# betterworld

# Your Complete Guide to BetterWorld's Silent Auction Tool

Welcome to your step-by-step guide for running a successful Silent Auction with BetterWorld, here to help you set up, manage, and optimize your campaign with ease, even if it's your first auction.



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YOUR COMPLETE GUIDE TO BETTERWORLD'S SILENT AUCTION TOOL

# Introduction

Welcome to your step-by-step guide to running a successful Silent Auction with BetterWorld! Whether it's your first time using BetterWorld or your first auction ever, this guide is here to help you set up, manage, and optimize your campaign with ease. BetterWorld simplifies the auction process, and this guide is designed to support you every step of the way.

You've got this! Let's get started and make your auction a standout success.

# Step 1: Auction Creation

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

1. **Create your Auction.** Navigate to the <u>Dashboard</u>, click **Auctions**, and then click the **New Auction** button to start the guided setup process.

betterworld	<b>Q</b> Search anything	🛕 🛛 🎆 Milford Animal Sanctuary 🗸
Dashboard	LEADING BIDS	NUMBER OF BIDS
Auctions	\$7,870	38
③ Donation campaigns	Ongoing auctions	
🗇 Giveaways	Once you create an auction, it will appear here.	
Ticketed events	Previous auctions	
合 Donor management	Gala Auction	
前 Item donations	BIDDING STYLE: Online LEADING BIDS: \$25 BIDS: 1 ENDED ON: May 23, 2024 at 8:00pm View Manage >	

#### 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. Simply go to your dashboard, click **Auctions**, then click **Manage** on the Auction you want to edit, and select **Settings** to update your information.

Pick a Name. Give your auction a descriptive
and engaging name, such as "Back-to-School
Online Auction" or "Winter Wonderland
Auction." Something fun and straightforward
often works best.

# What should we call your auction? Back-to-School Online Auction

Continue

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3. Select the Bidding Type. Choose Online Bidding Only to create a Silent Auction, allowing bidders to place bids on items from their devices, either at home or during a live event.



4. Set a Start Date. Choose the date and time you'd like bidding to begin. You'll set an end date and time later. These dates and times automatically start and stop bidding. Not sure of the exact date yet? No worries! Set an estimate now and adjust it as needed in the dashboard.

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	ы		

We see successful auctions of all lengths, but a **7–14-day** timeframe is the sweet spot to keep bidders excited and engaged. If you're hosting an event alongside your Silent Auction, starting your auction online a few days, or up to a few weeks, before an event gives people extra time to discover your amazing items and start bidding.

# When are you looking to launch your campaign?

Dor	n't worry – you can General timin	always change this la	ater!			
Within the next month	In a few months	At least 6 months out	l'm just exploring			
Continue						

5. Set a Private Fundraising Goal. This helps you track progress on the backend. Donors won't see it, but you and any of your team members will.



6. Choose an Eye-Catching Banner Image. Select an image from your computer or use BetterWorld's image library for high-quality options. Ideally, your banner image should reflect your cause. A high-resolution horizontal image (1140x400 pixels) works best, but don't worry, the image uploader will automatically resize your image to fit the banner space.



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7. Add a Welcome Message. Greet your donors and let them know why they're here! Use this space to share event details, highlight your mission, or include links to other campaigns (like a giveaway). You can also add clickable hyperlinks to direct donors to additional campaigns or websites. These links provide a quick and easy way for donors to learn more about your organization and get involved in supporting your cause.

Add any extra word	s to tell your story
Optional)	
Welcome to our auction! Please bio	d on the items below or consider making a donation here!
	Create auction

**To create a hyperlink**, highlight the text you want people to click on, such as "Check out our Giveaway!" within your description, and click the **link icon**. Paste the link to which you'd like to direct them into the box that appears and press **Enter** on your keyboard, or click the checkmark button.

se bid on the items below. Check out our Giveau	ay!
rld.org/giveaways/surfing-costa-rica-private	villa 🗹 🗙
T	rld.org/giveaways/surfing-costa-rica-private-

8. The Auction setup is almost complete! Click the Continue button. On this page, you'll see three options: Preview, Add an Item, and Complete Setup. We'll add items and preview your page soon, but for now, click the Continue button.

# Awesome! This is what your auction will look like when it's done.



You'll be able to send the link out by email and social media, and bidders will be able to bid in real time on phones, tablets, and laptops – no downloading required. 9. Item Donation Form. BetterWorld's Item Donation Form makes collecting donations simple and stress-free for you and your donors. Share the form via email or social media, and donors can easily fill it out, providing item details and pictures that go straight to your dashboard — saving you time and effort.

In the text box, you can add a customized welcome message to provide information, encourage donations, or share your story. We'll explore using the Item Donation Form more later. For now, click **Continue** once more.

TI	P٠
	•••

Use the Copy Link button or other sharing options to start sharing your Item Donation Form with potential donors.

#### This is your item donation form

Send it to your supporters to have them enter item details and images on their own. Then you'll be able to import their items directly into any of your auctions or giveaways with a single click.

#### Optional welcome message

Thank you for being so supportive! Without your donations, we would not be able to host our annual auction.

Continue

You can use	the links below to start g	etting items!	
https://mas.betterworld.org/donate	an-item		Copy link
Facebook	×	E	mail



10. Awesome! The Auction setup is complete! Click the Complete setup button.

# Step 2: Getting Items for Your Auction

It's time to stock your auction with amazing items!

Let's start by understanding how items are displayed in your auction. Items are grouped into display sections, which become visible after adding your first item, making it easy for donors to navigate your auction. BetterWorld provides default sections that appear as clickable text for quick access on your auction page.

You can create new sections by clicking the **New Section** button on the Items page, assigning items to a section during item creation, or dragging items from **Uncategorized** into the desired section. Rename sections by clicking their title and reorder them using the arrows for better organization. For a polished and engaging auction, aim to have at least three items in each section.

As you add items, check out our <u>Great Items Guide</u> for practical ideas and inspiration to help you build an amazing lineup of auction items.

There are four different ways you can add items to your auction:

**Use the Item Donation Form.** BetterWorld's Item Donation Form simplifies the donation process by letting donors easily provide item details and pictures through a shareable form, which are automatically added to your dashboard.

Head to your **Item Donation Form** to add or edit the customizable welcome message and get the link to share with potential donors.

a. Go to the dashboard and click on the **Item Donation Form** page. It's the gift icon at the bottom of the far-left menu.

bw.	<b>Q</b> Search anything		• 🚯	Milford Anir	mal Sanctuary ~
e	BACK-TO-SCHOOL ONLINE AUCTION	This auction is currently only visible to you and your team members. When you're ready to make it available	le to the general public, you can make it pu	ıblic.	_
۵		LEADING BIDS ? STATUS		bw	<b>Q</b> Search anything
© ♦	Overview Items Bids	\$0	Pending	A	ITEM DONATIONS
	Outreach Payments Fulfillment	Activity		\$	Items received
æ	Settings Display	It looks like nobody has placed a bid yet. Have you created an item yet?		(5)	Your donation form
				$\Diamond$	
~	Click the co	ction titled Your Denstion Form			
5.	Click the se	ction titled four Donation Form.		æ	
				₩	

- c. Use the text box to craft a personalized message for donors, sharing details about your auction, your cause, and the donation process.
- d. Click the **Open My Donation Form** button to view your form. You can preview your message and copy the link from the browser's address bar. This is the link you'll share with your donors.

Your Item Donation Form You can send this form out through email and social media as an easy way to collect items from your supporters. Open my donation form [2]	WELCOME MESSAGE Thank you so much for offering to support us! We're planning support. Save	ng an amazing auction for this spring – but can't do it without your
What item(s) wo Thank you for being so su our annual auction. Tennis lesson for 4	uld you be willing to donate? upportive! Without your donations, we would not be able to host Add to offers	Milford Animal Sanctuary         Your offers         You haven't offered anything yet. Use the form or click one of the suggestions to add an offer. You can customize it in the next step.
Knu Facebook COPY LINK https://mas.be	tterworld.org/donate-an-item	bu

#### TIP:

Share the Item Donation Form with your community and network via email or social media, and post about it once or twice a week leading up to your auction. Reach out to local businesses — many are happy to donate items in exchange for recognition, giving them a chance to promote their business while you secure great auction items. Donors will automatically receive a receipt email with your tax ID number when they submit their item, making it easy for them to write off their donation. Once submitted, items will appear in the **Item Received** section of the **Item Donations** page.

e. To import items received into your auction, go to the dashboard and click on the Item Donation Form page. It's the gift icon at the bottom of the far-left menu. c. Click the item's title to see all the details. Click the three dots in the action column and select Import to Auction. <b>EXEMPTION EXEMPTION EXEMPTION</b> <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th>bow</th> <th><b>Q</b> Search anything</th>							bow	<b>Q</b> Search anything
<ul> <li>e. To import items received into your auction, go to the dashboard and click on the Item Donation Form page. It's the gift icon at the bottom of the far-left menu.</li> <li>f. Click the item's title to see all the details. Click the three dots in the action column and select Import to Auction.</li> <li>E. Click the item's title to see all the details. Click the three dots in the action column and select Import to Auction.</li> <li>E. Murraek</li> <li>E.</li></ul>							ű	BACK-TO-SCHOOL ONLINE AUCTION
dashboard and click on the Item Donation Form page. It's the gift icon at the bottom of the far-left menu.       Items         f. Click the item's title to see all the details. Click the three dots in the action column and select Import to Auction.       Bids         Image: August and August and August and Select Import to Auction.       Oureach         Image: August and August and Select Import to Auction.       Oureach         Image: August and Select Import to Auction.       Image: August and Select Import to August	e. To impo	ort items rece	eived into y	our auction, g	go to the		&	
f. Click the item's title to see all the details. Click the three dots in the action column and select Import to Auction.       Bids         Image: Select Import to Auction.       Outreach         Image: Select Import to Auction.       Payments         Image: Select Import to Auction.       Fulfilment         Image: Select Import to Auction.       Seltings         Image: Select Import to Auction.       Display         Image: Select Import to Auction.       Image: Select Import to Auction.         Image: Select Import to Auction.       Select Import to Auction.         Image: Select Import to Auction.       Image: Select Import to Auction.         Image: Select Import to Auction.       Select Import to Auction.         Image: Select Import to Auction.       Select Import to Auction.         Image: Select Import to Auction.       Select Import to Auction.         Image: Select Import to Auction.       Select Import to Auction.         Image: Select Import to Auction.       Select Import to Auction.         Image: Select Import to Auction.       Select Import to Auction.         Image: Select Import to Auction.       Select Import to Auction.         Image: Select Import to Auction.       Select Import to Auction.         Image: Select Import to Auction.       Select Import to Auction.         Image: Select Import to Auction.       Select Import to Auction	dashboard and click on the <b>Item Donation Form</b> page. It's the gift icon at the bottom of the far-left menu.						3	Overview Items
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Display     Item DONATIONS     Mems received     Your donation form     Donated on mark 8, 2025, 10:51am     S200 Gift Card to   Sam From Better/World   Stool   No   Display     Dog Walking   Sam From Better/World   Stool   No   Display     Display				æ	Settings			
ITEM DONATIONS     Items received     DONATED ON     DONATED ON     DONATED ON     Items received     DONATED ON     DONATED ON     Items received     DONATED ON     DONATED ON     Items received     Items received     DONATED ON     Items received     Industry 8, 2025, 10:51am     Subsil House     Sam From Better/World     Stoo     Items received     Instructure     Instructure     Instructure     Instructure     Items received     Instructure     Items received     Instructure     Instructure     Instructure     Instructure     Instructure     Instructure     Items received     In							Ê	Display
Items received D0NATED ON ITEM D0NOR ESTIMATED VALUE IMPORTED? ACTIONS     Your donation form     Your donation form     January 8, 2025, 10:51am     S200 Gift Card to   sushi House   January 8, 2025, 10:51am   S200 Gift Card to   sushi House   January 8, 2025, 10:51am   Swin Lessons   Sam From BetterWorld   Stop Ulter   Stop Ulter   Stop Ulter   Stop Ulter     Stop Ulter </th <th>ITEM DONATIONS</th> <th>All item donations receiv</th> <th>red</th> <th></th> <th></th> <th></th> <th></th> <th></th>	ITEM DONATIONS	All item donations receiv	red					
Your donation form       January 8, 2025, 10:53m       Dog Walking Services       Sam From BetterWorld       \$150.00       No       Dog Walking Services         January 8, 2025, 10:51m       \$200 Gift Card to Sushi House       Sam From BetterWorld       \$200.00       No       Import to auction         January 8, 2025, 10:51m       Swim Lessons       Sam From BetterWorld       \$500.00       No       Import to auction         Show 10 • donation       Strift Card to Sushi House       Strift Card to Sushi House       Strift Card to Sushi House       Ston From BetterWorld       \$500.00       No       Import to auction	Items received	DONATED ON	ITEM 0	DONOR	ESTIMATED VALUE	IMPORTED?	¢ A	CTIONS
January 8, 2025, 10:51am       S200 Gift Card to Sushi House       Sam From BetterWorld       S200.00       No       Import to auction         January 8, 2025, 10:51am       Swin Lessons       Sam From BetterWorld       \$500.00       No       Import to auction         Show       10 • donations       Create giveaway	Your donation form	January 8, 2025, 10:53am	Dog Walking Services	Sam From BetterWorld	\$150.00	No		••••
January 8, 2025, 10:51am       Swim Lessons       Sam From BetterWorld       \$500.00       No       ▲ Import to auction         Show       10 • donations       • Create giveaway       • Archive		January 8, 2025, 10:51am	\$200 Gift Card to Sushi House	Sam From BetterWorld	\$200.00	No	View details	ces
Show     10 •     donations     •     Create giveaway     Next >       •     Archive     •     Archive     •		January 8, 2025, 10:51am	Swim Lessons	Sam From BetterWorld	\$500.00	No	📥 Import to auctio	on
		Show 10 - donation	s				Create giveawa     Archive	<sup>IV</sup> Next >

g. Once added to the Auction you can easily edit the item as needed on the Items page of your Auction. Just click on the item to edit details or choose which section the item should be displayed in.



2. Add Instant Items. Enhance your auction with Instant Items—exclusive trips and unique experiences that engage and excite bidders. These items are offered at wholesale prices, allowing you to keep 100% of the funds raised above the reserve price. Best of all, They're completely risk-free — if an item doesn't receive bids, it's simply returned at no cost to you. Auctions featuring Instant Items typically raise 54% more.

We recommend adding 12–16 Instant Items to increase excitement, drive competitive bidding, and attract a broader audience. Instant Items are an effortless way to diversify your auction and maximize its success!

#### Here's How to Add Instant Items to Your Auction

a. Go to your dashboard, click Auctions, and select Manage for the auction you want to update.



- b. Click on the **Items** section.
- c. Click the Browse Instant Items button to view available options.



d. Browse through the available items. When you find one you like, either click **Add to Auction** directly or click on the item to learn more, then click **Add to Auction**.



e. After adding an item, click the **Go to Item** button to review it or view it along with your other auction items on the Items page.



#### NOTE:

BetterWorld handles all fulfillment of Instant Items. After a donor has paid, we receive an automatic notification and will contact them to coordinate receiving their item. More information will be shared later how to charge your donors for Instant Items.

3. **Upload Your Own Items.** It's quick and simple — just 3 to 5 minutes per item! Head to the Items page within the auction and click the **New Item** button in the upper right corner.

•	BACK-TO-SCHOOL ONLINE AUCTION	YOUR ITEMS ACTIVITY GET ITEMS ~ TOOLS ~		
	<ul> <li>View</li> </ul>	n =		NEW SECTION
© 0	Overview Items Bids Outreach Payments	Resources for getting items	Rem Donation Form > Share this form with your supporters to source auction items from your community. They fill out item details and upload images, all of which you can each state.	Instant Items > Browse our collection of amazing trips and experiences and add them to your auction instanty. These items are finel to use and zero-risk! You get to keep anything over the starting bid emount.
æ	Fulfilment Settings Disolary		Tour item donation form (2)	Browse instancitems
Ē	+ New item	Uncategorized		*
	+ New auction	Dog Walking Services	Surfing In Costa Rica with Private Vilia	

#### Then fill out the information on the screen.

Create a new item	
TITLE	DISPLAY SECTION
Massage & Facial at Serenity Day Spa	Health and Wellness -
SHORT DESCRIPTION (AROUND 10 WORDS)	ESTIMATED VALUE
Indulge in well-deserved pampering and embrace true serenity.	\$ 300 .00 \$ 75 .00
LONG DESCRIPTION	LOCATION
Indulge in the ultimate day of relaxation and rejuvenation with the Serenity Bliss Package at Serenity Day Spa. This luxurious experience begins with a soothing deep-tissue massage designed to melt away tension and	Milford
leave you feeling renewed. Follow this with a hydrating facial, expertly tailored to nourish and rejuvenate your skin, leaving it radiant and glowing. To complete your spa journey, enjoy complimentary access to our state-	
of-the-art sauna and steam rooms, where you can unwind and detoxify in pure tranquility.	
Save & continue to images	

- a. Add a descriptive title to capture bidders' attention and encourage them to learn more about the item.
- b. Add a **Short Description** a one-sentence pitch on why this item is a must-have!
- c. Add a Long Description this is where you can give more information on the item.
- d. Choose the display section you want the item to be displayed in.
- e. Add an Estimated Value. If you leave the estimated value blank, it will be listed as "priceless."
- f. The **Starting Bid** defaults to 25% of the estimated value to encourage more bids, but you can adjust it higher or lower as you prefer!
- g. Add a **Location** if applicable. If this is an experience, let donors know if travel is required.
- h. After adding your information, click **Save & Continue** to Images, then click **Add Images**. This will take you to the Items page, where you can edit details and add images by clicking the **Add Image** button again on the next screen.

MASSAGE & FACIAL AT SERENITY DAY SPA	
Back to items	
r.e	Add image
Massage & Facial at Serenity Day Spa	
IORT DESCRIPTION (AROUND 10 WORDS)	
Indulge in well-deserved pampering and embrace true serenity.	
NG DESCRIPTION	
Indulge in the ultimate day of relaxation and rejuvenation with the Serenity Bliss Package at Serenity Day Spa. This luxurious experience begins with a soothing deep- tissue massage designed to melt away tension and leave you feeling renewed. Follow this with a hydrating facial, expertly tailored to nourish and rejuvenate your skin, eaving it radiant and glowing. To complete your spa journey, enjoy complimentary access to our state-of-the-art sauna and steam rooms, where you can unwind and detxify in pure tranquility.	
SPLAY SECTION	
+ealth and Wellness •	

Choose an image from your computer using the Browse button or select one from BetterWorld's library. For specific items, use your own images, but for generic items, the library is a great option. Filling all four image slots boosts engagement by showcasing multiple views and encouraging more bids.

# TIP: Horizontal images between 400 KB and 2 MB, with dimensions of 1240 x 824 pixels, work best. Don't worry if your image is a different size; the site will automatically resize it to fit! TIP: Add your EIN (Tax ID) to your BetterWorld dashboard to automatically include it on receipts.



the upper-right corner.

2. Select Team Settings.

		l Log out			
		Account details	ORGANIZATION NAME		
		Be careful when updating your web address – it will change the location of all your pages on BetterWorld.	Milford Animal Sanctuary		
		If there are any existing links to your BetterWorld pages on other websites or in email messages, they will break when you channe your web address	WEB ADDRESS		
		Web addresses may contain letters, numbers, and hyphens.	cause	and an even your your your your your your your your	
-			Other		
5.	Scroll to the lax Settings		COUNTRY		
	section, enter your EIN in the		United States		
	text box, and click <b>Save</b> .				
		Tax settings Optional Any individual or group (not just nonprofitsi) can use BetterWorld. However, if your organization does have nonprofit status, please input your Tax ID here and we'll include it on receipts.	en 123657810 Gree		

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Edit profile

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Payments & payouts

Your membership plan Email settings <u> My account</u> Switch teams

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Your EIN will now appear on all automatically generated receipts!

4. Add Impact Giving Items: Adding an Impact Giving campaign lets you feature additional items or services alongside your auction items, such as "Buy It Now" items or unique add-ons. Use an Impact Giving Campaign to collect fixed-price donations (like "\$50 sponsors a child's field trip") or provide an option for supporters who can't attend or prefer not to bid.

Go to your auction's **Settings**, click **Impact Items** at the top of the page, and select a previously created **Impact Giving Campaign** to import. For more details, refer to our **Impact Giving Guide**.

•	BACK-TO-SCHOOL ONLINE AUCTION	GENERAL SETTINGS BANNER	ADVANCED	
₽	View	Link an Impact Campaign	CHOOSE A CAMPAIGN - OR CREATE A NEW IMPACT CAMPAIGN	
3	Overview	Adding an Impact Campaign to your auction is a way to collect donations from your supporters	DISPLAY IMPACT CAMPAIGN BEFORE THE SELECTED SECTION	
4	Bids Outreach	directly on your auction page. Impact Items look similar to your auction Items – they each have a title and a picture – so they make a really nice addition to your auction.	After all sections (at the bottom)	-
	Payments Fulfillment		Sue	
æ	Settings	Organizations often use Impact Items for:		
Ē	Display	<ul> <li>Fund-a-need appeals</li> <li>Paddle raises</li> <li>"Buy-it-now" style items</li> </ul>		
	+ New item + New auction			

# Step 3: Adding Sponsorships

If local businesses don't have items to donate, offer sponsorship opportunities instead! Sponsorships provide a valuable way to increase your auction's revenue while giving businesses visibility and recognition. Sponsors benefit by showcasing their brand to your audience, boosting their reputation, and supporting a great cause while creating an exciting new revenue stream and add credibility to your event.

### How to Add Sponsors

- 1. Go to your dashboard.
- 2. Click Auctions.
- 3. Select Manage for the auction you want to edit.

Dashboard	LEADING BIDS	NUMBER OF BIDS
😞 Auctions	\$7,870	38
③ Donation campaigns		
🗇 Giveaways	Ongoing auctions	+ New auction
iii Ticketed events	Back-to-School Online Auction	
🕘 Donor management	BIDDING STYLE: Online Leading Bids: \$0 Bids: 0	
m Item donations	ENDS ON: April 21, 2025 at 12:00pm	

- 4. Click Display.
- 5. Click Create Sponsor Section.

6	BACK-TO-SCHOOL ONLINE AUCTION	SPONSOR SECTION
₽	View	Sponsor section
3	Overview	Each auction can display the sponsors who gave their support. Create a sponsor section here. Create sponsor section
$\Diamond$	Bids	
	Outreach Payments	
æ	Fulfillment Settings	
Ē	Display	

- 6. Enter a title for the sponsorship section and click Save.
- 7. Click Create an Auction Sponsor.

Our Amazing Sponsors	
Show sponsor names	
Save	
You have not created any sponsors for this auction yet	
Create an auction sponsor	
	Our Amazing Sponsors         Image: Stave         Stave         You have not created any sponsors for this auction yet.         Create an auction sponsor

- 6. Input the sponsor's details, including their name, sponsorship type, and logo.
- 7. Click **Save** to complete the process.

Add a sponsor	
NAME *	
Good Eats Eatery	
WEBSITE	CONTACT EMAIL
www.goodeats.com	John@goodeats.com
CONTACT FIRST NAME	CONTACT LAST NAME
John	Smith
SPONSORSHIP TYPE	
Gold	
Save & continue to image	

Once saved, sponsors will appear at the bottom of the Donor View, complete with their name, logo, and a link to their website. Highlighting sponsors is a great way to build community partnerships while boosting funds for your cause. Reach out to local businesses and leaders to get started!

# Step 4: Setting Up and Customizing Your Auction

In this section, we will go over the steps to fully set up your auction and customize it to your organization's specific needs. Most steps are optional, as BetterWorld's auction tool is designed to work out of the box, but the last two steps are required to complete before starting your auction.

From your dashboard, click **Auctions**, and then select **Manage** on the auction you want to customize. From this page, you will be able to access any of the steps described below.

Optional: Enable Popcorn Bidding. Popcorn bidding is a fantastic feature that extends the bidding on popular items, allowing bidding wars to play out. If someone places a bid within the last 10 minutes, the timer automatically extends for that item, giving everyone a fair chance to win. This keeps high-demand items open for more bids, fostering competition and helping you raise even more funds!

Head to Settings and scroll to the **Popcorn Bidding** section. By default, popcorn bidding is disabled, but you can enable it by selecting **Yes** from the dropdown menu.

BACK-TO-SCHOOL ONLINE AUCTION	GENERAL SETTINGS BANNER	IMPACT ITEMS ADVANCED
View		
Overview		
Items	Popcorn bidding	ENABLE POPCORN BIDDING?
Bids	Automatically extend the bidding	No 👻
Outreach	time on an item by another 10	
Payments	within the final 10 minutes of	Save
Fulfillment	bidding. Enabling this option gives more time for outbidding, helping	Jave
Settings	you raise more for each item!	
Display		

2. Optional: Add a Video. Go to the Settings page and scroll to the Featured Video section. Videos are a great way to share your story, highlight your mission, or showcase the impact of the funds raised. It's a simple yet powerful way to connect with your donors.

BACK-TO-SCHOOL DNLINE AUCTION	GENERAL SETTINGS BAANER IMPACTITEMS ADVANCED
verview ems ids uutreach ayyments utringen ettings	Campaign video Paste a YouTube or Vimeo link here and the video will appear on your auction homepage.

## To add a video to your Auction campaign:

- a. 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.
- b. Go to your BetterWorld Dashboard.
- c. Click Auctions > Manage > Settings.
- d. Scroll down to the Campaign Video section.
- e. Paste the video link into the box and click **Save**.

3. Optional: Remove Text Overlay. By default, BetterWorld adds a text overlay of your auction name on top of your banner image. This works well if you've chosen an image without any text. However, if you've created a custom banner that already includes the Auction name or if the overlay blocks key elements of your image, you may want to remove it.

To do so, go to the **Settings** page, click **Banner** at the top, and scroll down to the **Text Overlay** section. Select **No** from the dropdown menu.

6	BACK-TO-SCHOOL ONLINE AUCTION	GENERAL SETTINGS BANNER IMPACT ITEMS ADVANCED
<ul> <li>⊘</li> <li></li> <li>&lt;</li></ul>	<ul> <li>Items</li> <li>Bids</li> <li>Outreach</li> <li>Payments</li> <li>Fulfillment</li> <li>Settings</li> <li>Displey</li> </ul>	<text><text><text><text></text></text></text></text>
	+ New ltem	Text overlay DISPLAY AUCTION TITLE ON BANNER IMAGE NO

4. Optional: Tweak Bid Increments. Bid increments require new bids on an item to be at least a certain amount higher than the previous bid. Our default bid increments are designed to keep the auction competitive and exciting while preventing bidding fatigue, maintaining momentum, and maximizing your fundraising potential. However, these increments are fully customizable, allowing you to adjust them to suit your specific needs and rules.

To customize the bid increments, head to **Settings** and click **Advanced** at the top of the page. From here, scroll down to **Bid Increment Breakpoints**. You can add new breakpoints or adjust the existing ones. Use the dropdown menus to specify conditions such as "less than" or "greater than" then click into the amount boxes to modify the rules. Finally, set the bid increment amount on the right side of the page. To remove a bid increment, simply click the **X** next to it.

3	BACK-TO-SCHOOL ONLINE AUCTION	GENERAL SETTINGS BANNER	IMPACT	ITEMS ADVANCED							
>	· view										
	Overview	Bid increment breakpoints	Bids	less than	٠	\$200			+	\$10	×
	Items	Bid increments force new bids	Bids	between		\$200	and \$5	00	÷	\$25	×
	Bids Outreach	on an item to be at least a certain amount higher than the previous bid.	Bids	greater than	•	\$500			*	\$50	×
	Payments	For example, if the increment is \$10 and loe bids \$50 the next	+ A4	ld a breakpoint Save							
	Fulfillment	person must bid at least \$60.									
	Settings	Bid increments apply based off									
	Display	the item's current bid amount, not the overall value of the item.									
	+ New item										
	+ New auction										

#### TIP:

For lower-priced items, use smaller increments to encourage more participation, while higher-value items benefit from larger increments to avoid slow progress. For example, set \$5 increments for items under \$100 and \$50 increments for those over \$1,000. 5. **Optional: Add a Custom Message**. Use this text box to craft a personalized message for your bidders, which will appear on their bidding confirmation email. A thoughtful thank-you note shows appreciation, keeps donors engaged, and encourages future contributions. You can also include reminders to visit your website or follow you on social media.

Go to **Settings**, click **Advanced** at the top of the page, and scroll to the **Custom Receipt Message** section to update the text.

Ē	BACK-TO-SCHOOL ONLINE AUCTION	GENERAL SETTINGS BANNER	IMPACT ITEMS
	View		
&		Custom Receipt	MESSAGE (OPTIONAL)
(5)	Overview	Message	
0	Items	Write a custom message to	
$\bigcirc$	Bids	display on bid confirmation	Save Send yourself a test
	Outreach	on all bid receipts for this	
	Payments	auction, regardless of the item.	
	Fulfillment		
æ	Settings		
Ē	Display		

6. Optional: Highlight Item Donors. You can add donor information to each item to be displayed. Highlighting item donors not only shows appreciation for their contributions but also encourages others to support your cause in the future.

Go to the **Items** page and click on the item. Then click on **Donor** at the top of the page.

•	BACK-TO-SCHOOL ONLINE AUCTION	SETTINGS DONOR NOTES	FULFILLMENT ADVANCED ACTIVITY	٠
_	View	DOG WALKING SERVICES		
&		Donor information	For display	
(5)	Overview		The donor name will be displayed on the item page w	ith an optional website link.
	Items		NAME	WEBSITE
$\Diamond$	Bids		Sam From BetterWorld	
	Outreach		Sammon Better World	
	Payments			
	Fulfillment		For fulfillment	
æ	Settings		l'of fulliment	
	Display		This information is for your team's internal use. It wor	't be shared with the public.
<b>F</b>			NAME	EMAIL
	+ New item		Sam From BetterWorld	sam@betterworld.org
	+ New Item			
	+ New auction		Save	

7. Optional: Edit Default Item Fulfillment Text. Go to Fulfillment and click Fulfillment and Shipping Settings at the top of the page. The first section on the page is "Who's in charge of fulfillment?" — here, you can designate the team member responsible for Auction item fulfillment. When the Auction ends, winners will be directed to a Fulfillment Center, where they can communicate with your team by sending messages to arrange for their items. Use the drop-down menu to select the team member who will receive these messages via email.

BACK-TO-SCHOOL ONLINE AUCTION	CONNECT WITH WINNERS ISS	SSUE REPORTS FULFILLMENT & SHIPPING SETTINGS	
View	Who's in charge of	f FULFILLMENT POINT PERSON	
	fulfillment?	Sam From BetterWorld 👻	
Overview	When the auction ends, winners	rs	
Items	will be sent to a Fulfillment Center where they can	Save	
Bids	communicate with you directly		
Outreach	to get their items.	in	
Payments	the Fulfillment Center, the		
Fulfillment	person you choose here will receive email notifications. [In		
Settings	addition, all users with	_	
Display	will receive dashboard	S	
	notifications of new messages)	]	
+ New item			
+ New auction			

Optional: Edit Default Item Fulfillment Text. This section allows you to explain to bidders how they can expect to receive their items. The description will appear on all item pages in the auction.

To edit, click **Fulfillment** and click **Fulfillment and Shipping Settings** at the top of the page. Scroll to **Default Item Fulfillment Text**. To customize the default text, click into the box, add your message, and click **Save**.

BACK-TO-SCHOOL ONLINE AUCTION	CONNECT WITH WINNERS ISS	SUE REPORTS FULFILLMENT & SHIPPING SETTINGS
View		
	Default item	FULFILLMENT INFORMATION
	fulfillment text	A member of our team will be in touch to coordinate det
Overview	This is a place to evoluin to	shipping costs will apply.
Items	bidders how they can expect to	
Bids	receive items. This description	
Outreach	the auction.	Save
Payments	The text you set here can be	
Fulfillment	overridden on an item-by-item	
Settings	of the item editing page.	
Display		

#### FOR EXAMPLE:

"All items must be picked up on Thursday, the 24th, from 2:00–5:00 p.m. at [X Location]. For shipping requests, please contact us."

The text you set here can be customized for individual items, as well. To do this, go to the Items page, click on the item you want to edit, and then select Fulfillment at the top of the page. You'll find a text box where you can enter custom fulfillment instructions specific to that item. 9. Optional: Add Shipping Costs. Physical items that require shipping may have a shipping cost associated with fulfillment.

To add shipping costs, go to **Fulfillment** and click **Fulfillment & Shipping Settings** at the top of the page. Scroll to **Fulfillment Methods and Shipping Rates**. In the item table, you can toggle on shipping and enter a shipping price in the text box on the right. Be sure to add a shipping cost before the auction ends. We recommend using an estimated or flat shipping rate to balance costs across all items.

ß	BACK-TO-SCHOOL ONLINE AUCTION	CONNECT WITH WINNERS ISSUE REPORTS FULFILLMENT & SHIPPING SETTINGS	
₽	View	Fulfillment methods & shipping rates	
(3	Overview	When the auction ends, winners will get to choose how they'd like to receive their items. If you enable shipping, winners who want their item shipped will pay the shipping fees you set here after the auction ends. If neither pickup nor shipping make sense for an item, or if you'd rather j discuss details with the winner in the Fulfiliment Center, you can leave all options turned off.	ust
$\Diamond$	Bids	For Instant Items, fulfillment options are handled by the provider of the item.	
	Payments	Items Q Z 💷	
⇔	Fulfillment Settings	ITEM    ALLOW PICKUP?  ALLOW SHIPPING?  SHIPPING RATE	
Ē	Display	Dog Walking Services	
	+ New item	Surfing in Costa Rica with Private Villa - TIP:	
		Massage & Facial at Serenity Day Spa	ortant.
		Show 10 - Items Once the auction closes, winners will autoreceive a link to the Fulfillment Center via	omatical a email.
		There, they can choose their fulfillment m they select shipping, they will pay for it se at that time using the card on file, ensurin	nethod. I eparately ng a quic
		and easy checkout process.	ig d

10. **Required: Set the Bidding End Date and Time**. When setting up your auction, the site will automatically set the end date to two weeks from the start date. You can customize this by going to **Settings** and scrolling to dates. Click the **Bidding Ends** box and either selecting a new date or entering a different time.

e i	BACK-TO-SCHOOL ONLINE AUCTION	GENERAL SETTINGS BANNER	IMPACT ITEMS ADVANCED	
&		Dates	BIDDING BEGINS (CST)	BIDDING ENDS (CST)
3	Overview	Longer auctions give more time	April 7, 2025 12:00pm	April 21, 2025 12:00pm
0	Bids Outreach	for bidding, outbidding, and getting the word out! Keeping your auction open for at least seven days may help you raise	Save	
	Payments Fulfillment	more		
5	Display			

The selected date and time will mark the automatic closure of bidding — no bids can be placed after this time unless you choose to extend it. Extensions can be made at any point before you officially close the auction by clicking the designated button (more on that later).

11. 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, change the visibility from Private to Public by going to the Settings page and updating this in the Visibility section. This will allow bidders to view the amazing auction you've created! 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.

	BACK-TO-SCHOOL ONLINE AUCTION	GENERAL SETTINGS BANNER IM	PACT ITEMS ADVANCED			
₿		Visibility	Private	Public		Restricted
3	Overview	Share your campaign           f         X         Copy link           •••••••         ••••••	Only you and your team can access this campaign.	Anybody can access th campaign and it will be published on your prof	ile page.	Anybody with the link can access and participate in this campaign.
$\Diamond$	Bids					
	Outreach					
	Payments					
æ	Fulfillment Settings	Auction details	TITLE	•		
Ħ	Display		Back-to-School Online Auction	VISID	ility	
				Sharov	ourcam	naign
				Share y	our cam	paign
				f	x 🖂	Copy link

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.

## Step 5: Promoting Your Auction

Make your auction a success by sharing it widely! Use your campaign link to start promoting 1–2 weeks before bidding begins. This will build anticipation, and sharing updates regularly once bidding is live, as well as increasing reminders as the end date approaches, will maintain momentum. Here are some ways to promote your auction — the more you do, the more likely you are to receive donations.

- 1. Email your campaign to supporters! If you have an email list, send out a mass email to share your auction. 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 auction so people can easily learn more and access it.
- 3. Post a link to the auction 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 auction 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 auction 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.

#### TIP:

On the **Settings** page in the **Visibility** section, you can copy your campaign link or use the share buttons for Facebook, X, or email to promote your campaign. You can also use the **Outreach** page for pre-written templates to share your auction.

# Step 6: Streamlined Bidding

#### No Pre-Registration is Required

Bidders can view and participate in your auction without pre-registration. When they place their first bid, they'll create an account by entering their name, email, and password — right on the bidding screen. It's quick and hassle-free.

Personal information			
Have an act	count? Log in		Milford Animal Sanctuary
FIRST NAME	LAST NAME		
EMAIL	CREATE A PASSWORD	? ®	
PHONE NUMBER			Dog Walking Services
			Bid on Dog Walking Services \$38.00

#### **Secure and Streamlined Payments**

Bidders are prompted to add a payment card when placing their first bid. The card is securely saved for future bids, so they don't need to re-enter it. This ensures all bids are legitimate and simplifies the payment process. At the end of the auction, organizers can charge all cards with a single click, eliminating the need to chase payments.

edit Card	
NAME ON CARD	
CARD	MM/YY CVC
COUNTRY	
United States	•
ADDRESS LINE 1	ADDRESS LINE 2
CITY	STATE

#### **Pre-Registration Option for In-Person Events**

For organizations hosting in-person events alongside their auctions, you can encourage donors to use the preregistration feature. This allows guests to create accounts and add payment details in advance.

#### How to Share the Pre-Registration Form:

- 1. Go to your **Dashboard**.
- 2. Click the drop-down menu in the upper-right corner.
- 3. Select Edit Profile.



- 4. Click **Live Events** on the left menu.
- 5. Customize the welcome message and choose whether adding a card is required or optional.
- 6. Click the blue **Your Registration Form** link, then copy the URL from the browser. Share this link with attendees.

A	PROFILE	Registration form	WELCOME MESSAGE
	<ul> <li>View</li> </ul>	Optional	Thank you for pre-registering for our Auction! You can still bid on the Auction without pre-registering. Email our team
₽		Guests can pre-register for your	with any questions.
-	General settings	transaction online (like buying or	REQUIRE USERS TO SAVE A CREDIT CARD FOR USE AT THE EVENT?
(5)	Cover image	reserving a ticket, bidding, entering a giveaway, etc.), or by submitting your	Yes +
$\Diamond$	Donation button	pre-registration form.	
	Live events		Save

#### NOTE:

If guests have already purchased event tickets, donated, or entered a Giveaway through BetterWorld, they already have an account set up.

#### Use QR Codes to Guide Bidders

For in-person events, the auction QR code (found on the auction's Settings page) is a simple way to direct bidders to your auction page. Share it digitally or display it at the event to make accessing your auction effortless.



#### Leverage Table Cards for Individual Items

Table cards are a powerful tool for in-person auctions. Automatically generated for each auction item, they feature a QR code that links directly to the specific item's page. This allows bidders to quickly view details and place bids without navigating through the entire auction catalog.

#### How to Download Table Cards:

- 1. Go to your **Dashboard** and click **Auctions**.
- 2. Select Manage on your auction.

	Dashboard	LEADING BIDS
۵	Auctions	\$7,870
(5)	Donation campaigns	
$\Diamond$	Giveaways	Ongoing auctions
	Ticketed events	Back-to-School Online Auction
đ	Donor management	BIDDING STYLE: Online LEADING BIDS: \$0 BIDS: 0
Ŧ	Item donations	ENDS ON: April 21, 2025 at 12:00pm View Manage>

3. Click **Items** and then select **Tools** from the top menu.

•	BACK-TO-SCHOOL ONLINE AUCTION	YOUR ITEMS ACTIVITY GET ITEMS - TOOLS -	1
_	View	Table cards	
&			
\$	Overview	Pesources for getting	
~	Items	items	em C
9	Bids	Sł	hare

4. Customize the colors of the table cards by clicking the **primary color** and **secondary color** boxes. Once you select your colors, click **Save**.

Color customization	Color Preview Auction Item Name				
You can choose the color theme for your generated PDF in this section. Select your preferred theme to customize the appearance of the document according to your style.	TO PLACE A BID OR LEARN MORE   Scan the QR code, or visit the website below:				

5. Click **Select All** to print all of your item table cards, or choose only the section you want. Click **Export** to download the table cards to your computer.

Export table cards A PDF will be generated based on your selected items. This may take a few minutes if many items are chosen.	Select all  Uncategorized  Dog Walking Services Surfing in Costa Rica with Private Villa
	<ul> <li>Health and Wellness</li> <li>Massage &amp; Facial at Serenity Day Spa</li> <li>Export</li> </ul>

6. Print the table cards and display them prominently at your event.

#### **Outbid Notifications**

Bidders will automatically receive an email if they're outbid, including a link to increase their bid or set a max bid. If they've added a phone number and opted in to text messages, they'll also get text notifications perfect for keeping everyone engaged.

	betterworld		
Someone has outbid you on "Back" Yard Brewing Company"! Reclaim the lead here:	We're sorry, Sam, but another user has outbid you on Back Yard Brewing Company. Reclaim the Lead		
https://mas.betterworld.org/brewing	BACK YARD BREWING COMPANY RECLAIM THE LEAD +		

## Step 7: Closing the Auction and Managing Fulfillment

You did it! The auction is almost complete — now all that's left is to close the auction, charge the winners, and ensure they receive their items

#### **Closing the Auction**

Bidding will automatically stop at the time you've set. Once bidding ends, go to your dashboard, click **Auctions**, and then select **Manage** for the auction you need to close. On the **Overview** page, you'll see a notification indicating that bidding has ended and it's time to close the auction. Click **Close Auction Now** to finalize the process. This will trigger emails notifying winners of their items and prepare all cards for charging.

ei ø	BACK-TO-SCHOOL ONLINE AUCTION	Ready to close your auction? This auction has ended. Once you close it, you will no longer be able to extend it by changing the end date, and all winning bids will be finalized. Once you have closed this auction you will be able to charge the winning bidders.							
3	Overview	Close auction now							
	Items								
$\bigcirc$	Bids								
	Outreach	LEADING BIDS	?	STATUS		?			
	Payments								
	Fulfillment	\$113			Ended				
æ	Settings	<b>T</b>							
	Display								

#### **Charging Cards**

After closing the auction, you will be automatically redirected to the **Payment** page. To charge all winning bidders' cards, click the **Charge All Cards** button. This process typically takes a few seconds to a few minutes, depending on the number of transactions.



After a few minutes, refresh the page. If any charges fail, they will appear in the dashboard, and donors will automatically be emailed and given the option to reattempt the payment. Winners will automatically receive an email receipt, including all relevant tax information.

Your selected auction winners are currentl This may take several minutes, depending on how many winners you sel	y being charged. ected for processing. Please refresh the page later for a full	TIP: If a winning bidder prefers to pay by check or cash, you can choose not to charge their card
Sam From BetterWorld	Don't charge yet	Simply click the <b>Don't Charge Yet</b> button next to their name.
\$113 IN WINNING BIDS • 2 ITEMS WON		

#### Fulfillment

Next, navigate to the **Fulfillment Center** by clicking **Fulfillment** on the left side of the screen. Here, you'll find a list of all items won by each bidder, along with their contact information.

To message donors directly, click the **Open** button to send messages from the item's **Fulfillment** page. Use the drop-down menu in the **Status** column to track which items have been shipped or received by donors.

NLINE AUCTION	CONNECT WITH	i mininero i soue	NLPOR13	FOLFILLMENT &	JHEF ING JET HINGS				
▶ View	Connect	with winner	S						
	Congratulations	! Now that your aud	tion has e	nded, it's time to i	make sure each winner receives t	heir items.			
verview	The simplest wa	ay is to use our Fulfi	llment Cer	iter. Each item ha	s a dedicated Fulfillment Center p	age, where you can h	ave a conversation		
ems	with the winner	with the winner and keep track of whether that item has been shipped or received.							
ids									
utreach	All items Q 🕹 🖌 💷								
ayments									
ulfillment	ITEM +	WINNER	₿ID <sup>‡</sup>	SHIPPING + ADDRESS	¢ EMAIL ADDRESS	STATUS	FULFILLMENT CENTER		
ettings				122 Street					
isplay	Dog Walking Services	Sam From BetterWorld	\$38	Milford, Georgia 42424 US	sam@betterworld.org	Pending ~	Open >		
New auction	Massage &	Sam Sam		123 Street, Milford					

# Step 8: Withdrawing Funds

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!

You can withdraw funds six days after the cards are charged. This brief holding period is in place to protect against chargebacks, which we also handle for you if it ever comes up. Just head to **<u>Payments and Payouts</u>** and click **Withdraw Funds** to send funds to the bank account of your choice.

PAYMENTS	ALL PAYOUTS		
Payments received Payouts Your Stripe account Withdraw funds	Create a payout 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	Type Total raised Net processing fees 0% @ Available to withdraw	Standard \$100.00 \$0.00 \$100.00
	schedule.	Withdraw funds now We raised \$100.00 on BetterWorld and kept 100% of the dollars we raised!	
) 1 1	On your <b>Payments and Payo</b> means those funds have not multiple payouts or wait unti	<b>uts</b> page, you may see a line item titled <b>Pending</b> . This yet fulfilled the six-day holding period. You can withdraw il more funds are available to withdraw in bulk.	

That's it! You've done an amazing job with your Online Auction campaign! If you have any questions or need assistance, don't hesitate to reach out to us.

> Send us an email at <u>support@betterworld.org</u>. We're always here to help!