

betterworld

The growth playbook

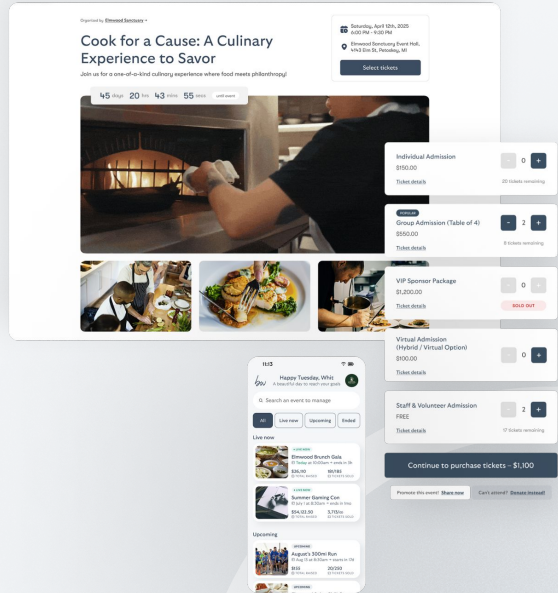
Strategies for sustained nonprofit growth.



A photograph of a male teacher with short blonde hair, wearing a light blue denim shirt, leaning over a wooden desk in a classroom. He is smiling and looking towards a group of diverse young children. The children, including a girl with a ponytail, a boy with a wide smile, and a girl with long blonde hair, are looking at the teacher with interest. The background shows a typical classroom setting with a green chalkboard and shelves. The entire image has a soft, blue-tinted overlay.

Growth isn't just revenue.
It's impact.

More meals served.
More children rescued.
More lives changed.



Today's roadmap.

1. **Conditions for growth**
The soil that makes everything else possible.
2. **Keys for sustained growth**
Five principles that drive year-over-year results.
3. **Practical actions for growth**
Steps you can take this week.

The plateau.

Every organization hits one.

The question is **what you do when you get there.**

01.

Conditions for growth.

Growth starts with **good soil.**

You can have the best strategy in the world –
but if the conditions aren't right, nothing grows.



The biggest
obstacle to
life-changing
growth is
ourselves.



The limiting beliefs:

“This is how we’ve always done it.”

“We don’t have the time.”

“That wouldn’t work for us.”

Replace with the 4 Ps



Plan



Perspective



Positivity



Perseverance



Plan

You wouldn't build a house
without a **blueprint**





Perspective

There are multiple paths to
the same **summit**



Positivity



Perseverance

We can always control our
attitude and effort.

“Culture flows from the
top down and the center out.”

If you embody it, your team will follow.

02.

Keys for sustained growth.

Stop the leak.

5-10%

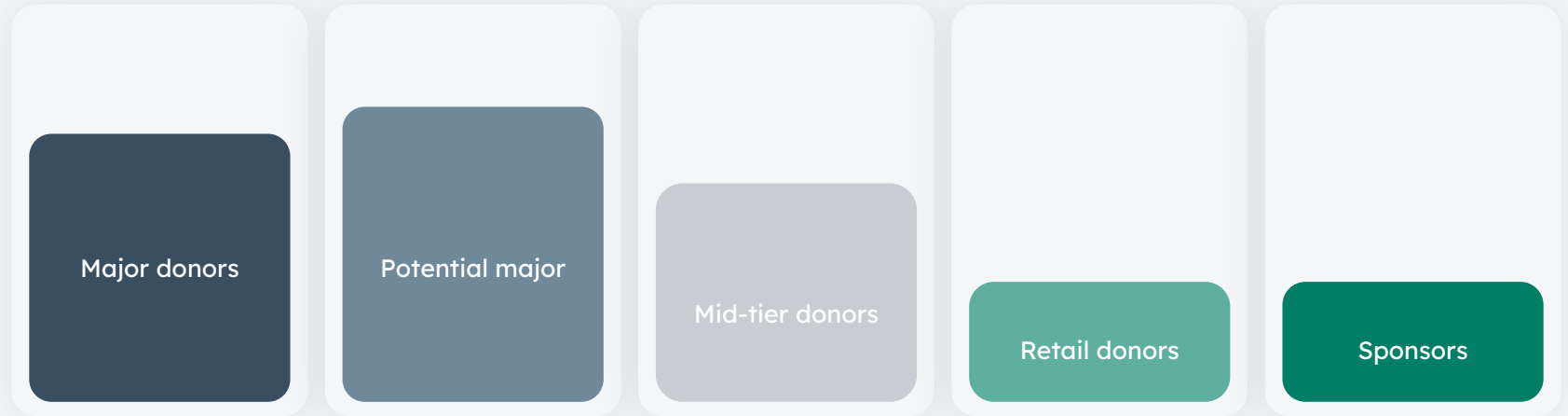
of annual budget wasted
without even knowing it.

Common leaks

- Slow-loading website (40% abandon)
- Long donation forms (27% abandon)
- Not mobile-optimized (61% abandon)
- High processing fees

Know your donor portfolio.

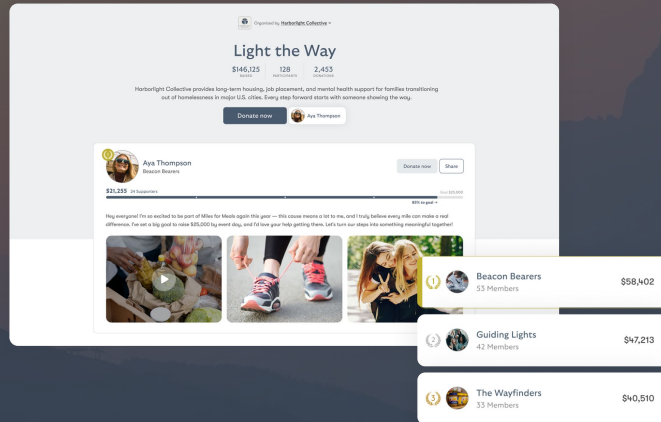
Define the portfolio of the future: Healthy balance + needs per segment



A balanced portfolio is a resilient one.

Big vision = Big dollars

A vision is not a statement from 20 years ago.
It's an active, inspiring way to describe where you're going.



Organized by **Better World Books**

Light the Way

\$446,125 goal 128 backers 2,453 donations

Better World Books provides long-term housing, job placement, and mental health support for families transitioning out of homelessness in major U.S. cities. Every step forward starts with someone showing the way.

[Donate now](#)

Aya Thompson
Beacon Bearers

[Donate now](#) [Share](#)

\$21,250 21 backers

My message! I'm so excited to be part of Meals for Meals again this year — this cause means a lot to me, and I truly believe every little can make a real difference. For set a big goal to raise \$35,000 by event day, and I'd love your help getting there. Let's turn our steps into something meaningful together!

Beacon Bearers \$58,402
53 Members

Guiding Lights \$47,213
42 Members

The Wayfinders \$40,510
33 Members

Speak their language.

Lead with the head

MAJOR DONORS

Analytical. Strategic.
They want to be world movers.
Show them the plan, the impact
model, and where their dollars go.

Lead with the heart

RETAIL DONORS

Emotional. Connected.
The 60-second video. The image.
The story of real, tangible results.

A woman with curly hair is smiling and talking to others at a social gathering. The background is dark with some lights, suggesting an indoor event.

Treat your donors
like people.

“Donor fatigue” is avoidable

People don't get fatigued by genuine relationships.

They get fatigued by being treated like ATMs.

8-10

touchpoints between each ask.

Communicate results. Learn their story.
Find out their favorite team, how many kids
they have, where they went on vacation.

Personalization
at a minimum.

Genuine relationships
at best.

*“The more someone tries to get to
know me, the more I want to give.”*

What can they give beyond money?

Advice & practical help

They have expertise
you can tap into.

Connections & introductions

Their network could be
your next major donor.

In-kind gifts

People are often asking
the wrong question entirely.

People give to people.

Build a garden for Elmwood families

Raising money to build a garden for Elmwood families that bring people together and create real food from their 2020 Garden harvest within our community.

\$46,250 raised | 128 supporters | 2,455 shares | \$200,000 goal

Name recognition \$50

Plant a seed in the Elmwood community—your support helps fund seeds, and other plants, with your name recognized.

Opening invitation \$250

Help the garden grow by sponsoring raised beds and shared tools, and receive recognition plus an invitation to the garden opening celebration.

Permanent plaque \$1,000

Fund key garden elements with name recognition and a ribbon-cutting invite.

Our garden story

Transforming an empty lot into a thriving green space for 200+ families

Our goal is to build a garden that will bring people together and create real food from their 2020 Garden harvest within our community.

The garden will create a thriving green space, designed for everyone - a place where children can learn about food systems, families can enjoy healthy produce, and everyone can come together to support something they care about.

So far, we've raised over \$46,250 and have planted over 100 seeds - including tomatoes, peppers, and many more!

What your support will help cover:

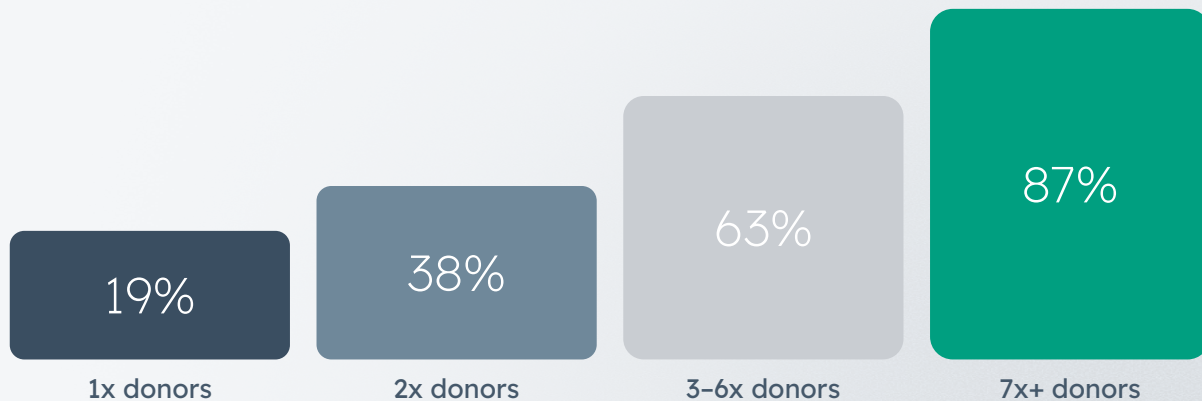
- Garden seeds for the first, vegetables, and herbs
- Potting soil, plants, and other garden supplies
- Garden planning, design, and construction
- Educational programming for kids and families

Why this garden matters:

- Provides space to teach "healthy food"
- Creates a safe, welcoming outdoor space
- Brings the community together and creates a sense of belonging and community
- Supports community, environmental education

Obsess over retention.

The more you invite donors into a *habit* of generosity, the more they stay.



A photograph showing the silhouettes of three people on a mountain peak. One person stands in the center, while two others sit on either side. The background features a vast, hazy mountain range under a clear sky.

Frequency matters more than size of gift.

Build the habit of generosity. The dollars follow.

03.

Practical actions for growth.

Low hanging fruit.

Website essentials that stop the leak.

Site speed

Every second of load time costs you donors.

Monthly giving prompt

Always offer the recurring option.

Modern donation form

Short, mobile-first, frictionless.

Lower fees

Know what you're paying.

Support Fisheries International
You'll be making a **one-time** donation of **\$100**.

Once Monthly Annually

\$10 \$25 \$50

\$250 \$500 Other

Or enter a custom amount

\$ 100

Total **\$100**

Donate — \$100

All payments are secure and encrypted.

Consider giving monthly

Would you be open to converting your generous one-time gift of **\$100** into a recurring monthly contribution? Regular support enables us to better focus on our mission.

Give \$40/month

Give \$33/month

Keep my one-time gift of **\$100**

[← Back to amount](#)

Focus on recurring.

9x

Monthly givers have 9x the lifetime value of one-time donors.

Choose your donation
You'll be making a **monthly** donation of **\$100**.

1 Amount — 2 Info — 3 Payment

Give once Monthly Annually

\$10 \$25 \$50
\$100 \$250 \$500

Or enter custom amount
\$ Custom amount

Total per month **\$100.00**

Continue to donate - \$100.00

© All payments are secure and encrypted.

Havenridge
BRIGHT FUTURES

Help brighten futures
Havenridge Bright Futures exists to help children around the world grow, learn, and thrive—no matter where they begin.

Raised **\$146,125** Goal **\$200,000**
73% to goal →

The gap between **ask** and **willingness** is the biggest missed opportunity in fundraising.

14%

of nonprofits actively ask for recurring gifts.

57%

of donors say they're open to giving monthly.

Omnichannel engagement.

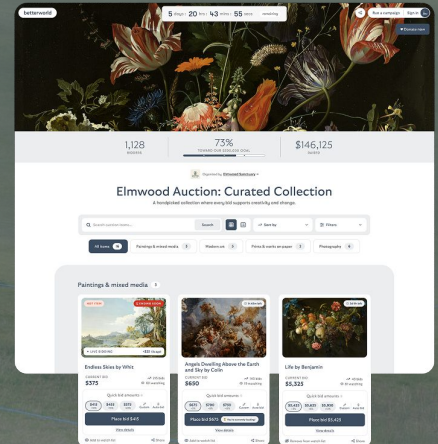
75%

of your donors won't
read your email.

- Personalized email
- Direct mail
- Text & phone
- Short-form video
- Retargeting ads
- In-person (coffee)

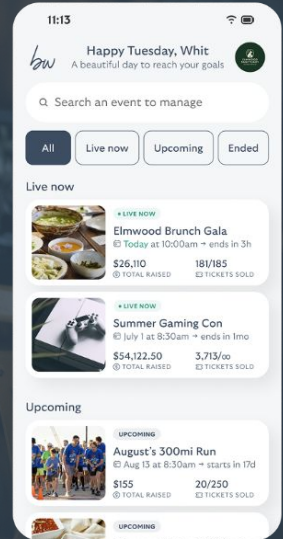
Increase frequency of engagement.

The more donors engage, the more they give – and the more they stay. Add events, touchpoints, and opportunities to connect.



Enhance your existing events.

Your gala can raise **30% more**. We see the data across 10,000+ events a year. Plan with **intention**. Get rid of the limiting beliefs.



Q&A

Let's continue
the conversation!

Schedule time to meet with us at AFP.

betterworld.org

betterworld



BOOTH #1113