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Your Complete Guide to BetterWorld's Ticketed Events Campaign

Welcome to your step-by-step guide for creating and managing your Ticketed Events campaign with BetterWorld, offering tips and tools to make organizing your event simple and successful.

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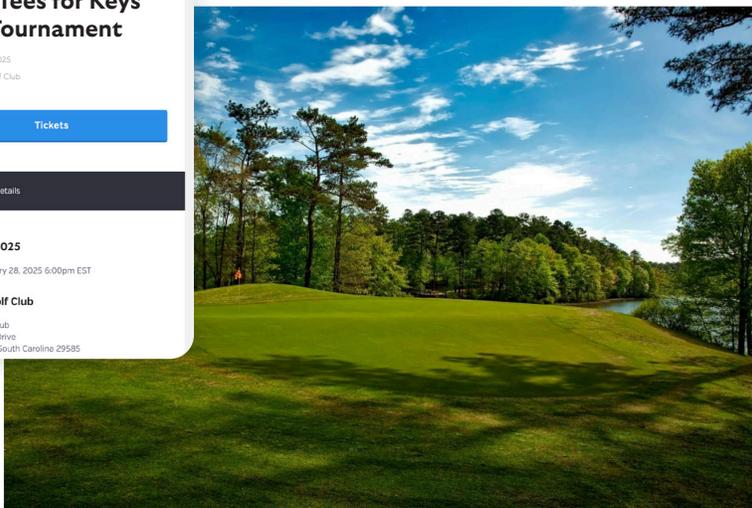betterworld

Introduction

Welcome to your step-by-step guide for creating, managing, and optimizing your Ticketed Events campaign with BetterWorld! Whether you're planning a gala, fundraiser, or community event, this guide will walk you through every detail—from setting up your campaign and selling tickets to managing attendees and withdrawing your funds.

We've included helpful tips, best practices, and optional features to tailor your campaign to your needs. With BetterWorld, organizing your event is simple, intuitive, and designed to help you succeed.

Let's get started!

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Step 1: Ticketed Event Creation

Creating your campaign is simple and intuitive—just follow these steps to set up a compelling Ticketed Event page that engages donors and drives ticket sales!

1. **Create Your Campaign.** Go to the <u>Dashboard</u>, click **Ticketed Events**, and click the **+ New Event** button. The system will guide you through the setup process.
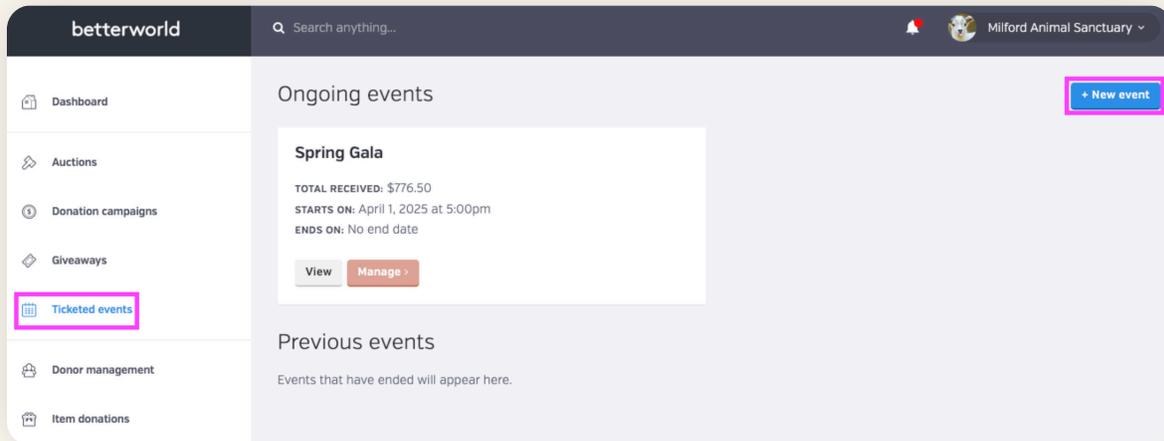
NOTE:

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 **Ticketed Events**, then click **Manage** on the Event you want to edit, and select **Settings** to update your information.

2. **Pick a Name.** Choose a name for your event that reflects its purpose. You can get creative or go with something straightforward, like 'Spring Gala' or 'Fall Fundraiser'."

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3. **Set a Start Date.** Pick the date your event will start. Not sure when to start? Just set an estimate for now and adjust it as needed in the dashboard.

When are you looking to launch your campaign?

Don't worry – you can always change this later!

General timing   Exact date

Within the next month   In a few months   At least 6 months out   I'm just exploring

Continue

NOTE:

This is for your event, not when tickets are available. You'll be able to set that later.

4. **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.

How much are you hoping to raise with this campaign?

Having run thousands of campaigns ourselves, we've got lots of helpful ideas to help you reach your goal!

$25k

$0 $500 $1k $2k $3k $4k $5k $10k $20k $30k $50k $75k $150k

Continue

5. **Add an Image.** Adding an image to your event enhances its appeal by conveying the theme and excitement, helping attendees connect and envision participating. Choose an image from your desktop or BetterWorld's built-in library that best reflects your cause.
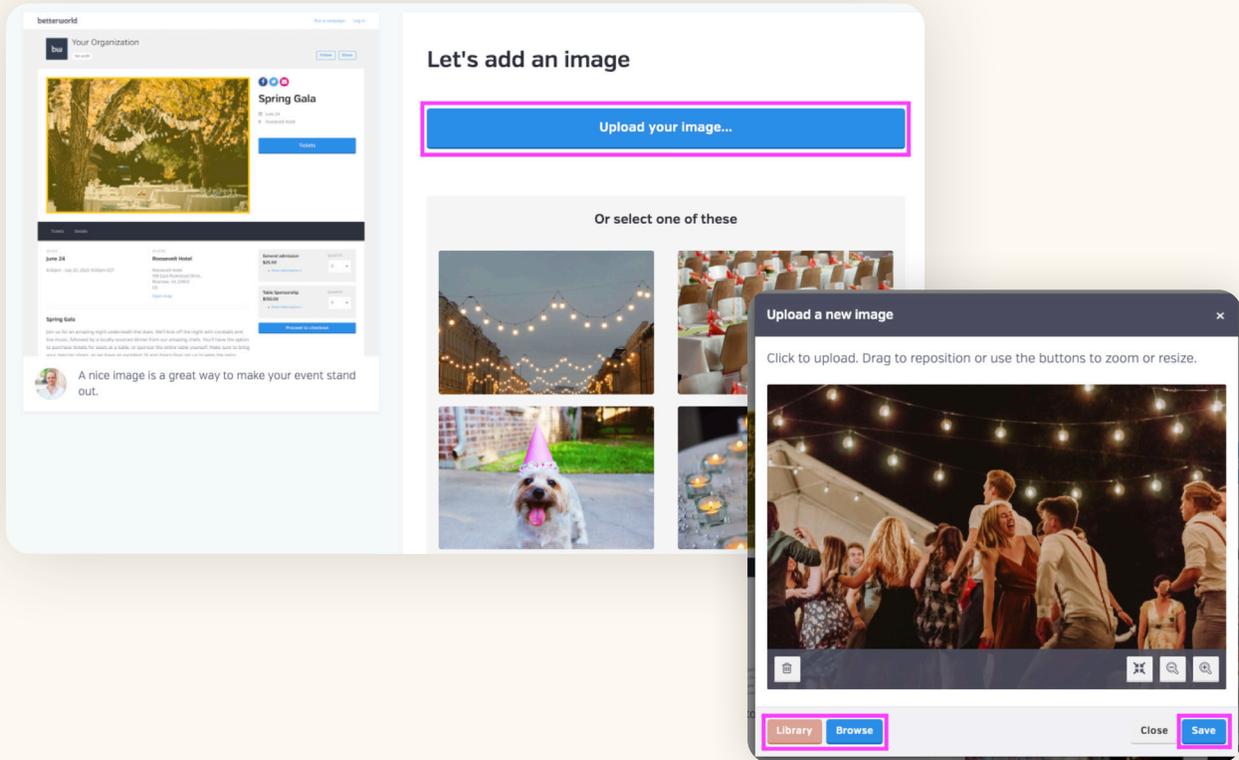
6. **Add a Location.** Including the event venue on your ticketing page ensures attendees have clear details and showcases the location's appeal, whether it's a well-known spot or a unique setting.

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7. **Add Your First Ticket Type.** Set its name, price, and quantity. Ensure your name reflects the type, such as "Family Pack" or "General Admission." When entering a price and quantity, enter a specific number for limited availability or leave it blank for unlimited tickets. You can add or edit more ticket types later.

8. **Write a Message to Your Attendees.** Include more details about your event to make it stand out. Whether it's a few sentences or paragraphs, share information that will excite your audience. Will there be a live auction, games, food, or drinks? Is it themed? Highlight everything they need to know so they won't want to miss it!

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The basics are done! Finish up by clicking the **Complete Setup** button.
Now that your campaign has been created let's add more ticket options.

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.betterworld.org/events/farm-gala   **Copy**

Preview   **Complete setup**

Step 2: Create More Ticket Types

Offering different ticket types for an event is important both from an event organizer's perspective and for the attendees' experience. You can provide different price points, discounts, an early bird special, and even sponsorship opportunities.

How to Create More Ticket Types

1. Navigate to your **Ticketed Events**, then select **Manage**. Click **Tickets**, then click the **New Ticket Type** button in the top-right corner.

2. Next, fill out your ticket information:

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- Enter the ticket name, price, and tickets per package. For example, if a Gold Sponsor gets 5 tickets, set the ticket name to "Gold Sponsor," the package number to 5, and the quantity to however many Gold Sponsors you'd like to allow for.

- To set a quantity for this ticket type, enter the number of tickets (or ticket packages) available. Leave it blank for unlimited sales. You can also set an overall ticket limit for all sales, which will be covered in the next section.

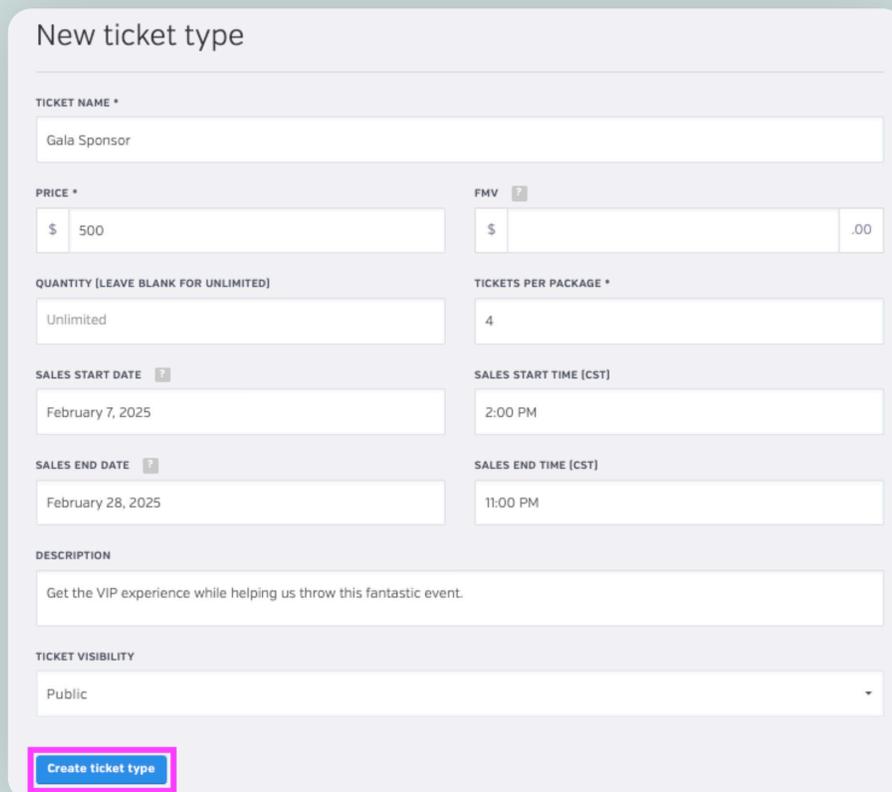- Optionally, add the fair market value (FMV) of the ticket, which will appear on donor receipts for tax purposes.

3. Add sales start and end dates/times to control when tickets appear on your page. If you don't need special timings, leave these fields blank.

4. Add a description that includes details about what the ticket offers, highlighting any perks or features to encourage sales.

5. Use the dropdown menu to update ticket visibility. By default, tickets are **Public**, meaning anyone can purchase them. You may choose to update certain ticket types to **Private** if the ticket is for internal use, for example, such as free tickets for staff or volunteers.

TIP:

On the ticket page, use the four-arrow button to arrange the order of tickets. You can delete a ticket type using the trash can icon or edit its information by clicking the pencil icon.

Congratulations! Your tickets are set.
In the next section, we will learn about Sponsorships.

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Step 3: Consider Sponsorships

Sponsors provide financial or in-kind support, helping offset costs while boosting credibility and visibility. In return, they gain exposure through logo placement, mentions, and audience access, making sponsorship a strong marketing opportunity. Highlight benefits like visibility on event materials and links to their websites, and attract sponsors by showcasing your audience reach and offering tiered sponsorship levels. Sponsors raise funds and build valuable partnerships, enhancing your event's success.

How to Add Sponsors

1. **Create a Sponsor Section**
   a. Go to the **Display** page and click **Create Sponsor Section**.
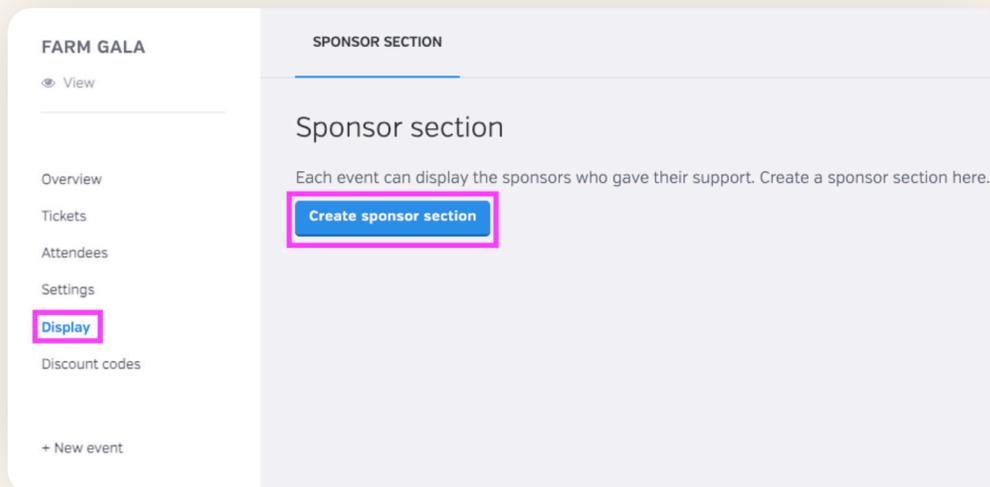
   b. Add a title for your sponsor section, such as "Our Supporters" or "Event Partners."

2. **Add Sponsor Information**
   a. Click **Create an Event Sponsor**, then enter the sponsor's details. The sponsor's name is required, but other fields are optional.

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b. If you have different sponsorship levels (e.g., Gold, Silver, Bronze), create these types on the same page.

Add a sponsor

NAME *

Ice Cream Shop

WEBSITE

www.icecreamshop.com

CONTACT EMAIL

Icecream@mail.com

CONTACT FIRST NAME

Mike

CONTACT LAST NAME

Mill

SPONSORSHIP TYPE

Gold

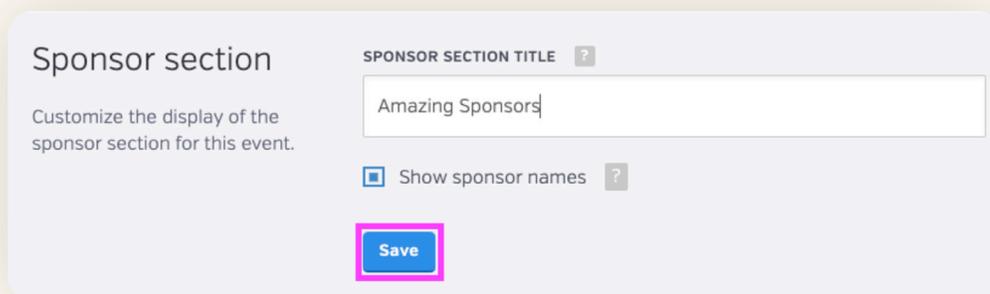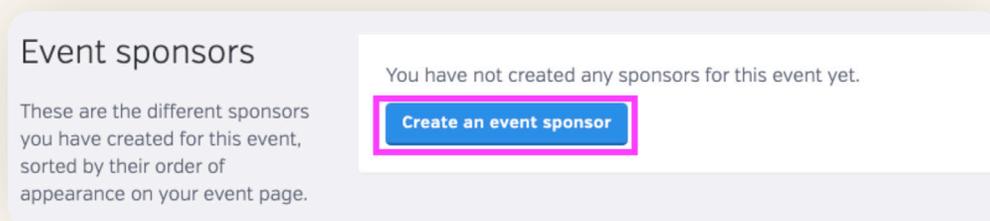**Save & continue to image**

3. **Add Sponsor Logos**
    a. Once done, click **Save & Continue to Image**.
    b. Click **Add Image** and upload a sponsor logo from your computer.

Your sponsor has been created!

Add image   **Create another sponsor**

Edit sponsor

NAME *

Ice Cream Shop

Add image

WEBSITE

https://www.icecreamshop.com

CONTACT EMAIL

Icecream@mail.com

CONTACT FIRST NAME

Mike

CONTACT LAST NAME

Mill

**SPONSORSHIP TYPE**

Gold

Save

Sponsors

Ice Cream Shop
Gold

Once saved, sponsors will appear at the bottom of the event page 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!

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Step 4: 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.

1. **Required: Set Visibility.** Let's make sure your donors can see all your hard work. By default, your event page 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 page you've created!
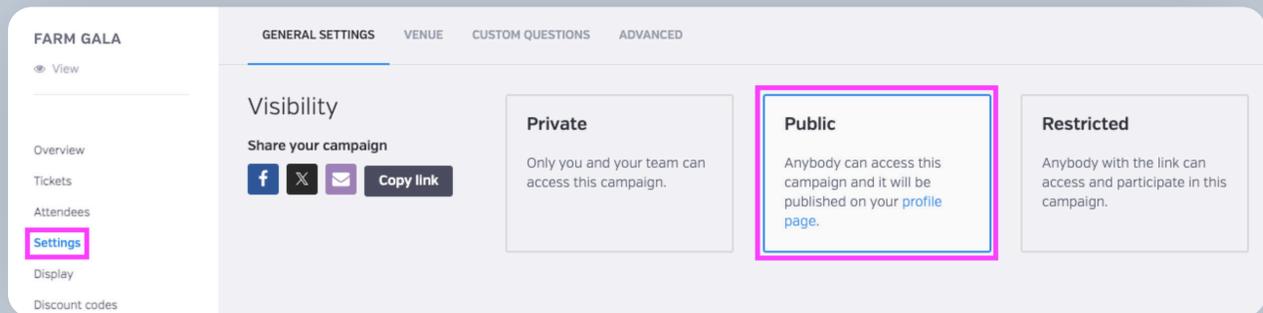
You will also see the option to set your campaign to **Restricted**. When set to Restricted, anybody with the link can access and participate in the campaign, but it will not appear on your organization's profile page.

> **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.

2. **Optional: Set an End Date.** This helps attendees plan by providing clear information about the event's duration and conclusion, ensuring a smoother experience. In **Settings**, scroll to **Event Details** to add an event end date and time.

3. **Optional: Set Ticket Availability Event-Wide.** Go to the **Settings** page and scroll to **Event Details**. Enter the total number of tickets available if your event has limited space or seating. Leave it blank for unlimited ticket sales.

TOTAL TICKETS AVAILABLE (LEAVE BLANK FOR UNLIMITED)

300

☑ Attach ticket PDFs to order receipts

Save

4. **Optional: Disable PDF Tickets.** By default, we send PDF tickets to the purchaser with their receipt email. These PDFs include the event information and a QR code that can be used at check-in (but is not required). If you wish to disable this function, head to **Settings** and scroll to the checked box that reads **Attach ticket PDFs to order receipts**, located just above the **Save** button. Click the check box and click **Save**.

☑ Attach ticket PDFs to order receipts

5. **Optional: Add a Deadline to Purchase Tickets.** Enter a sales end date and time to close ticket sales at a specific time or leave it blank to allow purchases until the event ends. You can also set separate deadlines for individual ticket types. To modify these, go to the **Settings** page and scroll to **Deadline to Purchase Tickets**.

Deadline to purchase tickets

If you would like to close your ticket purchase form at a certain time, please specify it here. Leave this blank and we will allow ticket purchases until your event ends.

Please note that it's also possible to specify separate purchase deadlines for each individual ticket type.

TICKET SALES END DATE

February 25, 2025

TICKET SALES END TIME (CST)

9:00 PM

Save

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6. **Optional: Add Custom Questions Per Purchase.** Use this feature to gather additional information from ticket purchasers, such as "How did you hear about us?" These questions are only answered by the ticket buyer, not individual guests (if someone is purchasing multiple tickets, for example). To add custom questions, go to **Settings** and click **Custom Questions** at the top of the page, then select **Create a Form**.
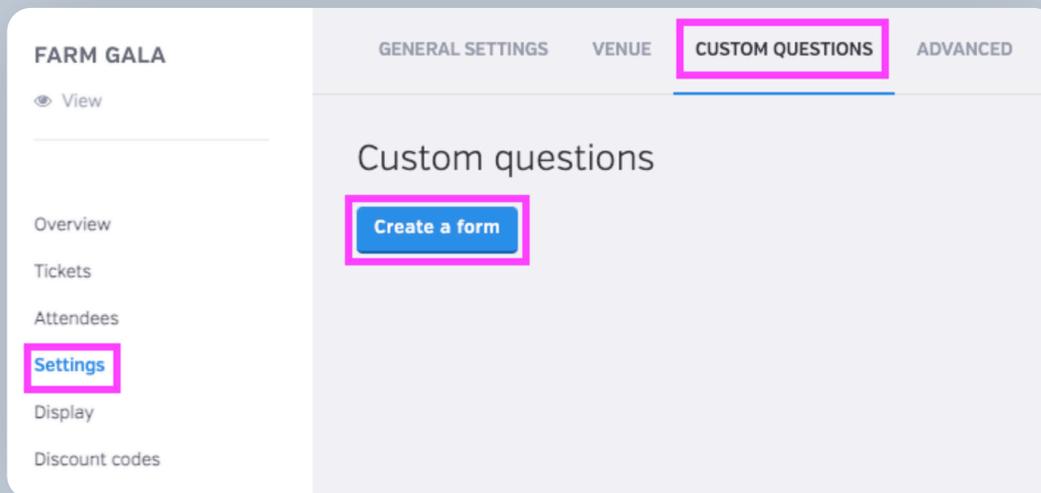
TIP:

To view answers to your custom question(s), go to the **Overview** page, and in the **All Orders** table, click the **column icon** on the right. Select your custom question to see responses. Download the report using the down arrow icon.

7. **Optional: Add Custom Questions Per Ticket.** These questions, such as "Meal choice" or "T-shirt size," are designed to be answered for all guests associated with the tickets, not just the ticket purchaser. This is useful for collecting specific details from each attendee to better prepare for your event.

To add custom questions per ticket, go to the **Tickets** page and click the **pencil icon** for the ticket type you want to edit. Select **Custom Questions** at the top of the page, then click **Create a Form** to add your question(s).

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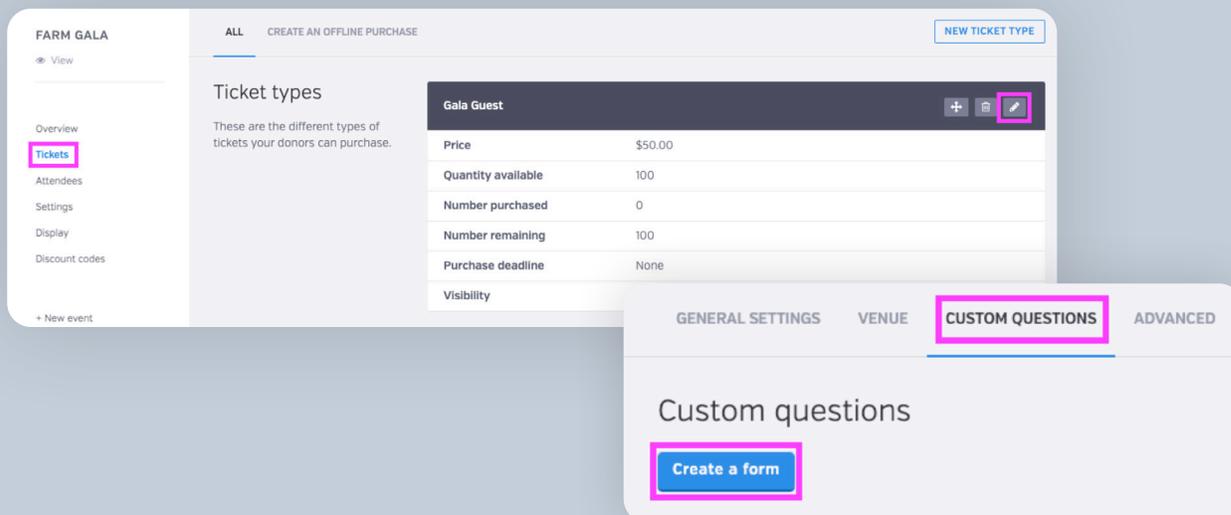
TIP:

To view attendees' answers, go to the **Attendees** page, then click the **column icon** on the report bar. Select your custom question to see responses. Use the **down arrow icon** to download the report.


8. **Optional: Add Discount Codes.** Discount codes can reward volunteers or special donors with discounted tickets. Share codes directly with intended users, such as board members or volunteers, via email. For broader promotions, share them on social media with set validity dates. Discount codes create urgency and value, encouraging early purchases, attracting budget-conscious attendees, and driving ticket sales and word-of-mouth marketing.

    To create a discount code, go to the **Discount Code** page in the left-hand menu of your ticketed event and click **Add a Discount Code** in the top-right corner. Enter required details like the code name, discount type (fixed amount or percentage), amount, usage limit, and whether it can be used once or multiple times. You can also set start and end dates, which are great for early-bird discounts or limited-time sales.


NOTE:

Creating a discount code redirects you to **Team Settings**. After creating the code, click **Ticketed Events** on the left to return to your campaign.

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9. **Optional: Add a Custom Receipt Message.** Use this text box to craft a personalized message for your ticket purchaser. 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. To add a custom receipt message, go to **Settings**, click **Advanced** at the top of the page, and scroll to the **Custom Receipt Message** section.
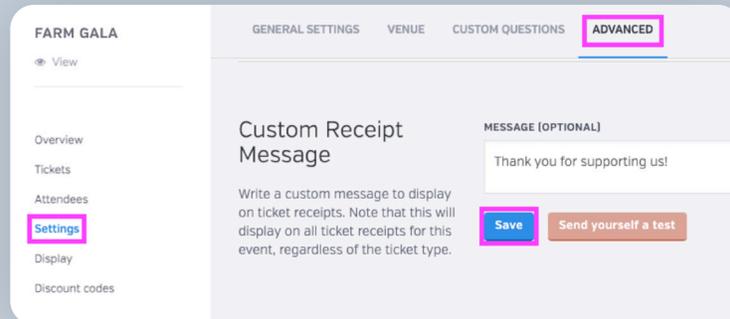

10. **Optional: Add a Redirect URL.** To redirect ticket purchasers to a custom link after a successful purchase, go to **Settings**, click **Advanced** at the top of the page, and scroll to **Redirect URL**. Paste the link into the box and click **Save**. This is a great option for directing them to a personalized thank-you page or a page with additional event details.
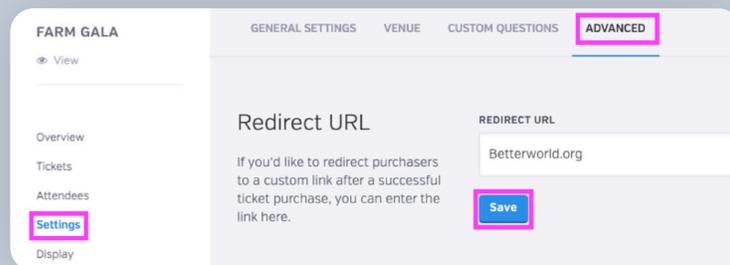
Now that everything is set up let's check out your completed Ticketed Event!

To preview what your donors will see, head to your **Dashboard** and look for the **View** button under your campaign name, or navigate to it by going to **Ticketed Events** and selecting the **View** button instead of the **Manage** button.
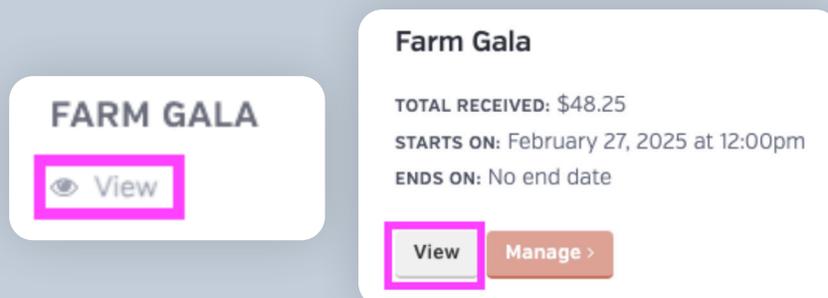
Well done! Your setup is complete. Next, we'll walk through how to promote your campaign.
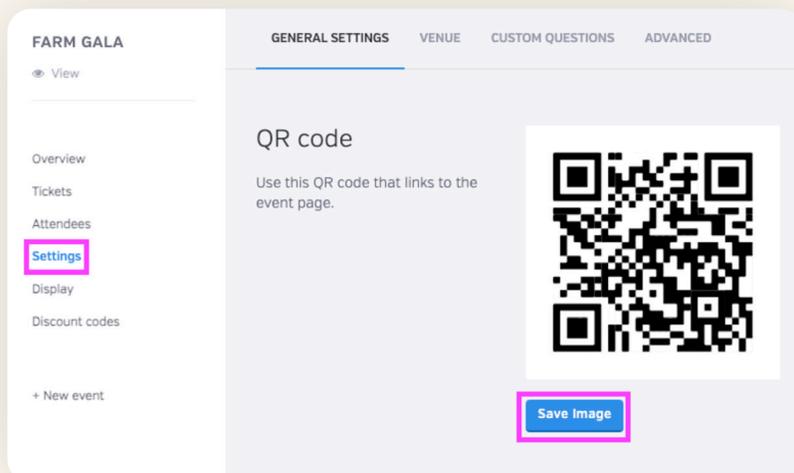
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Step 5: Getting the Word Out and Maximizing Ticket Sales

It's time to make your ticket sales a success by sharing your event with as many people as possible! BetterWorld gives you full control over who can access your campaign link, allowing you to promote it and spread the word strategically!

Share it online regularly and in person to increase visibility. We suggest posting at least once a day online and placing flyers or posters in busy community spots. Here are some other ways to promote your event—the more you do, the more likely you are to sell tickets!

1. Email your campaign to supporters! If you have an email list, send out a mass email to share your event. Don't worry if you don't have a list yet – you can still use other strategies to gather contacts as your event nears.

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

3. Post a link to the event 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 event link on their social media. This helps expand your reach to their unique networks and increases visibility.

5. Submit a blurb to local TV and radio channels, often through their website. These news organizations are often happy to get the word out for nonprofits.

6. If you're a member of any Facebook groups, post a link to your event 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 6: Understanding Guest Registration

Guest registration means that the donor has a BetterWorld account. This account is automatically created when they make their first purchase, donation, or bid. Their information is saved for one-click payments and streamlines the donor experience if your event includes other ways to give, like an auction, paddle raise, or giveaway.

Pre-registration simplifies future interactions but isn't required before the event. Guests without accounts (who had a ticket purchased for them, for example) can easily provide their information during their first checkout; the process is quick and hassle-free.

When a ticket purchaser provides guest names during the checkout process or contacts you to add guests to their tickets later, accounts are not created for the guests. Here are two ways guests can pre-register:

1. **Pre-Registration Linked to a Ticket.** Ticket purchasers receive a pre-registration link in their receipt email, which they can share with guests. Guests can use this link to claim a ticket and create an account.
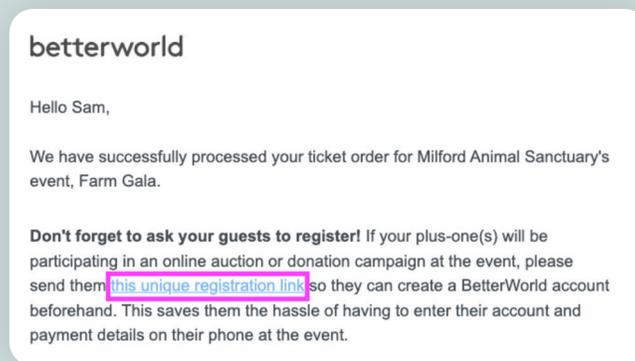
You can also resend the link by going to **Ticketed Events** > **Manage** > **Overview**, finding the ticket purchaser, and selecting **Pre-registration Link** from the three-dot menu.

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2. **General Pre-Registration.** Use BetterWorld's built-in pre-registration form. This form allows guests to create an account without being linked to a specific ticket, which is ideal if guests have already been assigned tickets but have not added their card information. If you plan to use BetterWorld at your event for an auction or to collect donations, this feature can be useful. This step is optional, as donors can provide their information at checkout. To access the form, navigate to your **Dashboard**, then click **Edit Profile** > **Live Events** > **Your Registration Form**, and send it to guests or ticket purchasers before the event.
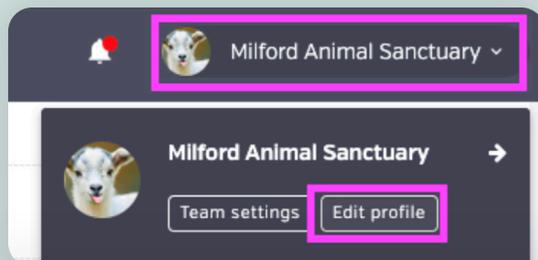
To check guest registration status, go to **Ticketed Events** > **Manage** > **Attendees**, and click the **Column** button in the upper-right corner. Select the **Registered?** option. A column will appear in the table, showing **Yes** or **No** to indicate who has an account.

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Step 7: Managing Ticket Sales

Learn how donors can purchase tickets to your event online or offline and how to efficiently manage and track these contributions, including issuing refunds when needed.

Online Ticket Purchases. When purchasers visit your ticketed event page, they select their desired ticket types and quantities using the dropdown menu, then click **Proceed to Checkout**. At checkout, they enter payment details or select a saved card if they've used BetterWorld before. Purchasers can also provide their and their guests' information; if guests aren't confirmed yet, these fields can be left blank.

A link in the receipt email allows guests to register later, or purchasers can contact your organization to update guest names for check-in purposes. At checkout, they can also apply discount codes and answer custom questions.

Offline Ticket Purchases. If someone would like to purchase tickets via cash or check, you can record offline ticket purchases directly in the Dashboard to keep all attendees and purchase records in one place.

1.   Go to **Dashboard** > **Ticketed Events** > **Manage** > **Tickets** > **Create an Offline Purchase**.
2.   Select the ticket type and quantity, then click **Continue**.

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3. Enter the purchaser's details:

    • **New donors**: Add their name and email (optional) for automated receipts.
    • **Existing donors**: Search and select their name from the dropdown menu.

Primary Ticketholder Details

New donor   Existing donor

TICKETHOLDER FIRST NAME *

TICKETHOLDER LAST NAME *

TICKETHOLDER EMAIL
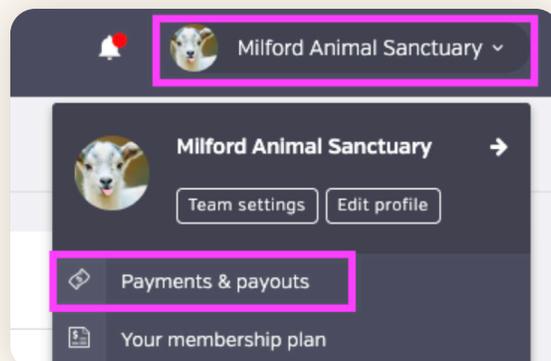
Additional questions

MEAL CHOICE

☐ Chicken

☐ Veggie

The offline tickets and guest details will appear in the attendee table, keeping everything organized for easy check-in.

Processing a Refund

Mistakes happen! If you've entered an incorrect amount for an offline ticket or a purchaser is requesting a refund, you can handle it quickly.

1. Head to your dashboard and click your organization's name in the upper-right corner to open the dropdown menu. Select **Payment & Payouts**.

🔔   🐐 Milford Animal Sanctuary ⌄

🐐 **Milford Animal Sanctuary**   →

[Team settings] [Edit profile]

🎟 Payments & payouts

📄 Your membership plan

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2. 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.

3. 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. For partial refunds, please contact our support team for assistance.

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Step 8: Preparing for Your Event

Organizing attendee information, updating guest details, assigning tables, and preparing paddle numbers in advance ensures seamless check-ins and a well-coordinated experience. BetterWorld's tools make managing these details simple and efficient.

Updating Attendee Information

Need to update attendee details? It's quick and easy!

- **Change Guest Names**. Names can easily be added or updated by navigating to the **Attendees** section of your ticketed event, clicking the current guest's name, and selecting **Remove from Ticket**. There, you can enter the new guest's details.

- **Edit Custom Question Answers**. You can update per ticket custom question responses if a guest changes their answer, provides incorrect information, or leaves it blank. To do this, go to **Attendees**, click the three dots next to the guest, select **Edit Guest**, update the response, and click **Save**.

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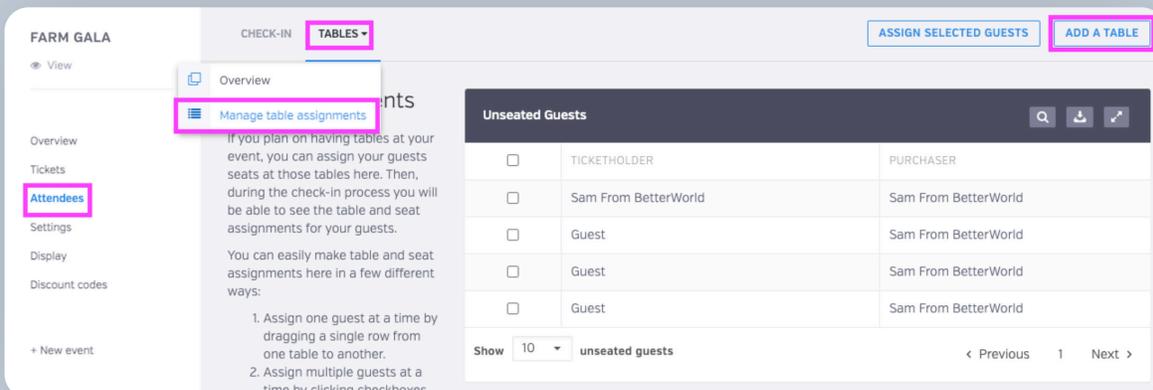**Table Assignments, Seat Assignments, and Paddle Numbers**

As you plan your event layout, consider whether your event will involve mingling, seating, a live auction, or a paddle raise. BetterWorld offers tools to help you stay organized:

- **Assigning Tables and Seats**. For seated events, you can assign guests to specific tables and seats:

  1. Go to **Attendees** in your ticketed event and click **Tables** in the top menu.
  2. Select **Manage Table Assignments** and click **Add a Table**.

  3. Drag and drop attendees into their assigned tables and seats.
  4. Repeat the process for additional tables or changes as needed.
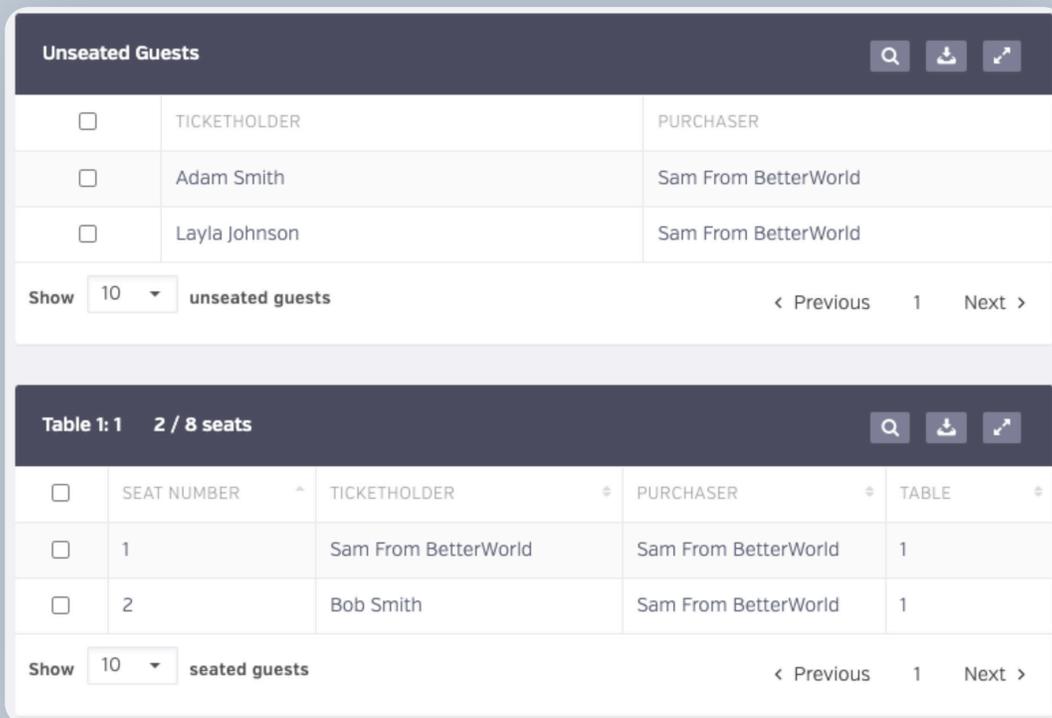
TIP: You can view seating assignments on the **Attendees** page during check-in!

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- **Assign Paddle Numbers**. To assign them, navigate to **Attendees**, click the three dots next to a guest's name, and select **Edit Guest**, and **Assign Paddle Number**.

Alternatively, you can use the **Donor Management** section in the **Dashboard**. Find the guest, click the three dots, and select **Edit Paddle Number**.

TIP:

Paddle numbers can be assigned as guest information is added or during check-in, ensuring last-minute changes are handled seamlessly.

**Great work! Now that everything is set,
let's move on to check-in.**

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Step 9: Event Check-In

Efficient check-in ensures a smooth start to your event. With BetterWorld, there are two simple ways to check guests in: by name or using QR codes. Here's how to handle both methods, plus tips to streamline the process.

Checking in Guests by Name

1. Log into your **Dashboard** and navigate to the **Attendees** page for your ticketed event.
2. As guests arrive, use the search bar (**magnifying glass icon**) to find their names.
3. Once located, click the three dots next to their name and select **Check-In**.
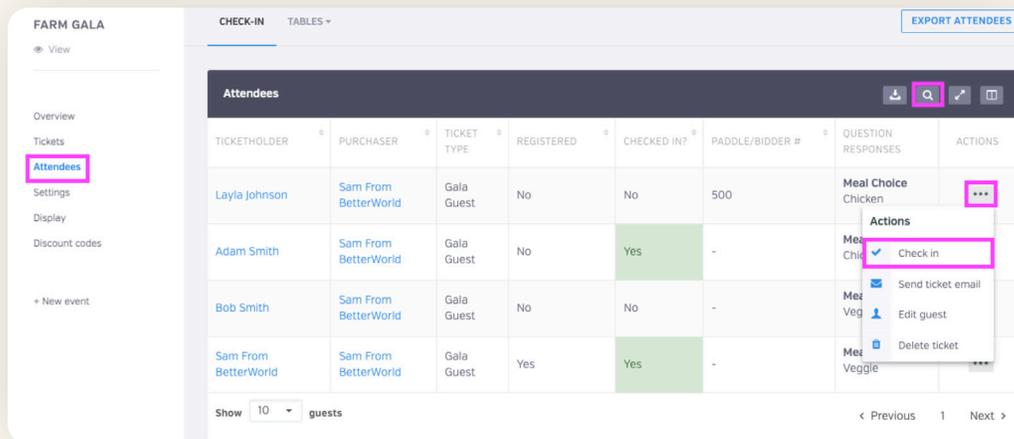
This method is reliable and doesn't require additional tools, making it a great option for all events.

Check-In with QR Codes

Guests who purchased tickets online received an email with their QR code tickets. These codes can expedite check-in but aren't mandatory since all guest details are stored in the Attendees tab. To check guests in using QR codes:

1. Open your **Dashboard** in a browser on your phone or device.
2. Use your phone's camera to scan a guest's QR code. A new browser window will display the attendee's details.
3. Scroll down and click the **Check-In** button.
4. Repeat for the next guest by scanning their QR code.

NOTE:

QR codes are optional. If a guest loses their email or cannot access their QR code, you can still check them in by searching their name in the dashboard.

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Streamlining the Process

- Assign multiple volunteers to check guests in simultaneously for faster entry.
- Ensure each check-in station has access to the Dashboard, whether through a phone, tablet, or computer.
- Offer flexibility by using both QR codes and manual name searches to accommodate all guests.

By preparing your check-in process in advance and using BetterWorld's tools, you'll create a seamless experience for attendees and staff alike.

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Step 10: Ending the Campaign and Receiving Your Funds

Congratulations on your successful event! 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!

When donors purchase a ticket, receipts are sent out automatically with all the relevant tax information.

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

NOTE:

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!
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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