



betterworld

Unlocking Generosity

Proven Strategies to Boost Donor
Engagement & Elevate Your Fundraising



Colin Hunter

- Father to three amazing daughters
- Enjoy adventure, tennis and making pizzas
- Co-founder of BetterWorld alongside my brother
- Inspiration: Purpose over profit



Understanding the ecosystem: A reason for hope

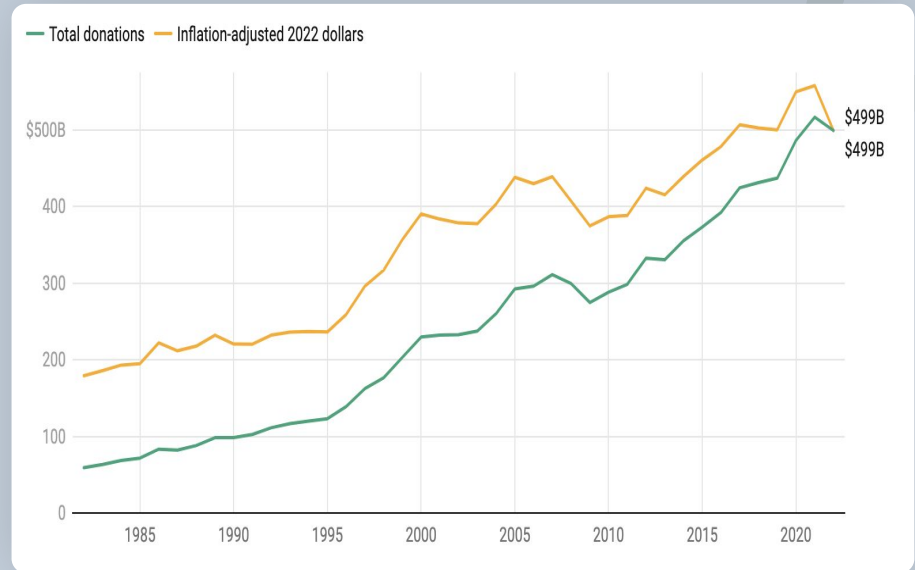
\$499B+ in annual giving (4% YOY growth)

\$320B in individual giving / year

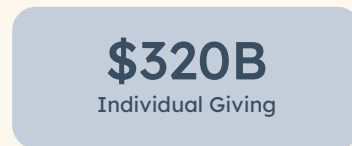
\$57B in online donations, growing 9% YOY

\$26B donated in 2024 Giving Tuesday

**RECORD BREAKING YEAR



Understanding the ecosystem: A reason for hope



Understanding the ecosystem: A reason for hope



100,000+

Nonprofits

30-40%

More raised in first year

Understanding the ecosystem: **Reframing 3 beliefs**

01.

**I don't have
the time**

02.

**I don't have
the resources**

03.

**Our situation
is unique**



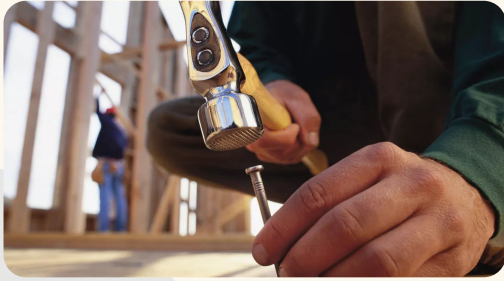
Preparing for Evergreen

Importance of Vision

Developing the *Right* Strategic Plan

Practical Tips to Drive Success

Importance of vision



Building Supplies



Blueprint



Site Plan

Importance of vision



SITE PLAN

Vision

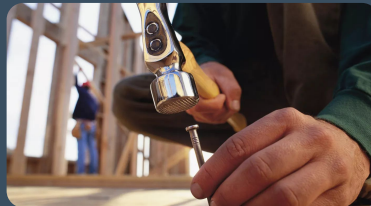
10 year view



BLUEPRINT

Strategic plan

3-5 year view



BUILDING SUPPLIES

**Campaign
execution**

1 year view

Importance of Vision

A good vision ...

Has **clarity** and **specificity**

Is **exciting** and **inspiring**

Is **comprehensive** and **thoughtful**

Is **actionable**

Starts with imagining **what is possible**, not what you can do with what you have



Big Vision = Big Dollars

Goals for today

Importance of Vision

Developing the Right Strategic Plan

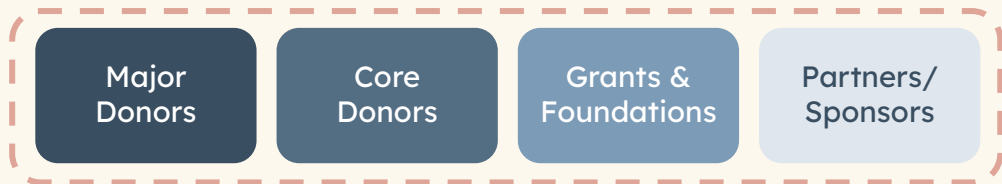
Practical Tips to Drive Success

The *right* strategic plan



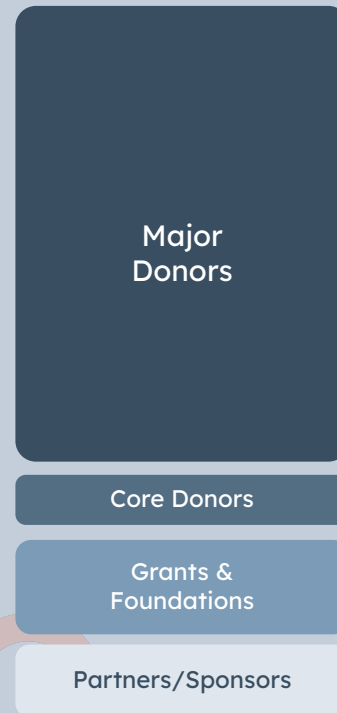
UNDERSTAND YOUR CONSTITUENTS

Where do your funds come from?



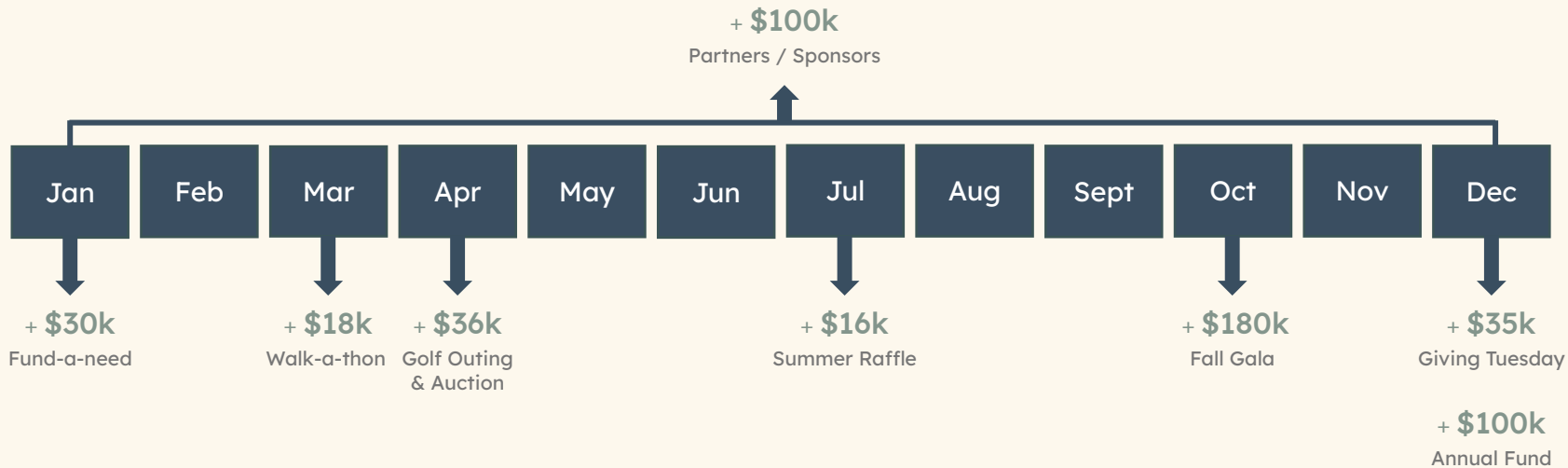
- # of active supporters in each group
- % that are giving today
- Biggest opportunities for growth
- How to invite each audience into your vision?
- How are you engaging each group today?
- What is the ideal and where are there gaps?

SOURCES OF FUNDS



BUILD YOUR FUNDRAISING PLAN

Where do your funds come from?



Total Plan: **\$515k**

Practical Tip: Plan for a 20%-30% surplus

BUILD YOUR FUNDRAISING PLAN

Where do your funds come from?

	Fund-a-need	Walk-a-thon	Golf Outing & Auction	Summer Raffle	Fall Gala	Giving Tuesday	Annual Fund
Core Donors							
Major Donors							
Grants & Foundations							
Partners/Sponsors							

Goals for today

Importance of Vision

Developing the Right Strategic Plan

Practical Tips to Drive Success

Embrace consumer giving

- Raffles, auctions, purchases, etc. tap into a different part of the brain
- Consumer giving doesn't impact donor fatigue, but rather increases likelihood of giving
- Consumer giving releases endorphins and makes donors feel closer to your organization



South African Photo Safari Adventure

A Five Nights Safari Exploration in South Africa

ESTIMATED VALUE

\$8,900

RESERVE PRICE ?

\$3,550

+ Add to auction

Prioritize the relationship

- Get to know your supporters as people first
- Acknowledgement and gratitude
- Communicate progress
- Thoughtful gifting



Focus on recurring giving



Monthly givers



St. Mary's Academy

St. Mary's Academy's Day of Giving!

This Day of Giving, we invite you to partner with us in supporting our mission to provide an exceptional education that empowers each student to reach their full potential. Your generous donation will directly impact our ability to enhance educational programs, support our dedicated teachers, upgrade our facilities, and provide scholarships to deserving students who may not otherwise have access to a St. Mary's education. Let's make this Day of Giving a day to remember!



Multi-year gifts

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 \$33.33/month

Keep my one-time gift of \$100

← Back to amount

9x
lifetime value

Only 14%
of nonprofits ask donors to set
up recurring gifts during the
donation process.

57%
of donors are enrolled in a recurring
giving program.

Make the need *real*

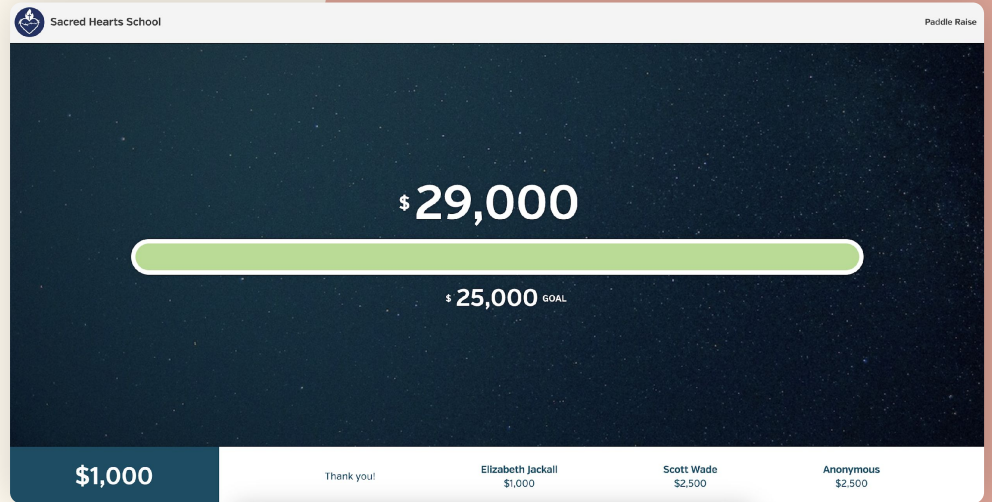
✔ Clarity

✔ Specificity



Tap into the human element

- People love **Recognition**
- People love **Competition**
- People love **Completing a Goal**



Leverage Evergreen Giving

TOGETHER, LET'S MAKE A LASTING IMPACT ON THE

Donate Today!

Thank you for your support of our Animal Fund. We are a proud 501(c)(3) organization.

Amount

Amount:

Frequency:

Payment Method

Card:

Card Number:

Cardholder Name:

Address:

City:

State:

Zip:

Country:

Phone Number:

Email Address:

Support our organization by making a secure donation today. Your donation is 100% tax deductible. Thank you for your support.

Fix low hanging fruit

67%

of donors will abandon a form if they encounter complications

South Camden ANIMAL RESCUE

Choose an amount to give
You'll be making a one-time donation of \$100

Give once Monthly Annually

Secure donation

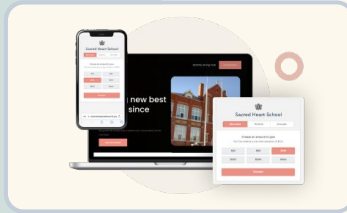
\$250 Raised 25%

\$1,000 Goal

Upgrade to modern tools

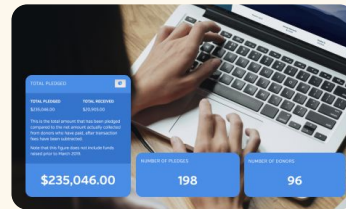
Embrace eCommerce best practices like smart prompts, Apple Pay, and personalized experiences.

Find your avenues



Monthly Giving

Prompt and encourage monthly giving on every fundraising campaign



Multi-Year Pledges

Offer multi year pledging for larger amount.

\$10K over 3 years



Recurring Campaigns

Launch recurring initiative campaigns where donors can ensure success.

Thinking outside the box

01.

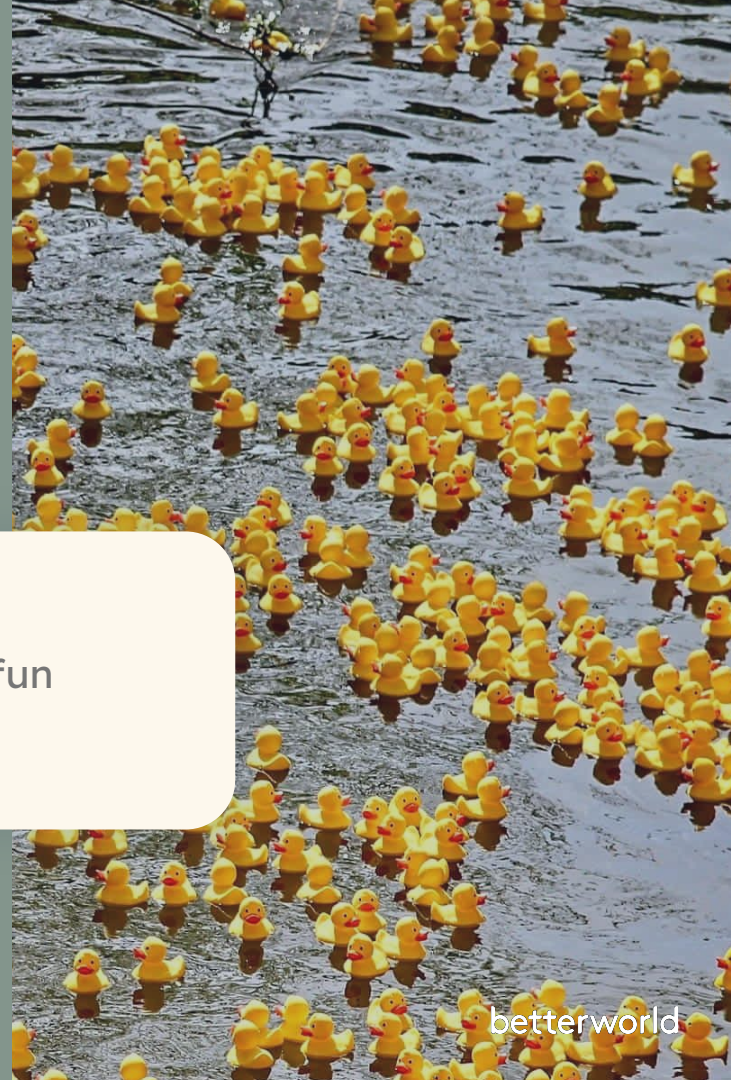
Challenge the
status quo

02.

Look outside
your industry

03.

Inject fun



Understanding the ecosystem:

Reframing 3 beliefs

01.

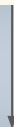
I don't have
the time



**The right plan
will save you
time**

02.

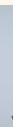
I don't have
the resources



**If you build it,
(the funds) will
come**

03.

Our situation
is unique



**Learn from
what works
(80% overlap)**

All-in-one fundraising platform

Tools to meet any budget – starting at free



Year-Round
Donation Forms



Events & Ticketing



Year-Round
Donation Forms



Year-Round
Donation Forms



Year-Round
Donation Forms



Year-Round
Donation Forms



Year-Round
Donation Forms



Year-Round
Donation Forms



Year-Round
Donation Forms



Year-Round
Donation Forms