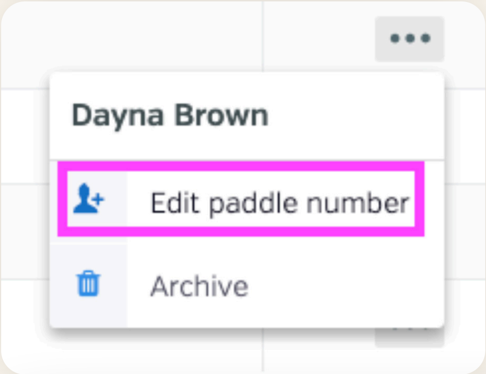
This step is optional but can be very helpful for Traditional Paddle Raises using physical paddles. For Mobile-Optimized Paddle Raises, paddle numbers aren't required since pledgers will use their devices. However, you can assign paddle numbers for either type if it suits your campaign's needs. You can assign paddle numbers in two ways:

Assigning Paddle Numbers via Donor Management

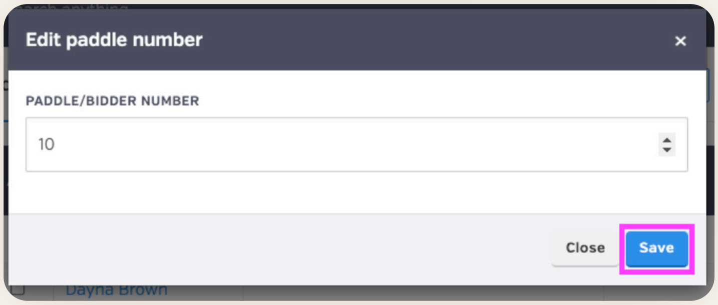
1. Go to **Donor Management** in your dashboard (found in the bottom left menu of your dashboard).
2. Find the donor by scrolling or using the search box.



3. Click the three dots next to their name and select **Edit Paddle Number**.



4. Enter the paddle number and click **Save**.
   - To update an existing number, click **Edit Paddle Number**, delete the current number, and save the new one.



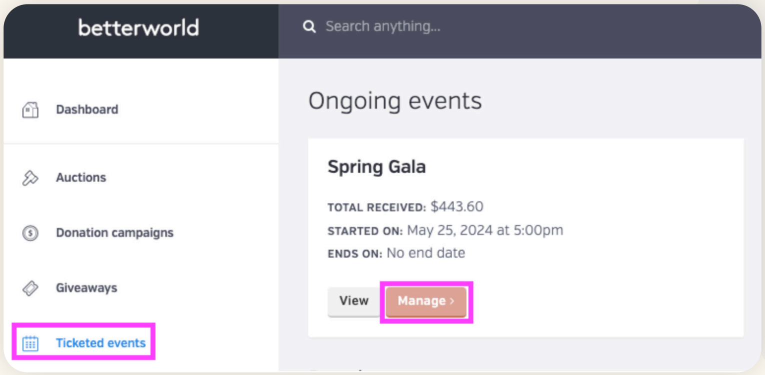
TIP:

To view all paddle numbers, click the **book icon** in the upper-right bar and select **Paddle Number**. This adds a column showing assigned paddle numbers.

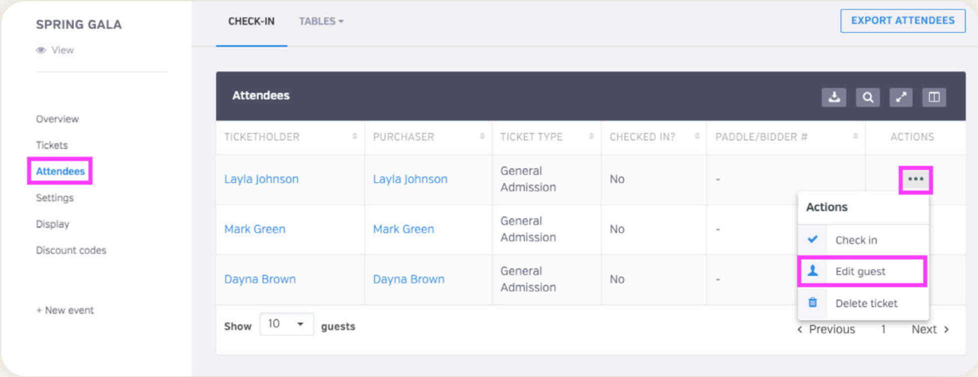
Assigning Paddle Numbers to Ticket Purchasers and Guests

If you used the Ticketed Event tool:

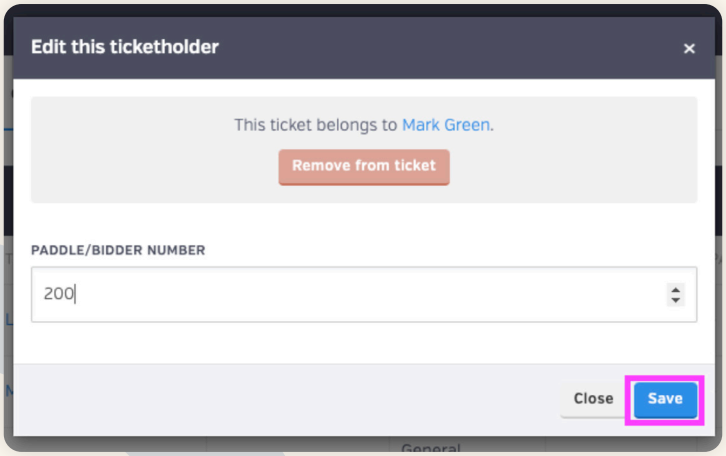
1. Go to the **Ticketed Events** page in your dashboard.
2. Click **Manage** next to your event.



3. Select the **Attendees** tab.
4. Find the guest's name, click the three dots next to it, and choose **Edit Guest**.



5. Enter the paddle number and click **Save**.

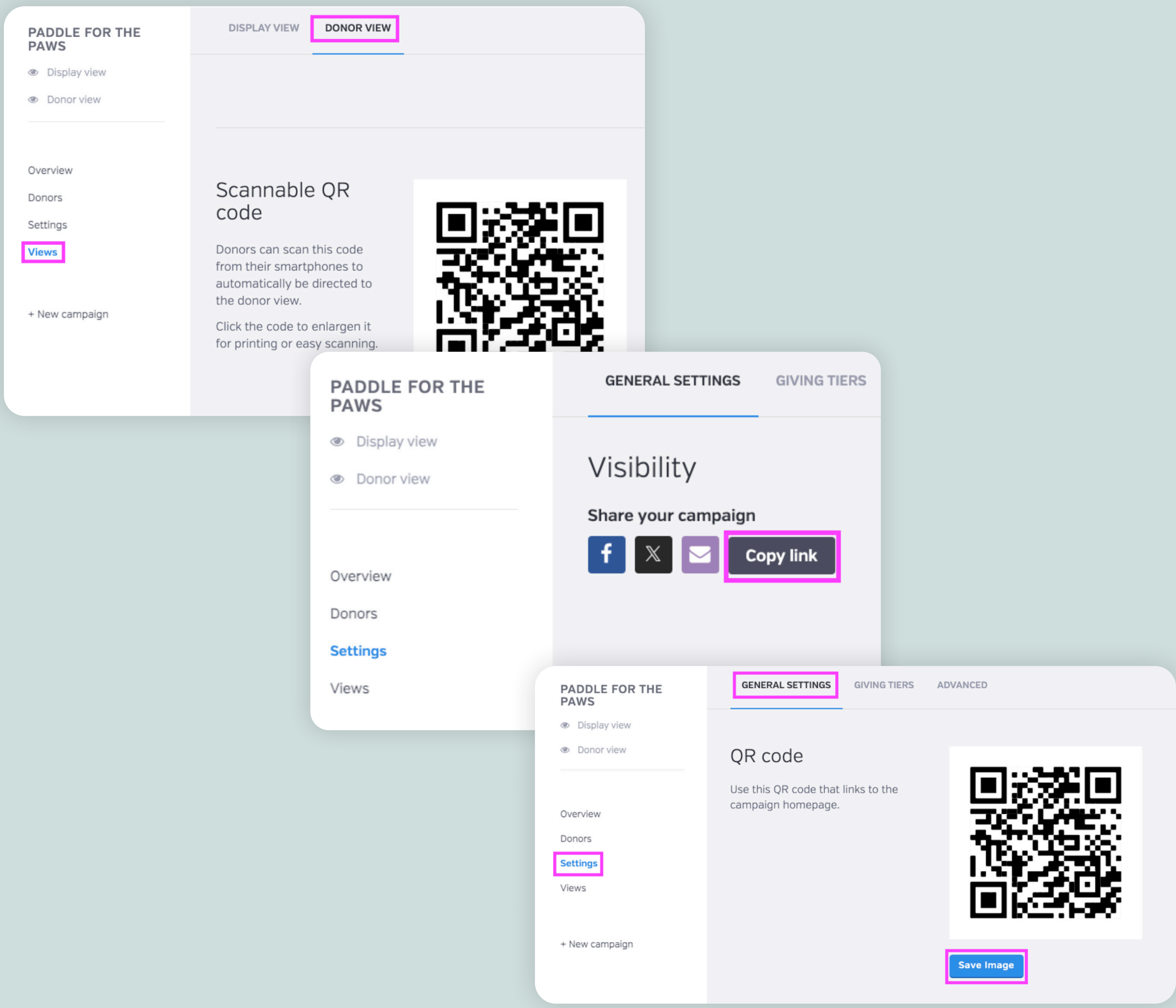


Step 6: Running Your Campaign: Mobile-Optimized Paddle Raise

Running a successful Mobile-Optimized Paddle Raise involves a few key steps before, during, and after the event to ensure a seamless experience for donors and maximize contributions. BetterWorld makes it easy by providing intuitive tools like QR codes, real-time donor views, and automated checkout options to simplify the process for both organizers and participants.

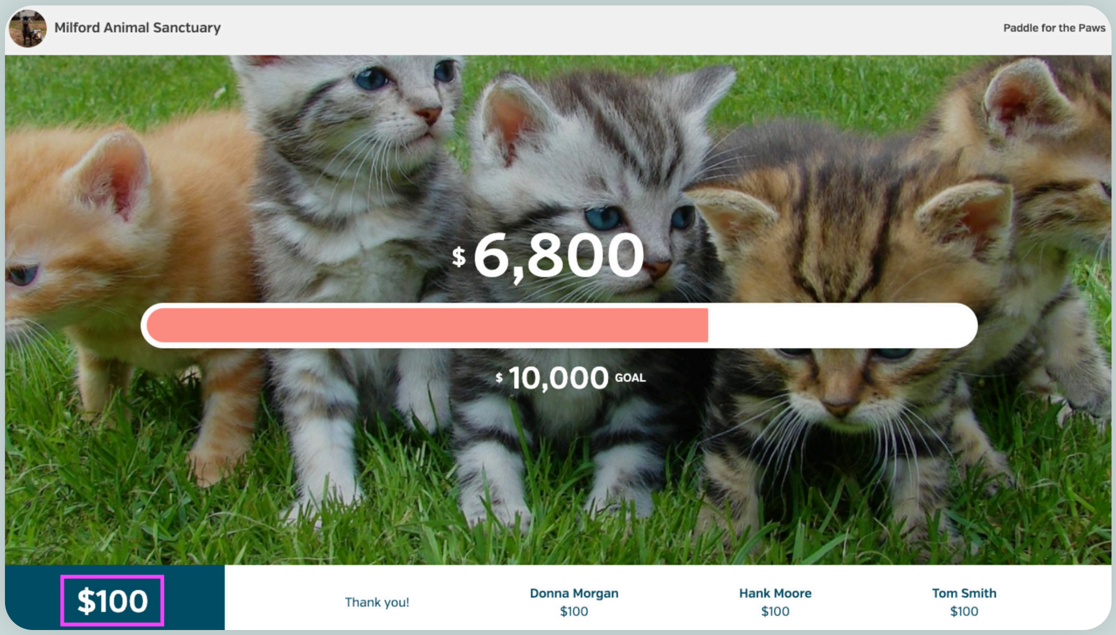
Before You Begin

Direct donors to the QR code to access the **Donor View** on their devices. Go to the **Views** page and click **Donor View** at the top of the page to find the QR code. You can also share the page link and QR code in advance from the campaign's Settings. Once donors are on the **Donor View** and the **Display View** is set up, you're ready to start the Paddle Raise!



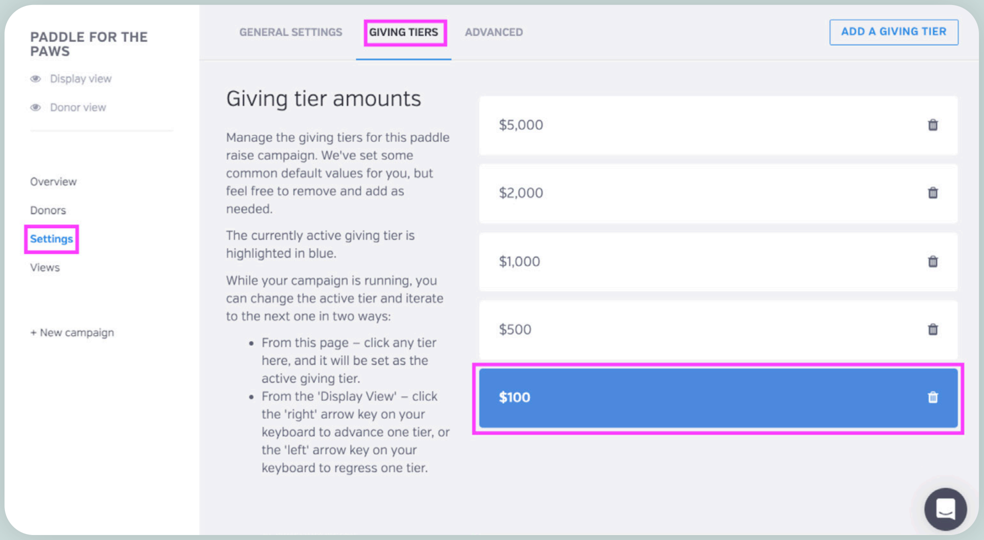
During the Campaign

During the Paddle Raise, the active giving tier is highlighted in blue on the **Display View.**



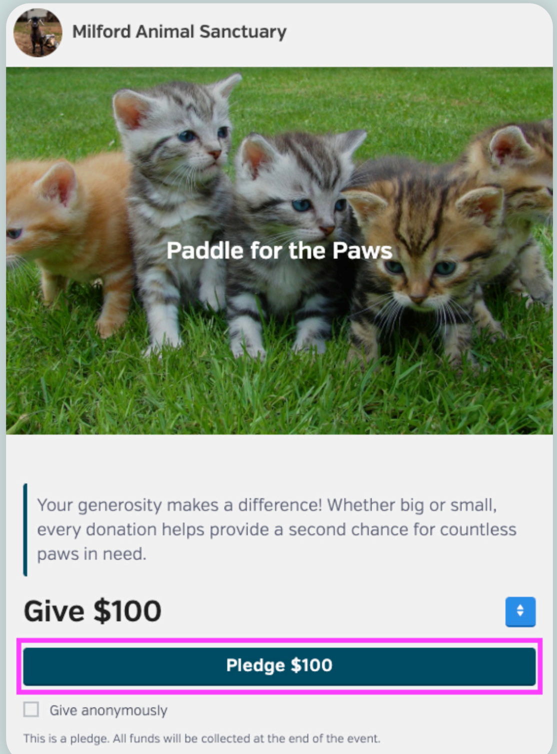
You can update the tier in two ways, and changes will automatically appear on both the Display View and Donor View:

1. **From the dashboard:** Click any tier to set it as active.



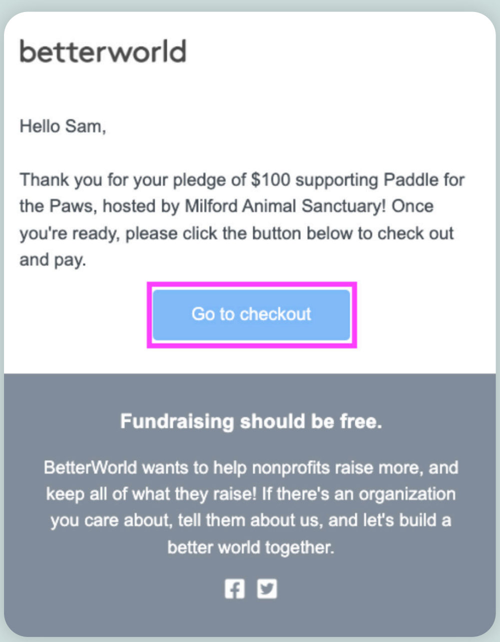
2. **From the Display View:** Use the right arrow key to move to the next tier or the left arrow key to go back.

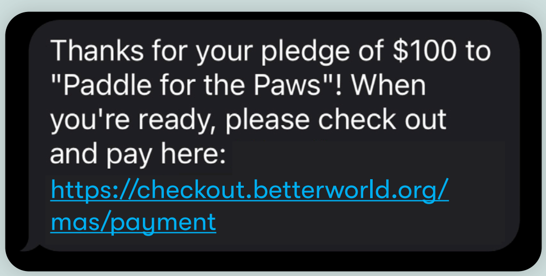
   Donors can easily pledge by clicking the pledge button on their screens. They can choose a custom amount, pledge anonymously, or have their name and pledge appear in real-time on the display!



After the Campaign

After completing their pledge, donors will receive a text and an email. In the text, they will simply click the provided link to check out. In the email, they will click the **Go to Checkout** button.





If they've pledged in multiple campaigns, they'll be prompted to select which campaign to check out. Once chosen, they'll be directed to a checkout page showing their pledge amount.

When fulfilling their pledges, receipts with all the relevant tax information are sent out automatically to your donors via email. This is one less thing for you to worry about!

Step 7: Running Your Campaign: Traditional Paddle Raise

Executing a successful Traditional Paddle Raise involves preparation, real-time management, and post-event follow-up. From ensuring everyone is ready before the event, tracking pledges during the campaign, to collecting donations afterward, you'll streamline the process and maximize contributions!

Before You Begin

Make sure everyone who wants to participate has a paddle and that your event host has all the necessary information, such as the giving tier amounts. Since donors will raise paddles to pledge, you'll need to track which paddle number or person pledges each amount.

You can record pledges directly in BetterWorld by navigating to **Donors** and clicking **Create an Offline Pledge**. While this process is fast and easy, Paddle Raises move quickly, so we recommend writing them down first or using multiple volunteers to enter them into the system. Be sure to have your chosen method for tracking pledges ready — whether it's pen and paper, an Excel sheet, or another tool.

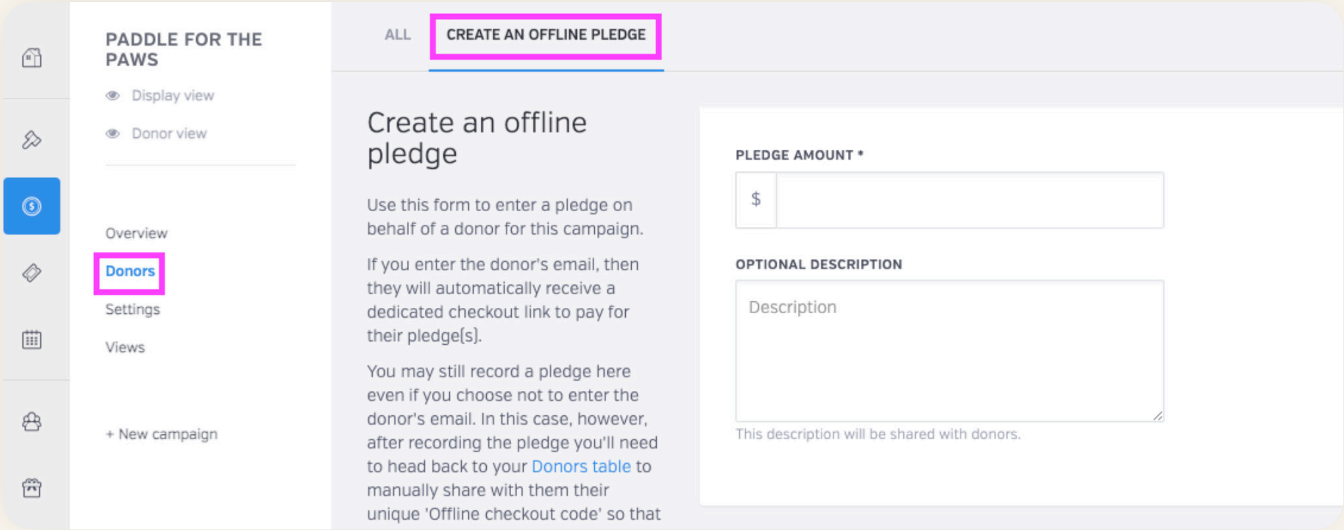
During the Campaign

Keep track of pledges as they roll in!

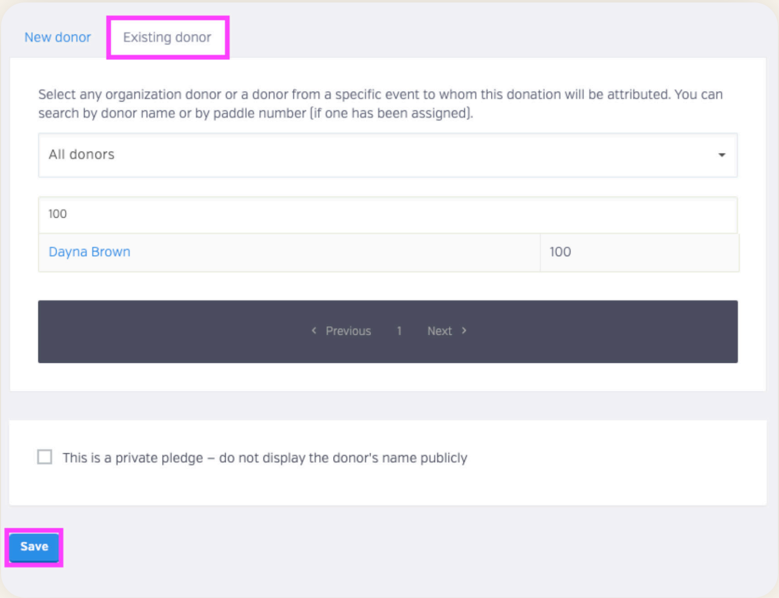
After the Campaign

Time to collect donations by sending invoices to pledgers. Follow these simple steps to send an invoice via email:

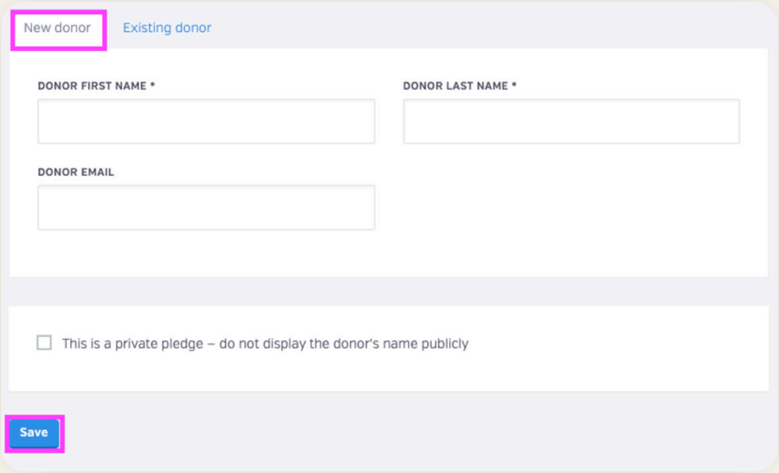
1. Access the Campaign:
    - From your dashboard, click **Donation Campaigns** and select **Manage** on your Paddle Raise campaign.
    - Go to the **Donors** tab.
2. Create and Save a Pledge:
    - Click **Create an Offline Pledge** at the top of the page.



- Enter the Pledge Amount and, if needed, add a description to identify the pledge.
- Enter donor information:
  - » Search by paddle number or donor name for existing donors.

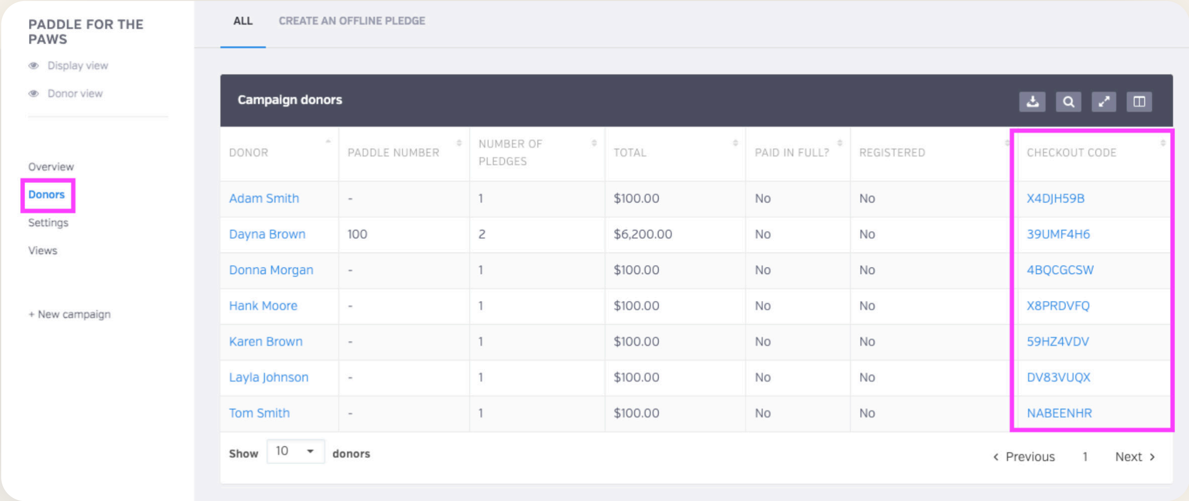


  - » For new donors, manually input their details.



  - » Click **Save** to finalize.

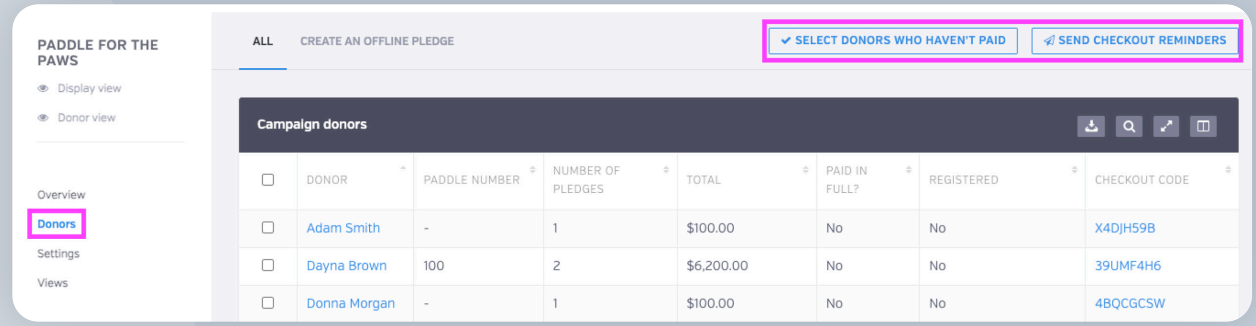
3. Send Payment Information:
   - If an email is provided: A checkout link will be sent automatically.
   - If no email is provided: Copy the unique Offline Checkout Code from the Donors table and share it via email or text for the donor to complete payment.



Now, the pledge is recorded, and the donor can fulfill it with ease!
As always, when fulfilling their pledges, receipts with all the relevant tax information are sent out automatically to your donors via email.

Step 8: Sending Payment Reminders

Donors automatically receive text and email prompts to fulfill their pledges immediately after making or recording them. While 98% of pledges are typically paid through these initial prompts, unpaid pledges receive an automatic reminder 12 hours later. If still unpaid, you can manually send reminders from your dashboard 24 hours after the campaign closes.



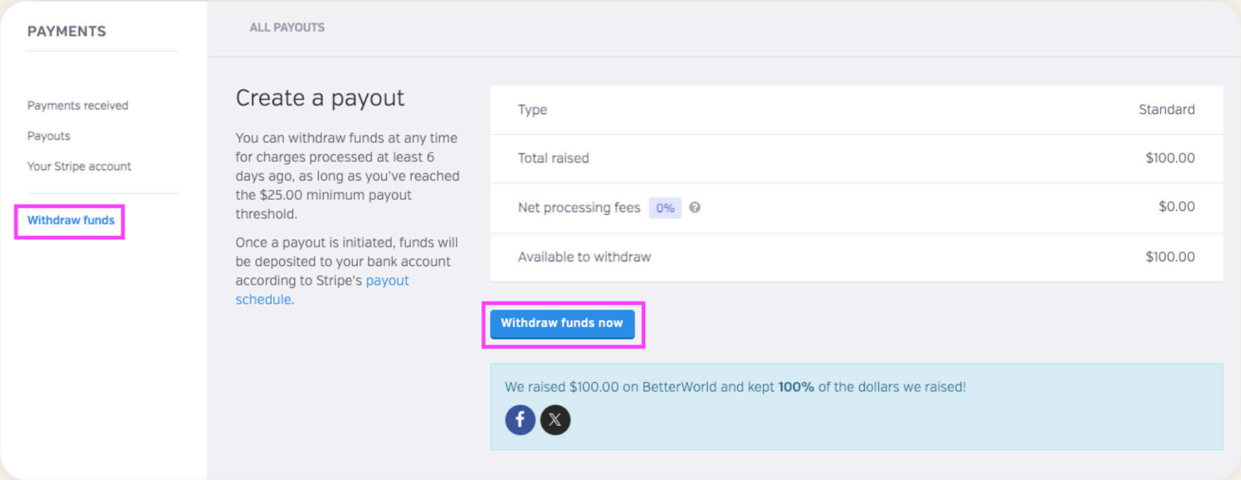
Here's how to send reminders:

1. Access the Campaign:
   - Go to your dashboard, select **Donation Campaigns**, and click **Manage** on the Paddle Raise campaign.
2. Navigate to Donors:
   - Click **Donors** on the left-hand menu.
   - From here, you can send reminders to all unpaid donors or select specific individuals.
3. Send the Reminder:
   - Click **Send Checkout Reminders**.
   - Customize the reminder message if needed and click **Send**.
   - Donors will receive an email reminder (no text notifications).

Step 9: Withdrawing Your Funds

You've done the work, managed your campaign, and received donations—amazing! 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.

To withdraw your funds, 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! You've done an amazing job getting your Paddle Raise set up!
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!