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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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YOUR COMPLETE GUIDE TO BETTERWORLD'S PADDLE RAISE CAMPAIGN

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.

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 <u>Dashboard</u>, 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.

betterworld	Q Search anything			🗴 🛛 👬 Milford Animal Sanctuary 🗸
Dashboard	TOTAL RECEIVED	NUMBER OF DONATIONS		NUMBER OF DONORS
	\$27,601.10	24		10
Donation campaigns				
Giveaways	Ongoing campaigns			+ New campaign
Ticketed events	Furry Friends Fundraiser		Help Build A New B	larn
🕀 Donor management	TOTAL RAISED: \$6,600.00 STARTED: January 27, 2025 at 12:00pm		TOTAL RAISED: \$16,509.41 STARTED: January 28, 2025	5 at 12:00pm
🛱 Item donations	TYPE: Peer to Peer		TYPE: Crowdfunding	at 6:00am
	View Manage >		View Manage >	
Which kind of campaigr	n would you like to create?			
Donation Cam	ipaigns	Donatior	n Forms	
One-off campaigns to ra	aise funds for a set period of time	Evergreen don	ation forms for yo	ur website
Standard cam	ipaign	E Pop-u	up donation forn	n
Impact campa	lign	> Embe	edded donation f	form
🕾 Crowdfunding	ı campaign	% Linke	d donation form	
Paddle Raise	campaign			
A paddle raise o display a fundra	campaign allows you to create and aising thermometer that automatically			
updates and ac	knowledges contributions as donors			
piedge or give a	at various ieveis.			
Check out an ex	xample >			
** Peer-to-peer	campaign			
a reer to peer t	anti-bailit			
				Next >

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

What should we call your campaign?	
Paddle for the Paws	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 .
Continue	

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.

When a	re you look camp	ting to laun aign?	ch your
Don'	t worry – you can a General timing	Exact date	iter!
Within the next month	In a few months	At least 6 months out	l'm just exploring
	Cont	inue	
-			

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.

How much are y	ou hoping to raise with this campaign?
Having run thousands of can to h	npaigns ourselves, we've got lots of helpful idea ielp you reach your goal!
\$0 \$500 \$1k \$2k \$3k \$4k \$5k	\$10k \$20k \$30k \$50k \$75k \$150k
	Continue

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.

Any additior	nal information you'd like to share about your
Optional)	
Your generosity mak chance for countless	es a difference! Whether big or small, every donation helps provide a second ; paws in need.
	C arling
	Continue

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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.

Awesor It's time to get the w and social media, and real time on their p dow	ne – you're ord out. Just sh I people will be phones, tablets, mloading requir	all set! are the link by email able to participate in , and laptops – no red.
Facebook	×	Email
Campaign link https://mas.betterworld.o	rg/campaigns/paddle	-paws Copy
Preview		Complete setup

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.

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.

PADDLE FOR THE PAWS	GENERAL SETTINGS GIVING TIERS	ADVANCED	
Display view Donor view	Dates	START DATE	START TIME (CST) 11:30 AM
Overview Donors	your campaign wiii run indefinitely.	END DATE	end time (cst) 12:00 PM
Settings Views	l	Save	

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 dropdown 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.

PADDLE FOR THE PAWS	GENERAL SETTINGS GIVING TIERS ADVANCED
Display view	
Donor view	Custom Receipt MESSAGE (OPTIONAL)
	Message Thank you so much!
Overview	Write a custom message to display
Donors Settings	Send yourself a test
Views	

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.

PADDLE FOR THE PAWS Display view Danor view	GENERAL SETTINGS GIVING TIERS ADVANCED	TIP
Overview Denors Settings Views + New campaign	QR code Use this QR code that links to the campaign homepage.	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.
	Save Image	

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.

PADDLE FOR THE PAWS	GENERAL SETTINGS GIVING TIERS	ADVANCED	ADD A GIVING TIER
 Display view Donor view 	Giving tier amounts	\$5,000	
Overview Donors	some common default values for you, but feel free to remove and add as needed.	\$2,000	÷
Settings Views	The currently active giving tier is highlighted in blue. While your campaign is running,	\$1,000	٥
+ New campaign	 you can change the active tier and iterate to the next one in two ways: From this page – click any tier here, and it will be set as 	\$500	۵
	the active giving tier. • From the 'Display View' – click the 'right' arrow key on voir keybaard to advance	\$100	۵
	one tier, or the 'left' arrow key on your keyboard to regress one tier.		

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 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.

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.

PADDLE FOR THE PAWS	GENERAL SETTINGS GIVING TIERS ADVANCED ADD A GIVING TIER
 Display view 	
Obnor view	Progression order
Overview	While your campaign is running, you can choose to advance through your giving tiers either from highest to lowest (the default) or lowest to highest. HOW WOULD YOU LIKE TO SORT YOUR GIVING TIERS?
Settings	From highest to lowest
Views	Save

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.

PADDLE FOR THE PAWS	DISPLAY VIEW DONOR VIEW	
Display viewDonor view	Colors	BACKGROUND
	Customize the colors applied on the display view for this paddle raise campain	FUNDING AMOUNTS
Donors	compargn.	
Settings Views		COMPLETE THERMOMETER
+ New campaign		Save

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.

Background image

Upload an image and it will be shown in the background of the display view behind the current amount raised, thermometer, and goal amount.

Please use a JPG or PNG file. The ideal dimensions are 1200 x 800 pixels.



Background image	Add image
Upload an image and it will be shown in the background of the display view behind the current amount raised, thermometer, and goal amount.	
Please use a JPG or PNG file. The ideal dimensions are 1200 x 800 pixels.	

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.



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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.

PADDLE FOR THE PAWS	GENERAL SETTINGS GIVING TIERS	ADVANCED		
Display view Donor view Overview Donors	Visibility Share your campaign f X Copy link	Private Only you and your team can access this campaign.	Public Anybody can access this campaign and it will be published on your profile page.	Restricted Anybody with the link can access and participate in this campaign.
Settings Views				

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 preregistration. 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:

 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.

View Optional Guests can pre-register for your events either by performing a transaction online (like buying or reserving a ticket, bidding, entering a giveaway, etc.), or by submitting Donation button Your registration form >	WELCOME MESSAGE		
General settings Guests can pre-register for your events either by performing a transaction online (like buying or cover image REQUIRE USERS TO SAVE A CREDIT CARD FI EVENT? Cover image a giveaway, etc.), or by submitting a giveaway, etc.), or by submitting Yes Donation button your pre-registration form. Yes	ur team with any questions.		
Cover image reserving a ticket, bidding, entering a giveaway, etc.], or by submitting Yes Donation button your pre-registration form. Featured campaigns Your registration form >	R USE AT THE		
Featured campaigns Your registration form >	•		
Live events Save			

4. Click Your Registration Form to preview it.

Registration form	WELCOME MESSAGE		
Optional	Thank you for pre-registering! Email our team with any questions.		
Guests can pre-register for your events either by performing a transaction online (like buying or	REQUIRE USERS TO SAVE A CREDIT CARD FOR USE AT THE EVENT?		
reserving a ticket, bidding, entering a giveaway, etc.), or by submitting your pre-registration form.	Yes 🔹		
Your registration form >	Save		

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.

-	Dashboard	CONTACTS HEATMAP			SEGMEN		MERGE DUPLICATES	NEW CONTACT
⊗	Auctions	All pe	ople				2	Q 🖍 🗆
(5)	Donation campaigns		NAME 0	EMAIL	0	PHONE	ADDRESS	ACTIONS
A	Ciucana		Dayna Brown					•••
Ŷ	Giveaways		Bobbi Lane					••••
	Ticketed events		Mark Green					••••
	Donor management		Layla Johnson					••••
			Adam Smith					

 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.

Edit paddle number	×
PADDLE/BIDDER NUMBER	
10	٢
	Close Save
Dayna Brown	

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.

betterworld	Q Search anything
Dashboard	Ongoing events
⊘ Auctions	Spring Gala
③ Donation campaigns	TOTAL RECEIVED: \$443.60 STARTED ON: May 25, 2024 at 5:00pm ENDS ON: No end date
Giveaways Giveaway Giveaways Giveaways	View Manage >
Ticketed events	

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

	Attendees					1 a 2 c
Overview Tickets	TICKETHOLDER	• PURCHASER	• TICKET TYPE •	CHECKED IN? •	PADDLE/BIDDER ;	e o Actions
Attendees Settings	Layla Johnson	Layla Johnson	General Admission	No	•	•••
Display Discount codes	Mark Green	Mark Green	General Admission	No	-	Check in
	Dayna Brown	Dayna Brown	General Admission	No	· .	L Edit guest

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

Edit this tickethold	der		×
	This ticket belongs to Mark Green. Remove from ticket		
PADDLE/BIDDER NUMBE	ER		\$
		Close	Save

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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.

PADDLE FOR THE PAWS	GENERAL SETTINGS GIVING TIERS	ADVANCED	ADD A GIVING TIER
Display viewDonor view	Giving tier amounts	\$5,000	ŭ
Overview Donors	common default values for you, but feel free to remove and add as needed.	\$2,000	Û
Settings Views	The currently active giving tier is highlighted in blue. While your campaign is running, you	\$1,000	Û
+ New campaign	 can change the active tier and iterate to the next one in two ways: From this page – click any tier here and it will be set as the 	\$500	Û
	 active giving tier. From the 'Display View' – click the 'right' arrow key on your keybeart to advance and far ar 	\$100	Û
	keyboard to advance one tier, or the "left" arrow key on your keyboard to regress one tier.		Q

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.



Thanks for your pledge of \$100 to "Paddle for the Paws"! When you're ready, please check out and pay here: <u>https://checkout.betterworld.org/</u> <u>mas/payment</u>

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.

	PADDLE FOR THE PAWS	ALL CREATE AN OFFLINE PLEDGE	
₽	Display viewDonor view	Create an offline pledge	PLEDGE AMOUNT *
3	Overview	Use this form to enter a pledge on behalf of a donor for this campaign.	\$
\Diamond	Donors	If you enter the donor's email, then	OPTIONAL DESCRIPTION
	Settings Views	dedicated checkout link to pay for their pledge(s).	Description
₽	+ New campaign	You may still record a pledge here even if you choose not to enter the donor's email. In this case, however, after recording the pledge you'll need to head back to your Donors table to manually share with them their	This description will be shared with donors.
		unique 'Offline checkout code' so that	

- 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.

100	
100	

» For new donors, manually input their details.

DUNUK FIKSI NAME *	DONOR LAST NAME *	
DONOR EMAIL		
This is a private pledge – do not di	isplay the donor's name publicly	

» 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.

DLE FOR THE	ALL CREATE AN	OFFLINE PLEDGE					
isplay view							
onor view	Campaign donor	s					2 Q Z
riew	DONOR	PADDLE NUMBER	NUMBER OF PLEDGES	\$	PAID IN FULL?	REGISTERED	CHECKOUT CODE
rs	Adam Smith	-	1	\$100.00	No	No	X4DJH59B
gs	Dayna Brown	100	2	\$6,200.00	No	No	39UMF4H6
	Donna Morgan	-	1	\$100.00	No	No	4BQCGCSW
v campaign	Hank Moore		1	\$100.00	No	No	X8PRDVFQ
	Karen Brown		1	\$100.00	No	No	59HZ4VDV
	Layla Johnson	*	1	\$100.00	No	No	DV83VUQX
	Tom Smith	-	1	\$100.00	No	No	NABEENHR

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.

PADDLE FOR THE PAWS	ALL	CREATE AN OFFLINE	PLEDGE			SEL	ECT DONORS WHO) HAVEN'T PAID	SEN	D CHECKOUT REMINDERS
 Display view Donor view 	Camp	aign donors								1 Q Z 🗆
Overview		DONOR	PADDLE NUMBER	NUMBER OF ¢ PLEDGES	TOTAL	\$	PAID IN ¢ FULL?	REGISTERED	0	CHECKOUT CODE
Donors		Adam Smith	-	1	\$100.00		No	No		X4DJH59B
Settings		Dayna Brown	100	2	\$6,200.00		No	No		39UMF4H6
TIGHA		Donna Morgan	-	1	\$100.00		No	No		4BQCGCSW

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 <u>Payments and Payouts</u>, and click **Withdraw Funds Now** to send funds to the bank account of your choice.

PAYMENTS	ALL PAYOUTS		
Payments received	Create a payout	Туре	Standard
Payouts Your Stripe account	You can withdraw funds at any time for charges processed at least 6 days ago, as long as you've reached	Total raised	\$100.00
Withdraw funds	the \$25.00 minimum payout threshold.	Net processing fees 0% @	\$0.00
	Once a payout is initiated, funds will be deposited to your bank account according to Stripe's payout	Available to withdraw	\$100.00
	schedule.	Withdraw funds now	
		We raised \$100.00 on BetterWorld and kept 100% of the dollars we raised!	
		We raised \$100.00 on BetterWorld and kept 100% of the dollars we raised!	

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!