



betterworld

Better Fundraising Results

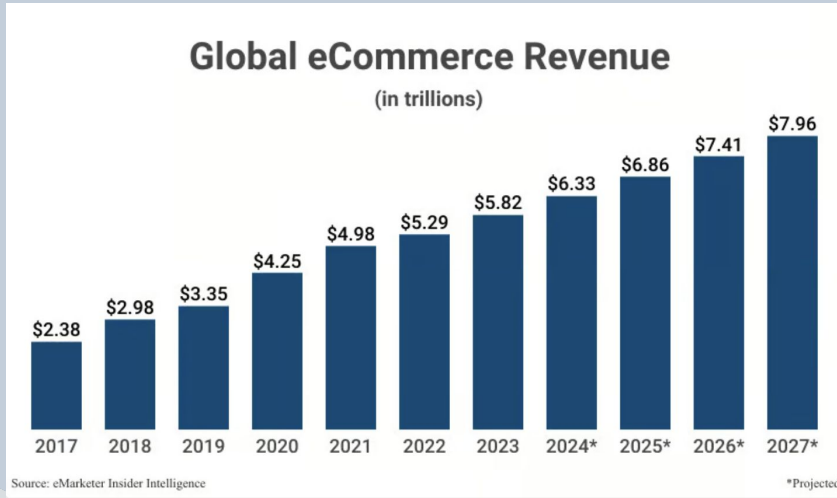
What Nonprofits Can Learn
from E-commerce



Understanding the online spending gap




Everything is trending towards digital spending



6.33T e-commerce revenue (7.56% YOY growth)

- 1996 45M people used internet
- Today 5.56B people use internet



Every donor is a *consumer*
99% of the time to the **1%** of
the time they are a donor

Leverage e-commerce lessons to:

Better engage donors & stay relevant

Increase donations

5 Practical steps to implement

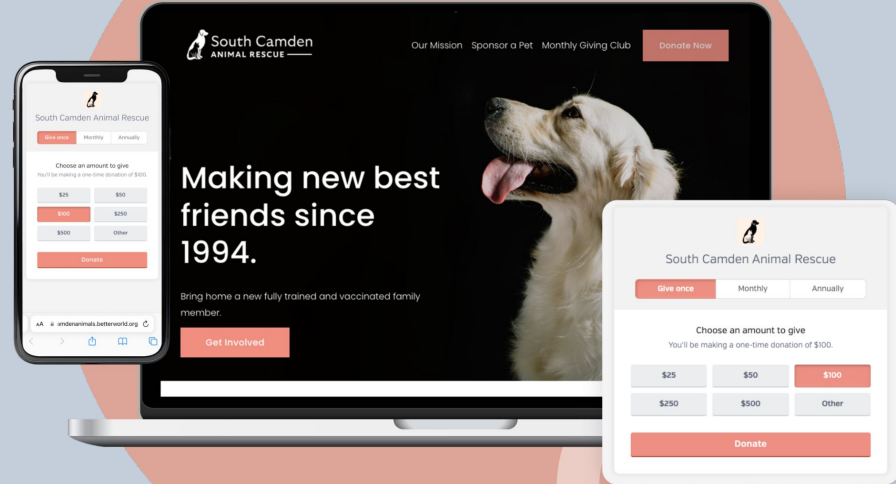
Better engage donors & stay relevant

Clean UX

Mobile Optimization

Simplicity

Intuitive Interface



Better engage donors & stay relevant

Beautiful Imagery



60%

increase in conversions when
high-quality images are used.



Welcome!

The welcome message is a perfect opportunity to warmly greet your donors and set the tone for your campaign.

You can enhance it by embedding a YouTube or Vimeo video to share your story or showcase your cause. Additionally, hyperlink text to seamlessly direct bidders to other campaigns on BetterWorld—just like this!

Better engage donors & stay relevant

Clear Story



Social Proof

Highlighting Impact

Donor Testimonials

OUR MISSION: STIMULATING LEARNING THROUGH CREATIVITY, PLAY, AND EXPLORATION

For over 35 years, Great Explorations has been Tampa Bay's preeminent children's museum supporting practical learning applications through a proven creative curriculum.

[LEARN MORE ABOUT GREAT EX](#)



THE HOLDENS

“In a world with so much structure, free play is extremely important for us as a family. Great Ex provides a safe environment, where learning through play in a social space opens our sons mind to the possibilities of life. We'd absolutely recommend Great Ex because it encourages growth through new and different experience each time that we come.”



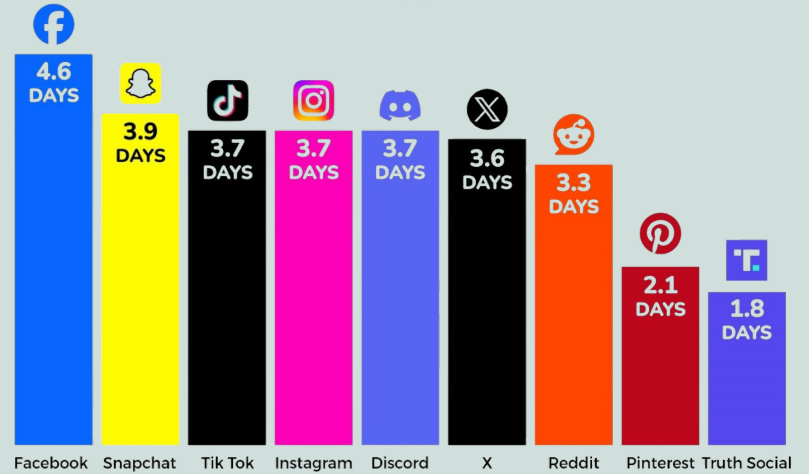
Better engage donors & stay relevant

Social Media



5.2B

people use and engage with
social media platforms



average number of days in a week users access apps

Better engage donors & stay relevant

Preference Breadcrumbs



Custom Questions

Explore more information

Increases targeting

How do you raise funds?
Set up your account
Tell us about your organization
This will help us recommend tools and content tailored to your organization!

Additional questions

How would you like to see your Donation used?

Please make a selection

- STEM Program
- New Laptops
- Senior Prom
- New Gym
- Student Scholarships

Donate now

Which of the following would be most helpful?

- Attracting new donors
- New fundraising ideas
- Engaging younger donors
- Improved donor management
- Annual planning
- Other

How much do you raise in a year?

Under \$25k	\$25k to \$100k	\$100k to \$250k	\$250k to \$500k	\$500k to \$1M	\$1M to \$5M	\$5M+
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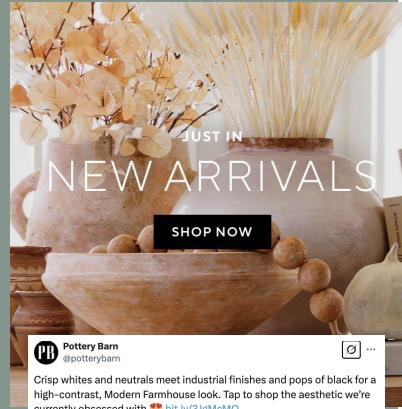
Continue →

Better engage donors & stay relevant

Omnichannel

90%

of customers expect interactions to be consistent across channels



Free interior design services (spots are going fast!)
Inside: Inspiration to get you started. ...

POTTERY BARN

DESIGN CREW
INTERIOR DESIGN SERVICES

You're invited to a free design session

WHAT
From choosing products to total redesigns, we're here to help.

WHERE
We can come to you, connect online or meet at your local store.

WHEN
Book a session at your convenience. (But hurry, spots fill up fast!)

RESERVE YOUR SPOT

From fresh design ideas to decorating inspiration, we can help you bring these looks to life.

INTRODUCING THE FALL LOOKBOOK

GET INSPIRED

Better engage donors & stay relevant

Leverage Authenticity



Transparent & Honest

Align Actions with Values

Your Unique Story

Volunteers in the air and on the ground bringing hope on wings.

14

Disaster Relief
Missions Deployed

1,700+

Flights Operated
During Missions

1,750,000+

Supply Donations
Transported in Pounds

13,000+

Volunteers
Nationwide

Operation Helene Continues

We are proud to announce that Operation Airdrop has successfully completed the flying portion of its largest mission to date. Thanks to the incredible support of our volunteers, donors, and community partners, we were able to deliver vital supplies to numerous hard-hit areas affected by Hurricane Helene.

We the help of our sister organization Operation Help we were able to provide RV Trailers, Generators, and Propane for those in western North Carolina who lost everything. Our mission moved from airlifting supplies to getting the people out of tents and into warmer and safer places to sleep as the snow began to fall.

With roads now accessible, ground transportation has taken over, and many communities have shared their gratitude, saying, "You saved us!"—a testament to the impact we've made together. Thank you to everyone who helped make this mission possible. We couldn't have done it without you!

Stay connected with us for future missions and updates.



1,560,709

Post Reach



673 Flights

Fixed-Wing Private Planes



402,000 lbs

Supplies flown by air



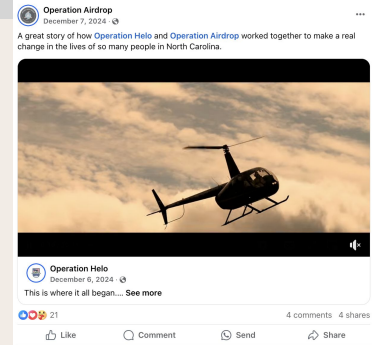
700,000+ lbs

Supplies Trucked



657+ Starlinks

Dropped to remote areas



Operation Airdrop: \$2.7M on BetterWorld

betterworld

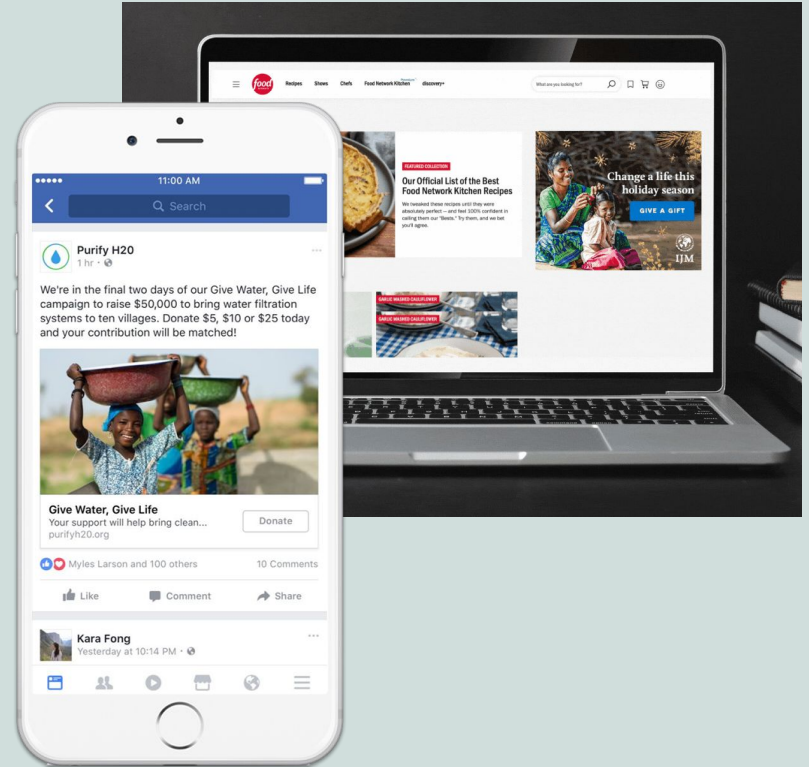
Better engage donors & stay relevant

Retargeting



104%

increase in brand recall
when you retarget



Better engage donors & stay relevant

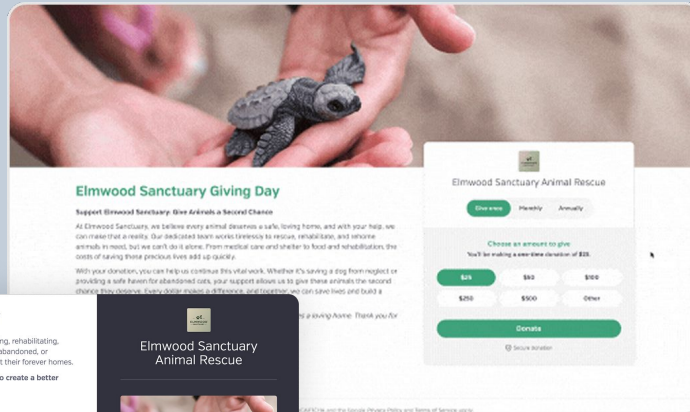
A/B Testing



Subject Lines

Page Designs

Form Questions & Length



Donate to Support Elmwood Sanctuary

Elmwood Sanctuary Animal Rescue is a dedicated organization committed to rescuing, rehabilitating, and rehoming animals in need. Their mission is to provide a safe haven for abused, abandoned, or neglected animals, giving them the care and attention they deserve while they await their forever homes. By supporting Elmwood Sanctuary, you are joining a compassionate movement to create a better world for animals, one life at a time.

Donation amount

\$25 \$50 \$100 \$250 \$500 Other

THIS IS A

Elmwood Sanctuary Animal Rescue will receive your gift when you submit this donation form.

COVER TRANSACTION COSTS

Personal information

FIRST NAME LAST NAME

Elmwood Sanctuary Animal Rescue	
Donation to Elmwood Sanctuary Animal Rescue	\$103.30
Help cover fundraising costs	\$8.00
Total	\$111.30

Better engage donors & stay relevant

Connecting your Product & Customers

306%

higher lifetime value when
customers emotionally connect
to your brand



Plant a Tree

\$45

By Planting a Tree for Elmwood Sanctuary, you not only support the rescue's fundraising efforts but also contribute to the environment and local wildlife. Each tree planted helps create a natural habitat for animals, promoting biodiversity and a healthier ecosystem.

Your donation makes a lasting impact by supporting both the sanctuary's mission and the preservation of nature for generations to come.

Unlimited remaining (:

Leverage e-commerce lessons to:

Better engage donors & stay relevant

Increase donations

5 Practical steps to implement

Increase donations

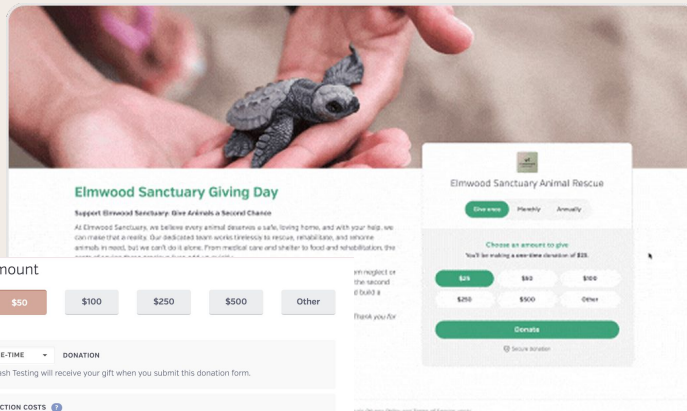
Convenience



User Experience (all platforms)

Multiple Payment Options

Time-Saving



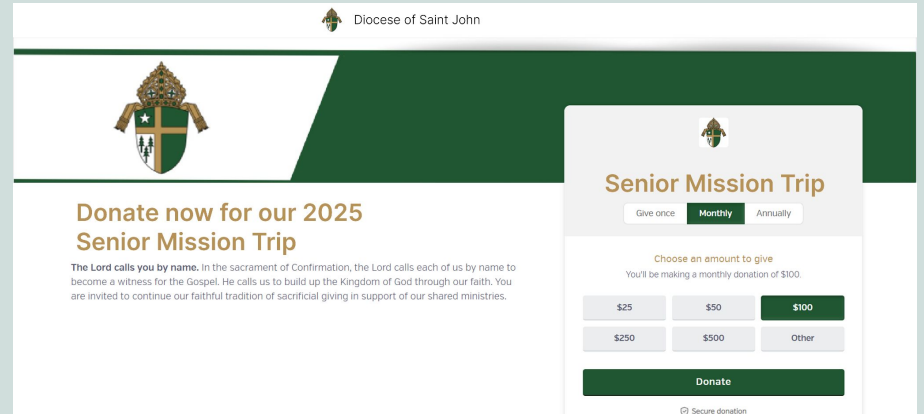
Better engage donors & stay relevant

Select Urgency



60%+

of online sales are driven by including urgency into their marketing



Increase donations

The “Good” Deal



Psychological Satisfaction

Motivating

Justifiable

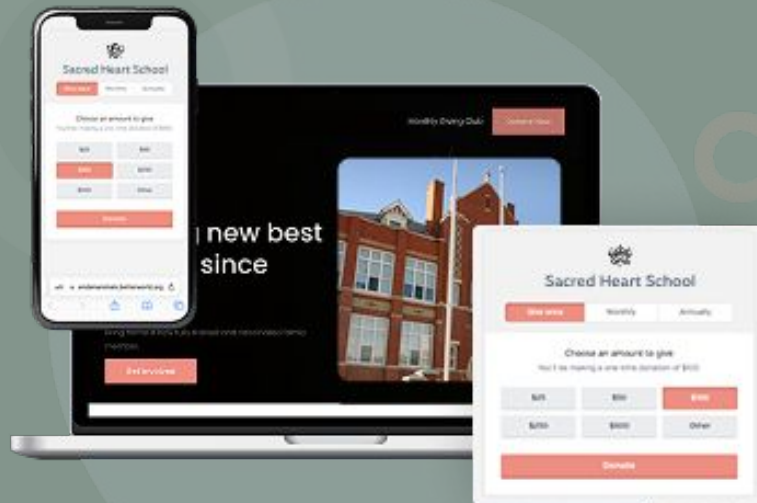
The image shows a mobile app interface for 'Local Experiences'. A white card is overlaid on the screen, displaying a promotion for a 'Limited Edition T-Shirt'. The card features the text '\$50+' with '0 claimed' next to it, followed by the title 'Limited Edition T-Shirt' and the description 'Get one of these great T-shirts when you donate \$50!'. Below this, it shows 'Delivery estimate' as 'TBD' and 'Ships to' as 'Anywhere'. At the bottom of the card is a red button labeled 'Claim this perk'. The background of the app shows a scrollable list of local experiences, with images of cheese and a golf ball on a green.

Increase donations

Smart Forms

67%

of donors will abandon a form if they encounter complications



Increase donations

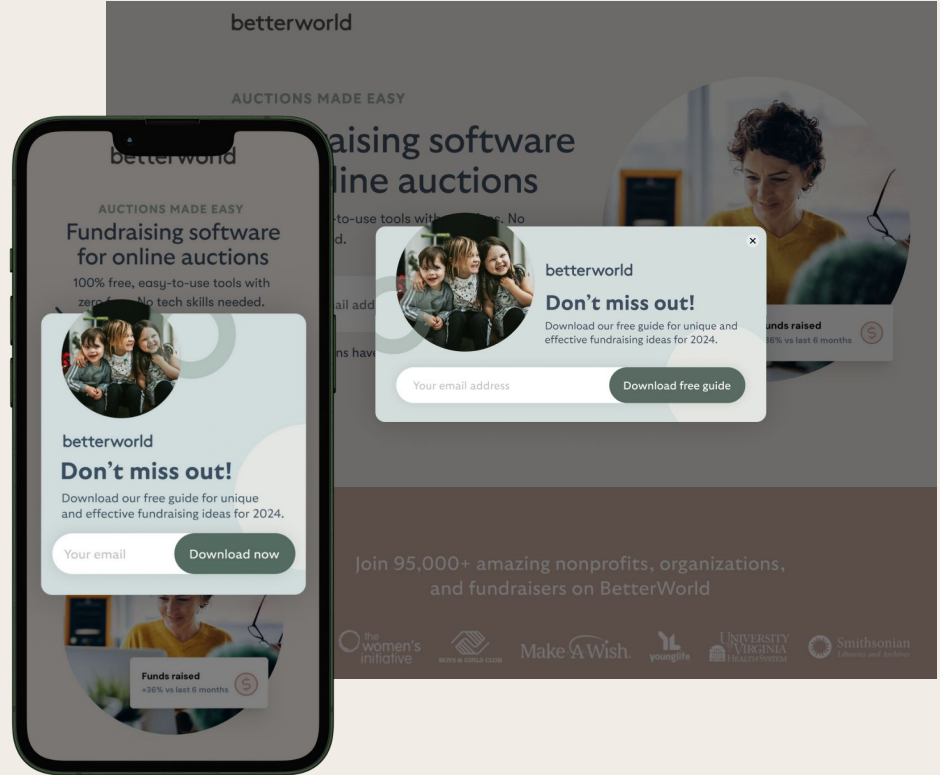
Pop Up & Static Banners



Viewer's Attention

Spotlighting Targeted Campaigns

Encourage Action



Leverage e-commerce lessons to:

Better engage donors & stay relevant

Increase donations

5 Practical steps to implement

5 Practical steps to implement

Tech Audit



Improve Efficiency

Enhance Engagement


Increase Revenue

 Easy of Use

 Data Security

 Point Solutions

 Automation

 Scalability

 Cost Efficiency

 Donor Experience

 Support

 Enhancements

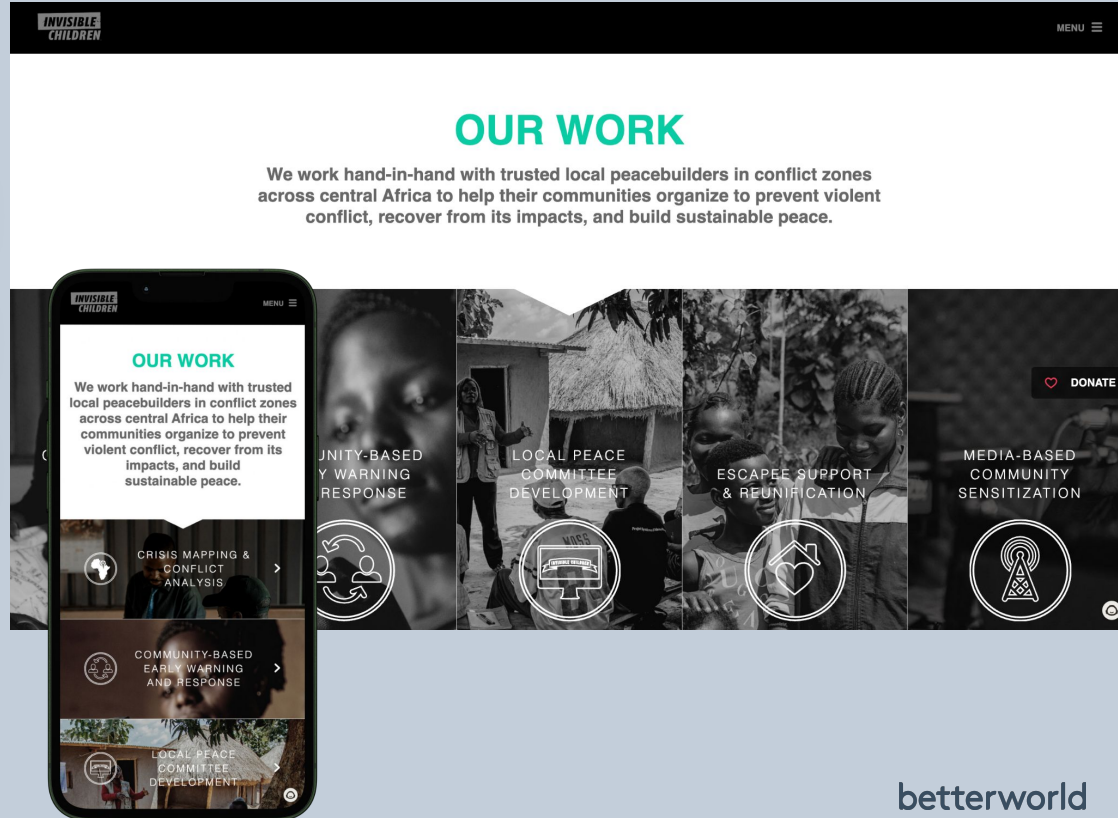
5 Practical steps to implement Website Review



User Experience

Compelling Storytelling

Enhanced Mobile



5 Practical steps to implement Smart Forms

Boost Conversion Rates

Build Trust with Technology

Recurring Donations

The image displays two versions of a donation form for South Camden Animal Rescue. The left version is a desktop layout featuring a dark green 'Donate' button, a progress bar showing '\$250 Raised' out of a '\$1,000 Goal' (25%), and a grid of donation amount buttons (\$25, \$50, \$100, \$250, \$500, Other). The right version is a mobile layout with a large red 'Donate' button and a grid of donation amount buttons (\$25, \$50, \$100, \$250, \$500, Other). Both forms include a 'Give once' button and radio buttons for 'Monthly' and 'Annually' recurring options. The forms are set against a background image of a dog's face.

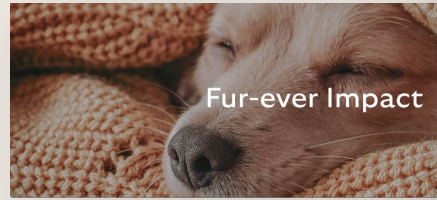
5 Practical steps to implement Consumer Giving



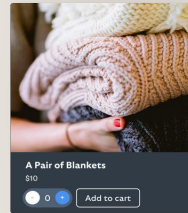
Raffles, Auctions & Fund-A-Need

Doesn't Impact Donor Fatigue

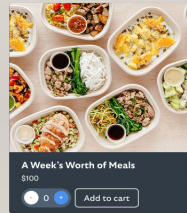
Releases Endorphins



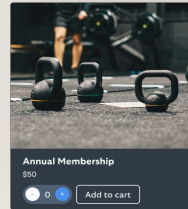
Elmwood Sanctuary's mission is to rescue and care for animals in need, and through our Impact Items program, support purchasing essential supplies that enhance the animals' well-being and sustain the sanctuary's rescue efforts.



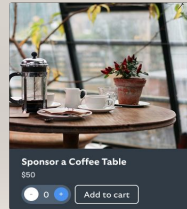
A Pair of Blankets
\$10
0 Add to cart



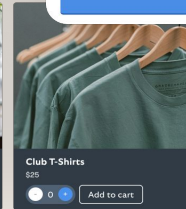
A Week's Worth of Meals
\$100
0 Add to cart



Annual Membership
\$50
0 Add to cart



Sponsor a Coffee Table
\$20
0 Add to cart



Club T-Shirts
\$20
0 Add to cart

Bid \$150 now **Winning**

Bid \$120 2m ago **Outbid**

Bid \$95 10m ago **\$55** ▼

Sunset Hot Air Ballooning

Two tickets to experience the countryside like never before

Estimated value: \$600
📍 Baltimore, MD

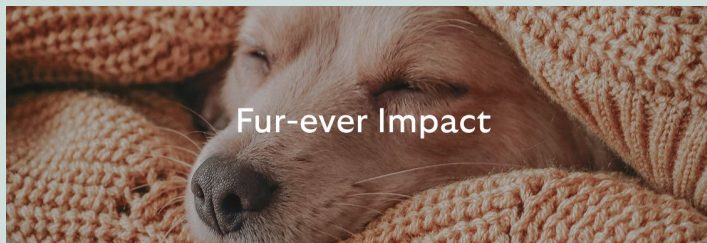
CURRENT BID **TIME REMAINING**
\$60 **7 days**

\$.00

Bid

5 Practical steps to implement

Tie Visuals to Donations

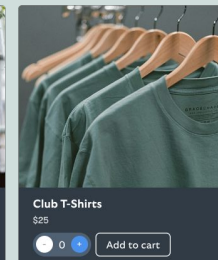
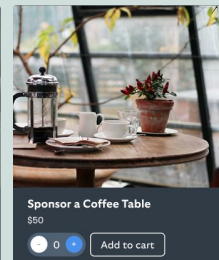
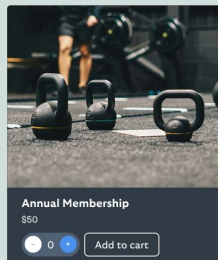
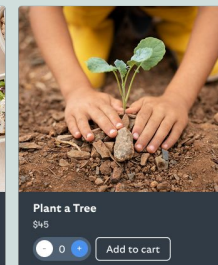
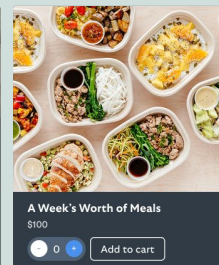
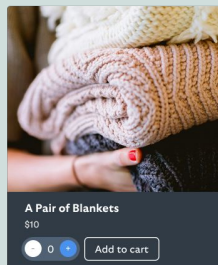


Elmwood Sanctuary's mission is to rescue and care for animals in need, and through our Impact Items program, supporters can directly contribute by purchasing essential supplies that enhance the animals' well-being and sustain the sanctuary's rescue efforts.

Make Their Donation Feel Real

Inspire Continued Giving

Increased Conversion Rate



Thank you!

Founded in

2013



Net Promoter Score

87

Nonprofits served

105,000+

Organizations to likely use again

97%



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