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Your Complete Guide to BetterWorld's Standard Donation Campaign

The Standard Donation Campaign is a pre-built, customizable tool that lets you start accepting donations immediately and is easily editable from your dashboard, maximizing donor access across your BetterWorld profile.

Simple donations

Here's a simple way to receive one-time, monthly and annual donations from your community.

Donation amount

| $5 | $10 | $25 | $50 | $100 | Other |

THIS IS A ONE-TIME ▾ DONATION

Demo will receive your gift when you submit this donation form.

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EMAIL

LAST NAME

Milford Sanctuary

Milford Sanctuary is a fundraising campaign to rescue and protect animals in need.

Donation to Milford Sanctuary	$26.06
Help cover fundraising costs ?	$1.99
Total	**$28.05**

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‹ BACK TO DEMO

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☑ COVER TRANSACTION COSTS ?

Flexible default donations

Professional branding

Monthly & recurring

Table of contents

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Introduction

The Standard Donation Campaign is your gateway to effortless fundraising with BetterWorld. As soon as you sign up, a pre-built campaign, titled "*Make a Donation*," is ready for use. This campaign allows you to begin accepting contributions immediately, saving you valuable time and effort. While this campaign cannot be deleted, with customizable options, you can tailor it to reflect your organization's mission and goals or adjust visibility if needed.

To make edits, navigate to your Dashboard, click **Donation Campaigns** on the left-hand side, then click **Manage** on the campaign and select **Settings**. Here, you can update the page visibility, edit campaign details, and upload a new photo. More detailed instructions on how to edit this information are provided later in this guide.

Whether you're leveraging it for post-auction emails or integrating it with your profile's donation button, this versatile campaign is an essential tool for streamlined fundraising.

Designed for simplicity, the **Donate** button makes it effortless for your supporters to contribute. It is prominently displayed at the top-right corner of your homepage and on every Auction, Ticket Event, and Giveaway page within BetterWorld. This ensures that donors can easily access the donation option from any part of your profile, maximizing the opportunities for contributions.

Ready to personalize or build on this foundation? Let's dive in!

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Step 1: Creating and Personalizing Your Campaign

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

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

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2. **Pick a Name.** Choose something straightforward and appealing, like "Support Our Community" or "Annual Giving Fund."
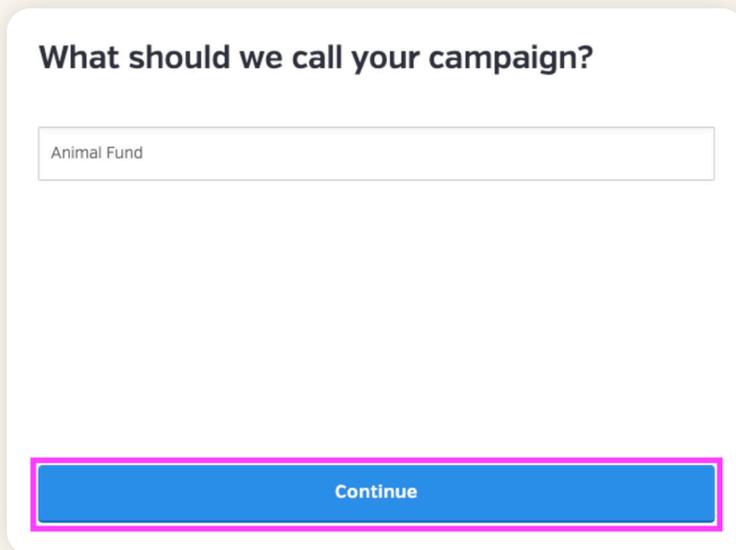
NOTE:

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. These campaigns don't need an end date, as they often run indefinitely. You can optionally add the end date on the **Settings** page after creating the campaign.
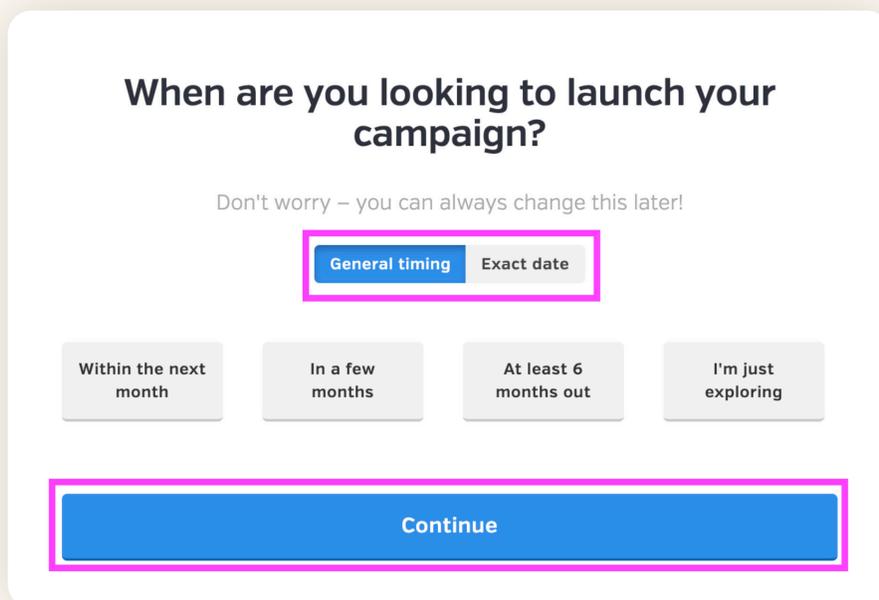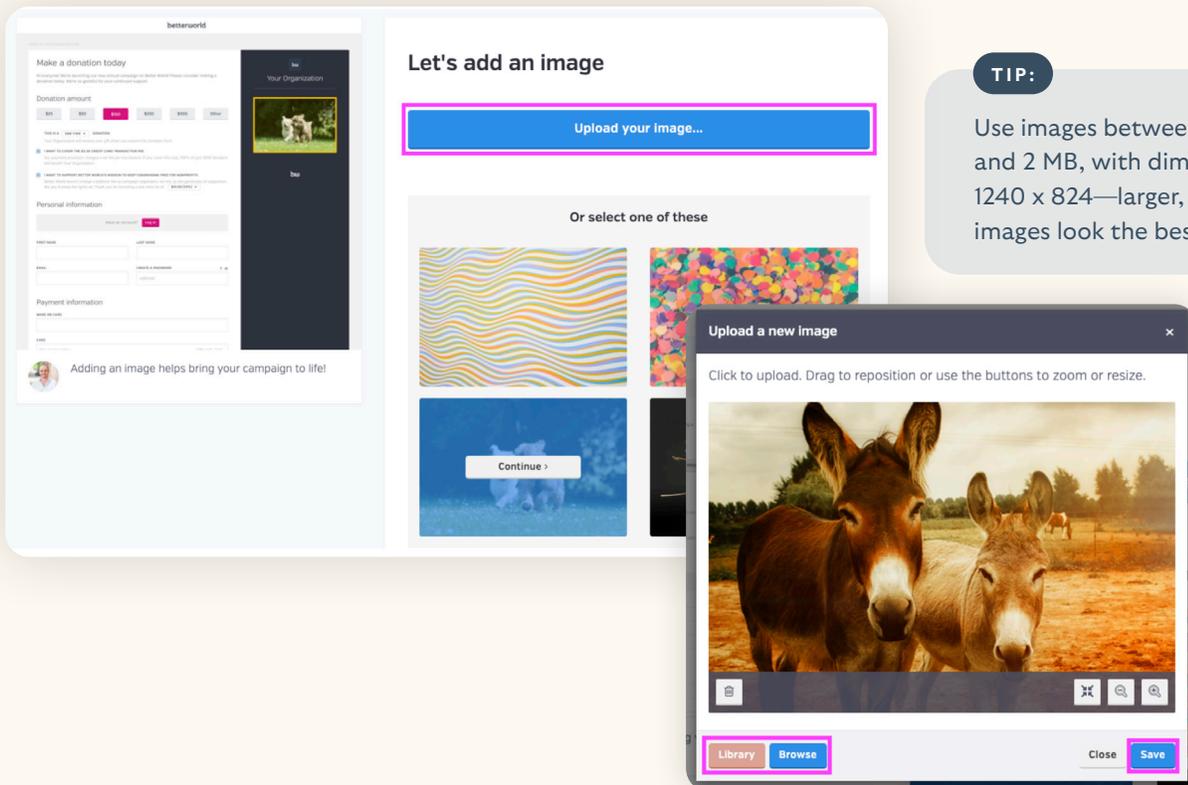
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4. **Set a Private Fundraising Goal.** This will help you track progress. Donors will not see it, but you and your team members will.

5. **Add An Image.** A great image can draw people in and make your campaign more memorable. Choose something like the organization's logo, a photo of what you're fundraising for, or an image that represents your cause. 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.

TIP:

Use images between 400 KB and 2 MB, with dimensions of 1240 x 824—larger, horizontal images look the best!

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6. **Write a Message to Your Donors.** Share your story. Why are you fundraising? How will their donations help? Whether it's a few sentences or a few paragraphs, make it personal and inspiring.

Want to add a few sentences to tell your story?

(Optional)

Your donation helps provide rescued animals with the love, care, and safe haven they deserve. Every contribution makes a difference in giving them a second chance at life!

Create campaign

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

Awesome – you're all set!

It's time to get the word out. Just share the link by email and social media, and people will be able to participate in real time on their phones, tablets, and laptops – no downloading required.

Facebook   X   Email

Campaign link

https://mas.bettterworld.org/campaigns/animal-fund   **Copy**

Preview   **Complete setup**

TIP:

Use the copy link button to grab the link to your campaign. You can always copy this link again by viewing your Donation campaign or visiting the Settings page in the dashboard.

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Step 2: Launching 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.

1. **Optional: Add Your Logo.** Go to the dropdown menu in the top-right corner and click the **Edit Profile** button. At the top of the page, you'll find the **Logo** section with a button to upload your own logo. Replace the default BetterWorld logo with your custom logo for a polished and professional appearance. Your logo will be displayed on the donation checkout page.
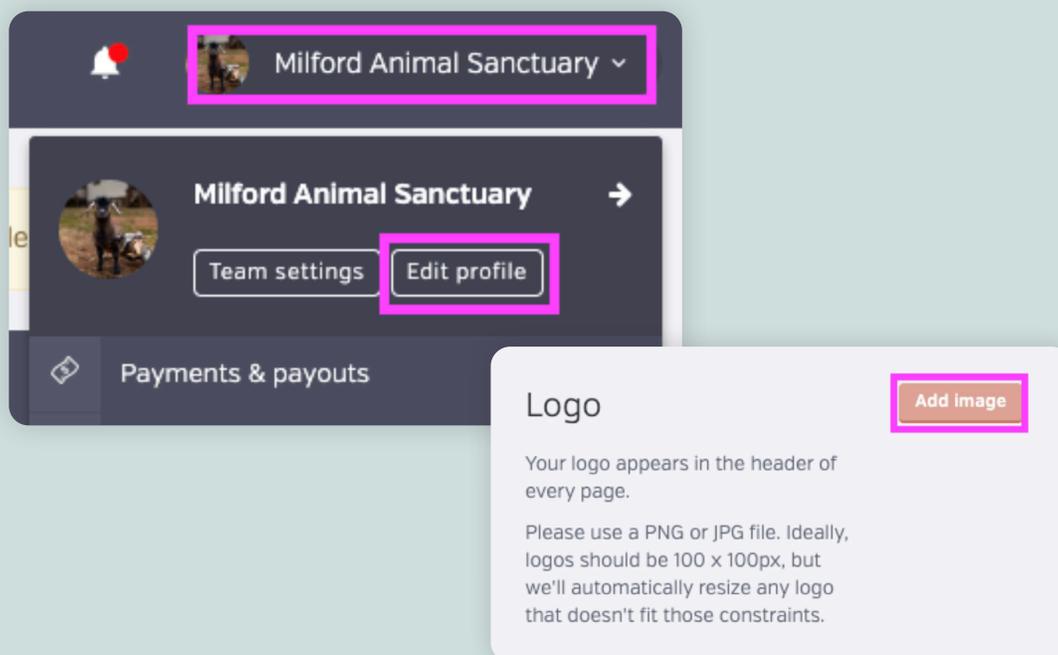
2. **Optional: Set An End Date.** Head to **Settings** and scroll to the **Dates** section. These campaigns don't require an end date, as they often run indefinitely; however, adding an end date can help create a sense of urgency.

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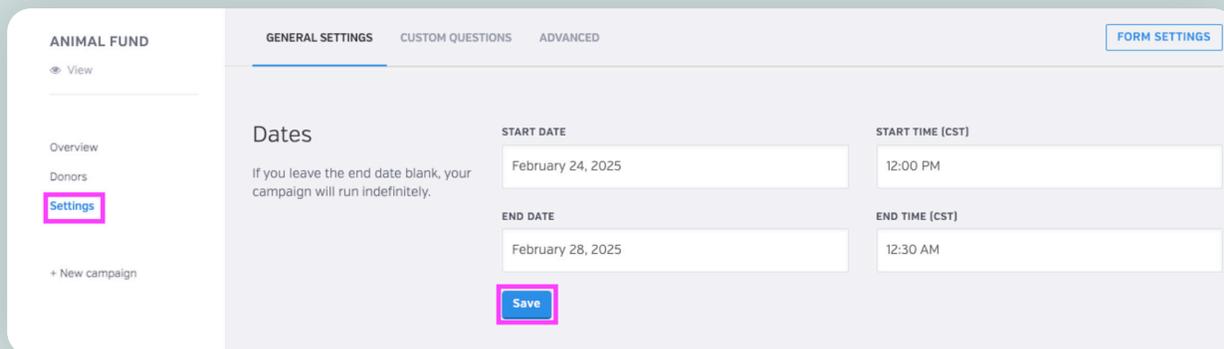
3. **Optional: Set Suggested Donation Amounts.** Go to **Settings** and scroll to the **Suggested Donation Amounts** section. Adjust the default amounts or use the preset amounts. Enable **Smart Suggestions** which offer personalized donation amounts based on the donor's location, making the giving experience more tailored and engaging. You can also add custom messages for each amount, displayed when clicked, to create a more engaging and inspiring donor experience.

4. **Optional: Edit the Default Donation Period.** Go to **Settings** and scroll to **Donation Periods**. Choose a default donation period—one-time, monthly, or annual—or disable recurring options to align with your donors' preferences and fundraising goals.

5. **Optional: Enable Dedications.** Go to **Settings** and scroll to **Dedication**. Enable donors to add personal messages, like "In memory of…" or "In honor of…". Enabling dedication adds a personal and emotional touch that can encourage more meaningful contributions.
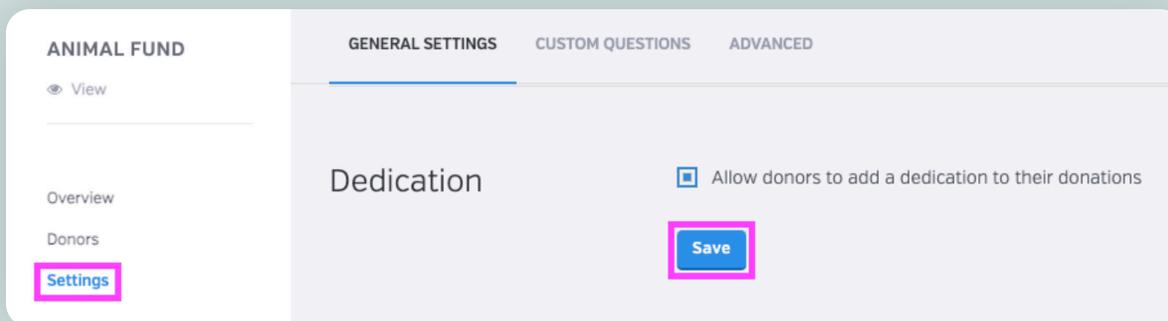
6. **Optional: Add A Video.** Go to the **Settings** page and scroll to the **Featured Video** section. Videos are a great way to share your story, highlight your mission, or showcase the impact of the funds raised. It's a simple yet powerful way to connect with your donors.

To add a video to your standard donation campaign:

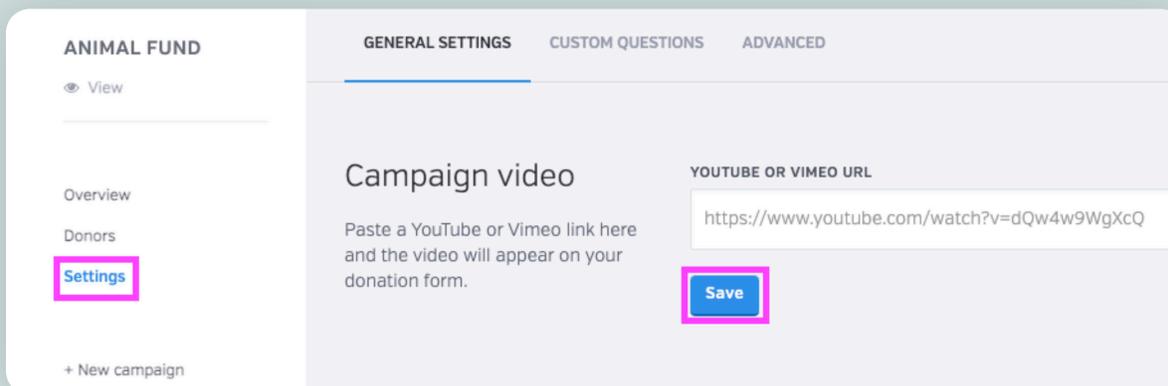a.   Navigate to the video you want to share on YouTube or Vimeo. Copy the link directly from the URL bar at the top of your browser.

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**.

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7. **Optional: Custom Receipt Messages.** Go to **Settings** and scroll to **Custom Receipt Message** to add a thank-you note. A personal touch shows appreciation, enhances the donor experience, and encourages future contributions.
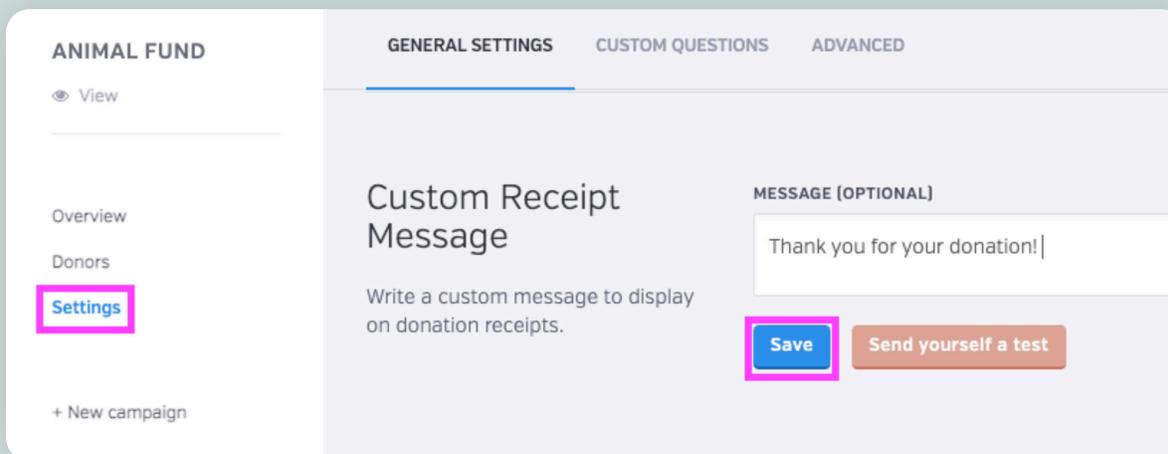

TIP: You can send yourself a test to see how the message will appear on the receipt.

8. **Optional: Include Custom Questions.** Go to **Settings**, click **Custom Questions** at the top of the page, and select **Create a Form** to gather additional donor information. Custom questions allow you to ask for more information from donors outside of the standard information we collect for you (name, email, address, and phone). Add questions like "How did you hear about us?" or "Would you like to volunteer?" and set them as required or optional.
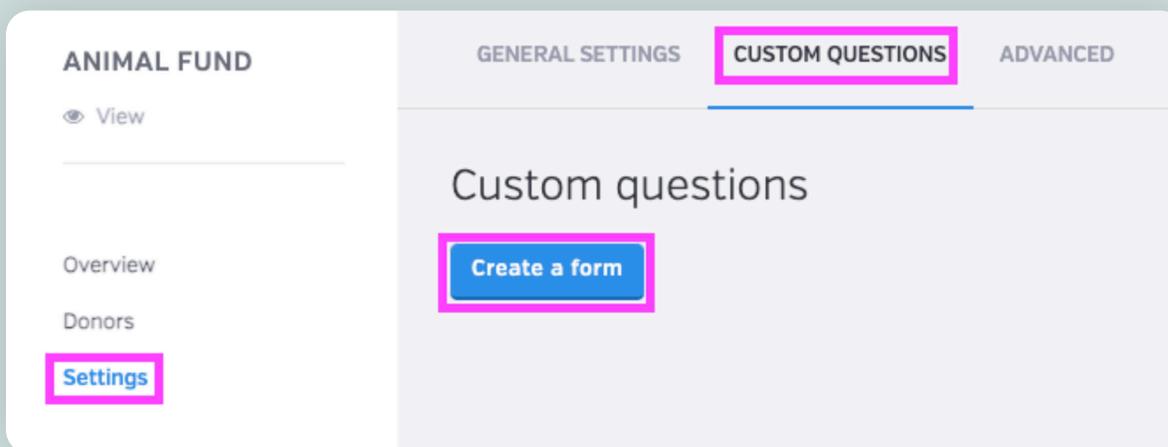
To view responses, go to the **Overview** page, click the column icon, and select your custom question. The answers will appear in a separate column on the table.

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TIP:

Use custom questions for voting or contest fundraisers, where donations count as votes for a favorite option. This fun, competitive approach boosts participation and contributions.

Now that everything is set up, let's check out your completed donation campaign! Click the **View** button to preview what your donors will experience. You'll find this button in your dashboard under your campaign name or by going to **Donation Campaigns** and selecting the **View** button instead of the **Manage** button.

▶ **There is just one final required step before you can start sharing your Crowdfunding campaign.**

9. **Required: Set visibility.** Let's make sure your donors can see all your hard work. By default, your campaign is set to **Private**. To start spreading the word, go to the **Item & Settings** page; the first section is **Visibility**. Change the visibility from **Private** to **Public**.

NOTE:

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

TIP:

In the Visibility section, you can also copy your campaign link or use the share buttons for Facebook, X, or email to easily promote your campaign.

Well done! Your setup is complete. Next, we'll walk through how to promote your campaign and begin collecting donations.

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Step 3: Promoting Your Campaign

It's time to make your donation campaign a success by sharing it with as many people as possible!

Here are some ways to promote your donation campaign — 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 campaign. Don't worry if you don't have a list yet – you can still use other strategies to gather contacts as your auction progresses.

2. If you have a website, add a link to your campaign so people can easily learn more and access it.

3. Post a link to the campaign on all your social media channels. You can just copy/paste the link to the campaign, and the image and description will show up automatically.

4. Encourage your board members and volunteers to share the campaign link on their social media. This will help expand your reach to their unique networks.

5. Submit a blurb to local TV and radio channels. These news organizations are always happy to get the word out for nonprofits.

6. If you're a member of any Facebook groups, post a link to your campaign there.

7. Post flyers in community hubs like coffee shops, libraries, churches, and community centers to spread the word. BetterWorld generates a unique QR code for your campaign that you can download and use to guide donors to your campaign.

    To find the QR code for your auction, go to the **Settings** page, scroll to the **QR Code** section, and click the **Save Image** button to download it to your computer. Your donors will simply open their camera app, point it at the code, and tap the link that appears on their screen.

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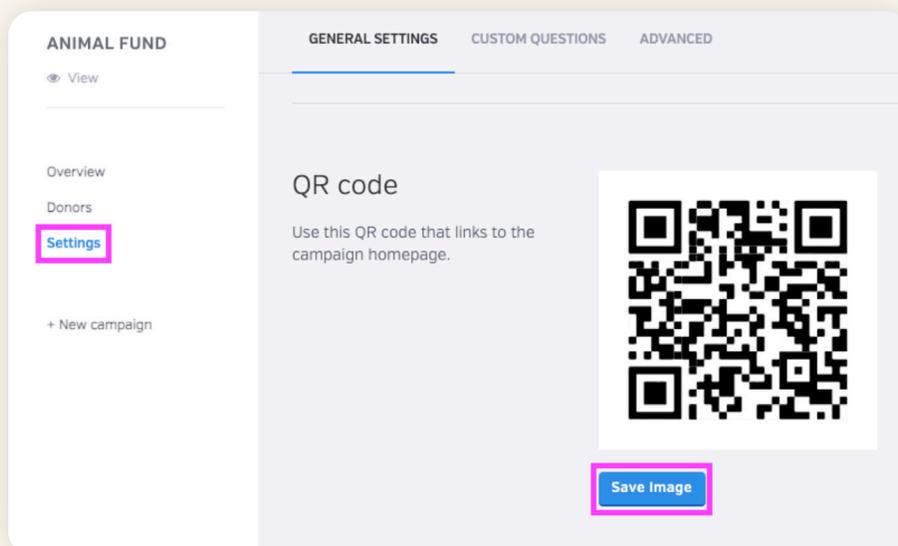
Step 4: Managing and Tracking Donations

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

1. **Online Donations.** When donors donate online through your Standard Donation campaign, they will first choose their donation amount. They can either select a suggested amount or input a custom value. Next, they choose from a one-time, monthly or annual giving frequency.

NOTE:

Donors will receive an automatic receipt via email with all the necessary tax information immediately after donating. This is one less thing for you to worry about!

2. **Track Offline Donations.** If someone wants to donate by giving your organization cash or a check, you can manually add it to your campaign total. This is great to keep track of all donations in one place and have receipts automatically generated and sent!

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

    b.   Add the donation amount.

    c.   Enter the donor's information:

        iv.   Either enter a new donor. Add their first and last name and, optionally, their email address. Adding their email address ensures they receive their automated email receipt.

        v.   Or choose an existing donor. Click the **Existing Donor** button. Here, you can search by donor name. If you search the donor's name and you see multiples of their name in the dropdown menu, choose the option with the checkmark next to it. This will ensure the name is associated with an email, and the donor will receive their email receipt.

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

    g.   Click **Save**.

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3.   **How to issue a refund.** Mistakes happen! If you've entered an incorrect amount for an offline donation or a donor is requesting a refund, you can handle it quickly.

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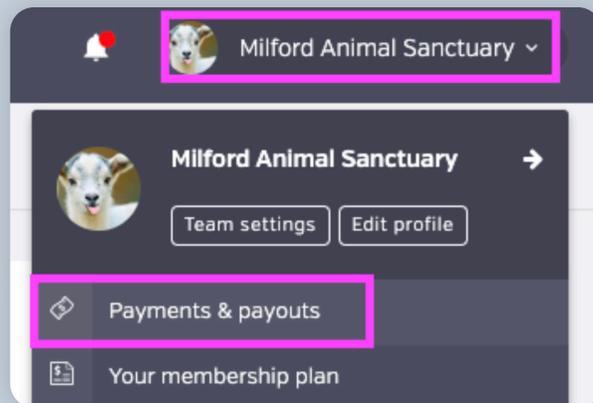
    b.   On this page you'll find a list of all online transactions. For offline transactions, switch to the **Offline** tab at the top of the page.

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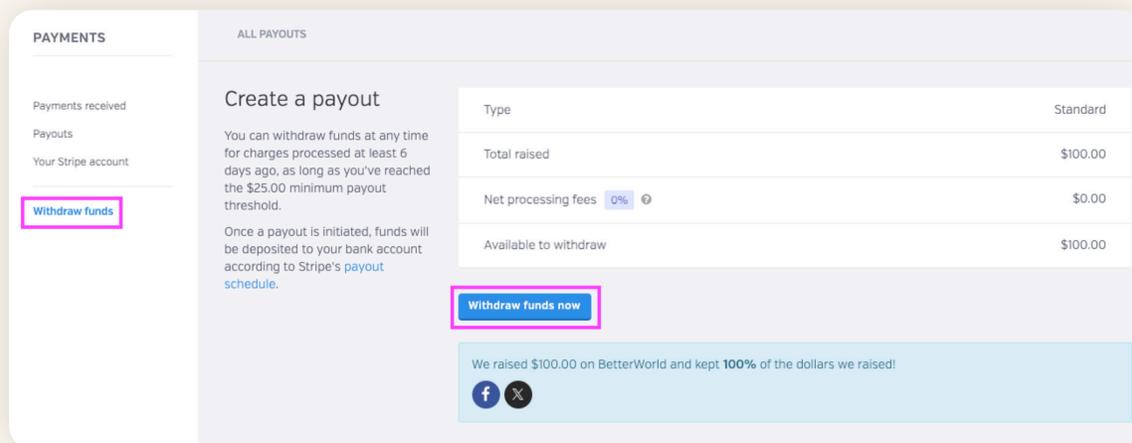

NOTE:

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

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Step 5: Ending Your Campaign and Withdrawing Funds

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

If your campaign has an end date, donors will no longer be able to contribute after that time. Upon donating, receipts with all necessary tax information are automatically emailed to donors.

To withdraw your funds, head to Payments and Payouts, and click **Withdraw Funds Now** to send funds to the bank account of your choice.

NOTE:

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.

On your Payments and Payouts page, you may see a line item titled "Pending." This means those funds have not yet fulfilled the six-day holding period. You can withdraw multiple payouts or wait until more funds are available to withdraw in bulk.

That's it! You've done an amazing job setting up your campaign and collecting donations! If you have any questions or need assistance, don't hesitate to reach out to us.

Send us an email at **support@betterworld.org**.
We're always here to help!

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