

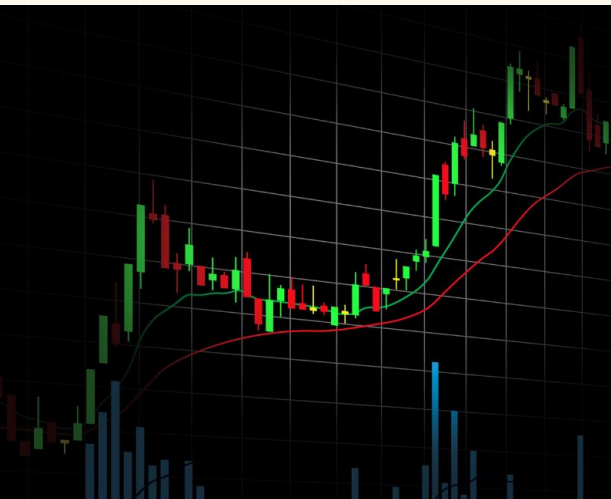


betterworld

**How to drive guaranteed fundraising growth
in turbulent times
(even with a small team)**

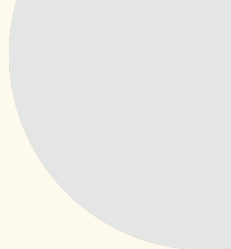


Colin Hunter, Co-Founder, BetterWorld



The formula for transformative growth is straightforward

Desire + Knowledge + Courage + Discipline



“If information were the answer, we’d all be
billionaires with perfect abs”

- Derek Sivers

Biggest obstacle to growth is often...

Ourselves

Status quo mentality

We think too short term

We think we are too unique

We 'don't have time'

Objectives for today



Desire + Knowledge + Courage + Discipline

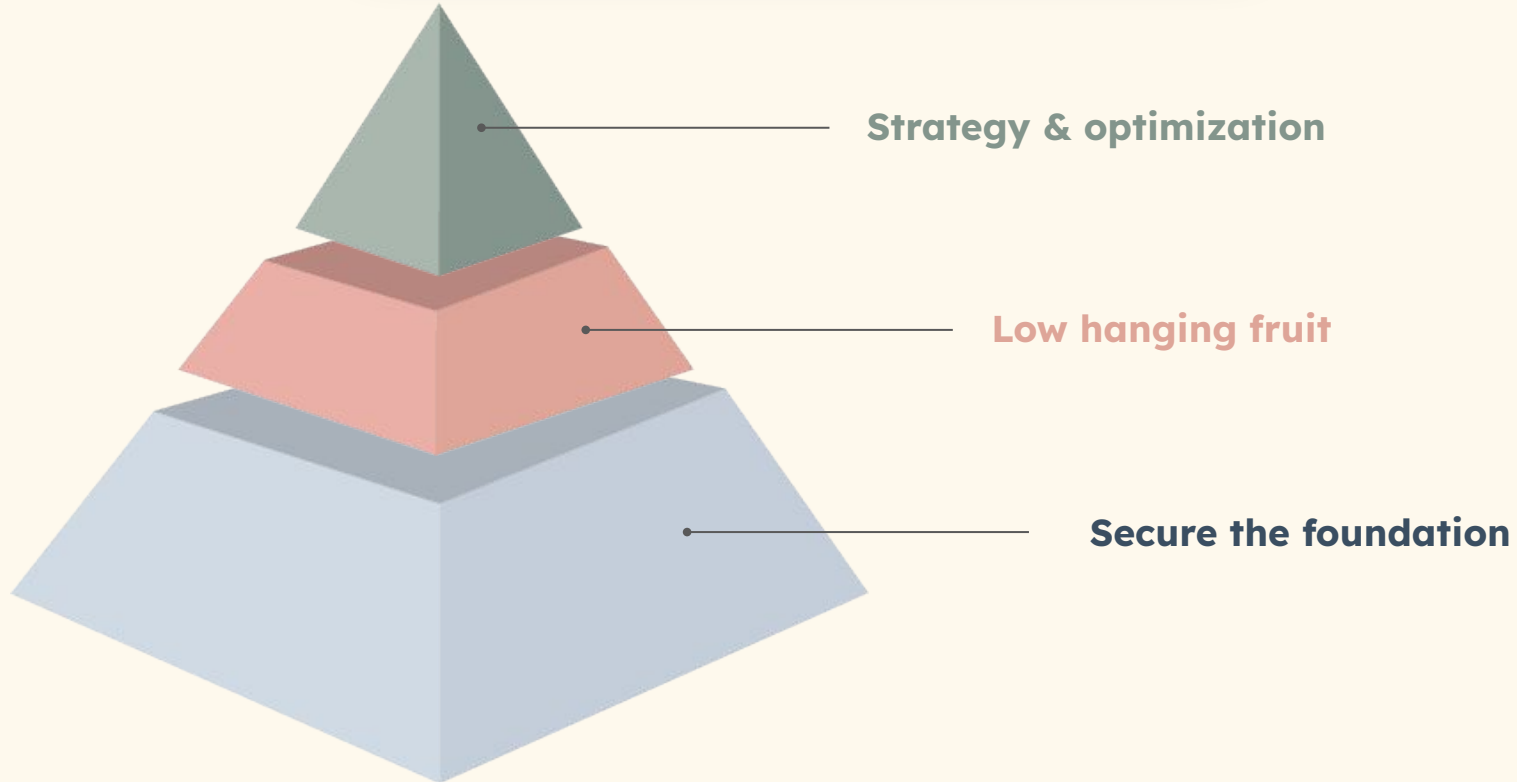


Proven, Practical, Actionable

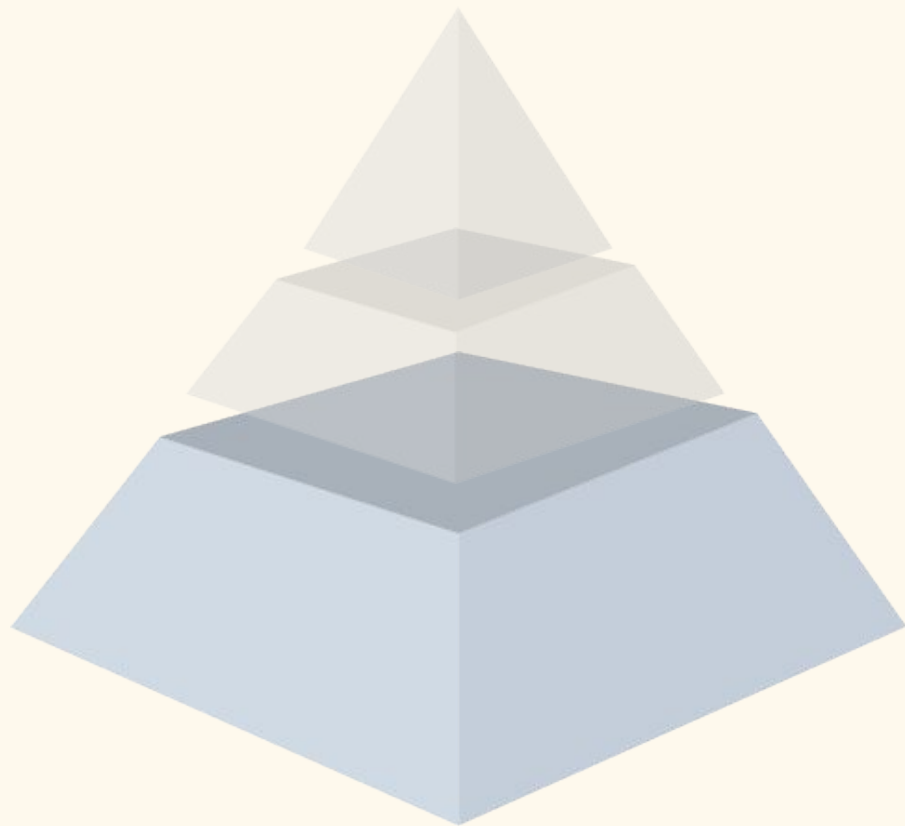


The fundraising growth pyramid

Sustainable growth is built from the ground up



Secure the foundation



Reduce hidden waste

Donor retention

- Utilize incentives & discounts
- Identify unused tools

Secure the foundation

Reduce hidden waste

- Average non-profit wastes \$30-\$50K/yr
- Hidden fees are real and they add up
- Time spent -> Time is money

Organizations that actively manage budgets save up to

10%

annually.

Secure the foundation

Donor retention

- Retaining donors is often cheaper than acquiring new
- Existing donors give more over time
- Strong retention creates predictable revenue

**Growth becomes more stable,
efficient, and sustainable**



Prioritize the relationship

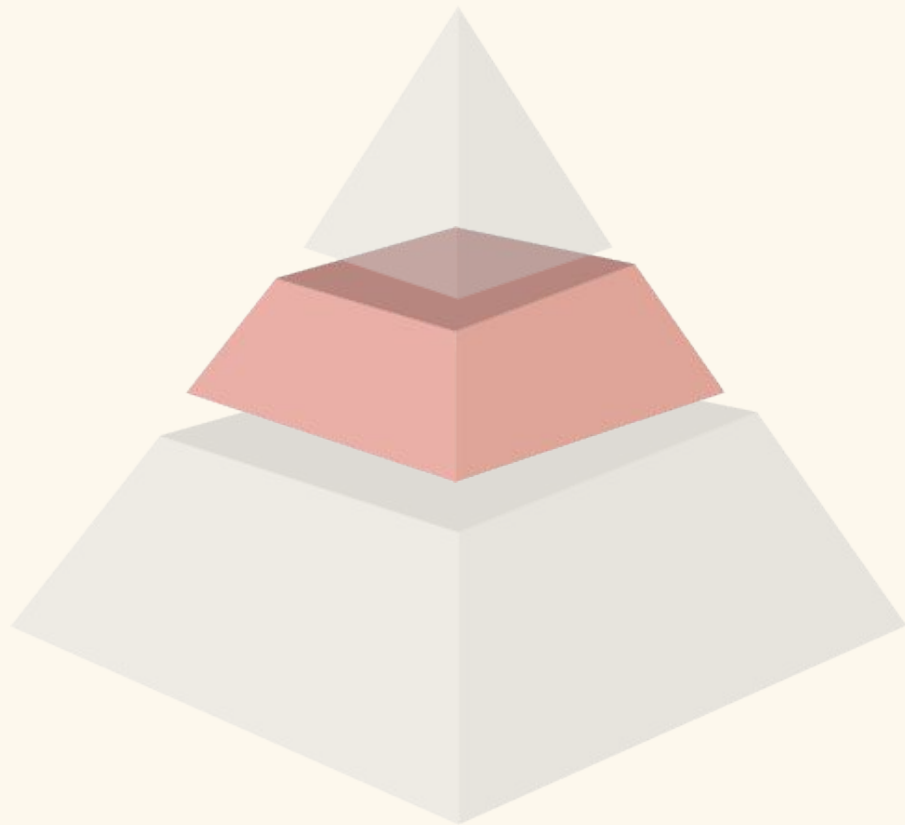
- Get to know your supporters
- Acknowledgement and gratitude
- Communicate progress
- Thoughtful giving



Practical actions

- Review/calculate current platform fees
- Identify underutilized tech
- Review biggest categories of spend
- Perform a “time” evaluation
- Deep dive into donor retention data

Low hanging fruit



Right tools in your toolkit

Make Conversion Easy

Sponsorship & community
partnerships

- Donor history & patterns
- Ask the right questions: time and treasure, not just funds

Low hanging fruit

The right tools in your toolkit

27%

will abandon because
of *form length*

TOGETHER, LET'S MAKE A LASTING IMPACT ON THE

Donate Today!

Thank you for your support of our Annual Fund! We are so grateful for your generosity.

Amount

or \$10.00 - Please consider entering the credit card processing fee as the full amount of your donation card payment.

Frequency

☒ One Time ☐ Recurring

Payer Details

NAME

EMAIL

First Name *

Last Name *

Address *

STREET ADDRESS

ADDRESS LINE 2

CITY

STATE/PROVINCE/REGION

POSTAL CODE

COUNTRY


Phone Number

Email Address

Special Instructions

Please enter any special instructions (e.g., donor listing specifications, honorarium requests, memorial requests, special instructions, special designations, etc.)

© 2024. ALL RIGHTS RESERVED BY ANNUAL FUND

 **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

Low hanging fruit

The right tools in your toolkit

15-30%

increase in giving rates if
donors know a clear goal

Low hanging fruit

The right tools in your toolkit

ZIP 79901



South Camden Animal Rescue

Give once

Monthly

Annually

Choose an amount to give

You'll be making a one-time donation of \$100.

\$25

\$50

\$100

\$250

\$500

Other

Donate

Secure donation

ZIP 94027



South Camden Animal Rescue

Give once

Monthly

Annually

Choose an amount to give

You'll be making a one-time donation of \$125.

\$30

\$60

\$125

\$300

\$600

Other

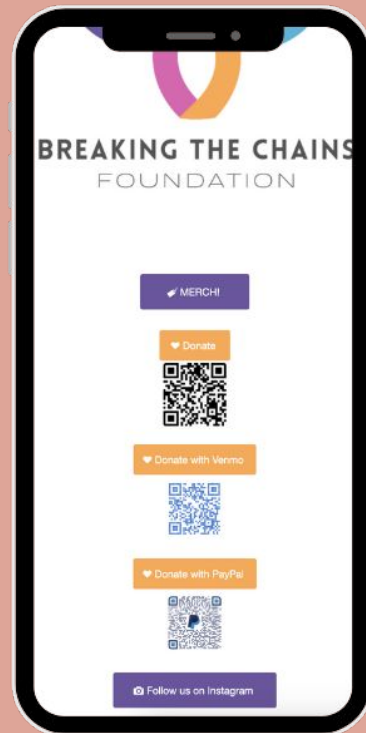
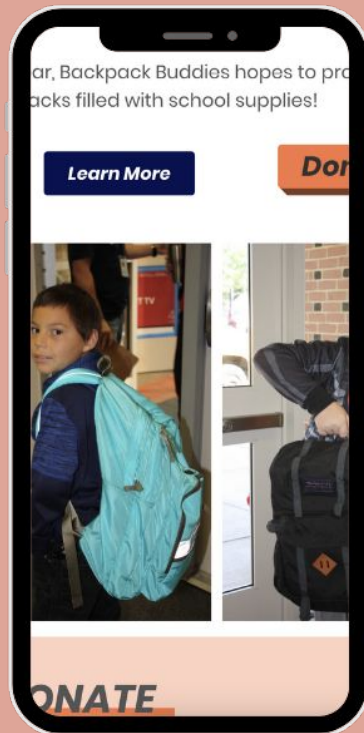
Donate

Secure donation

Low hanging fruit

Make conversion easy

- 61% will abandon a site that is not mobile optimized
- 40% will abandon if a site take 3+ seconds to load
- Pledge fulfillment drops with time post event



Low hanging fruit

Sponsorship & community partnerships

Increased reach

Shared resources

Lead generation

In-kind giving

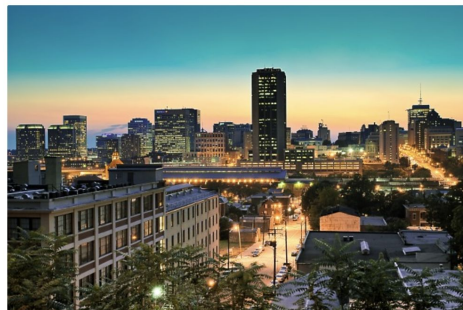
RVA Animal
Shelter

X

The
Quirk Hotel

X

La Bottega



Ultimate Richmond Staycation

🕒 35 days remaining

Enjoy a night out on the town, dinner at La Bottega, a show at The McCall Theater and a luxurious stay at The Quirk Hotel.

Enter to win

Donated by: Quirk Hotel



Details

Rules

Get ready for the ultimate staycation experience! Treat yourself to an unforgettable night with our exclusive giveaway: start with a delicious dinner at the charming La Bottega, followed by a spectacular performance at the iconic McCall Theater. After an evening of incredible food and

Make a donation and receive chances to win!

Practical actions

- Feature audit of your current donation form
- Review all failed transactions & any unfulfilled pledges
- Audit your digital contact information
- Setup a A/B test on different donation forms
- Wealth screen your donors & audit current mailing list (e.g. Donor Search + Smarty)
- Review donor giving journey

Strategy & optimization



Recurring giving

Engagement increases generosity

Optimizing events to increase revenue

Mobilize your network

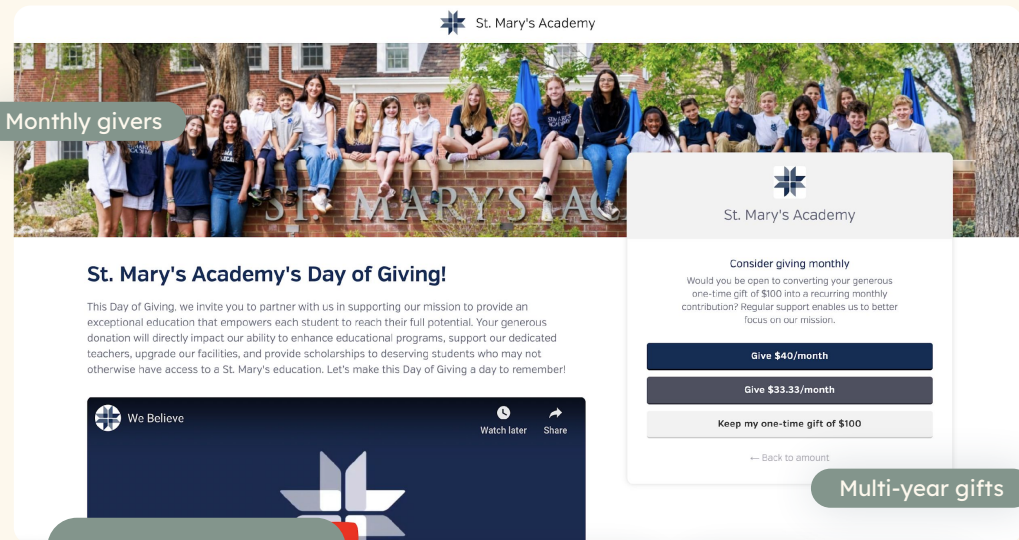
Make the needs real

Open up the curtain

Recurring giving

- Higher lifetime value
- More likely to give again
- Easier to upgrade over time

Monthly giving isn't a campaign -
it's a mindset

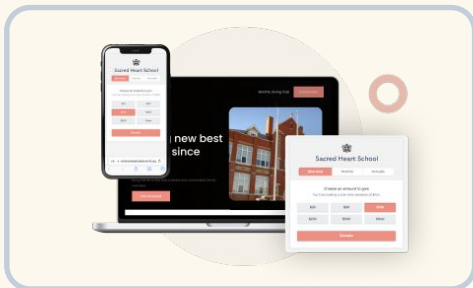


9x
lifetime value

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

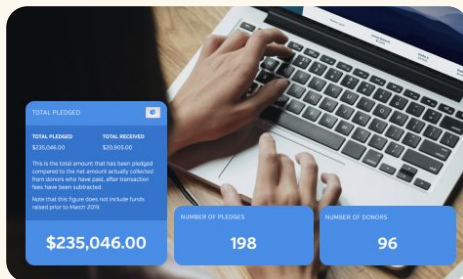
57%
of donors are enrolled in
a recurring giving program.

Three approaches to recurring giving



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.

Strategy & optimization

Engagement increases generosity

- Intentional engagement = increased giving
- Communication builds trust
- Trust leads to increased giving

Engagement is not a “nice to have” - it’s a revenue strategy



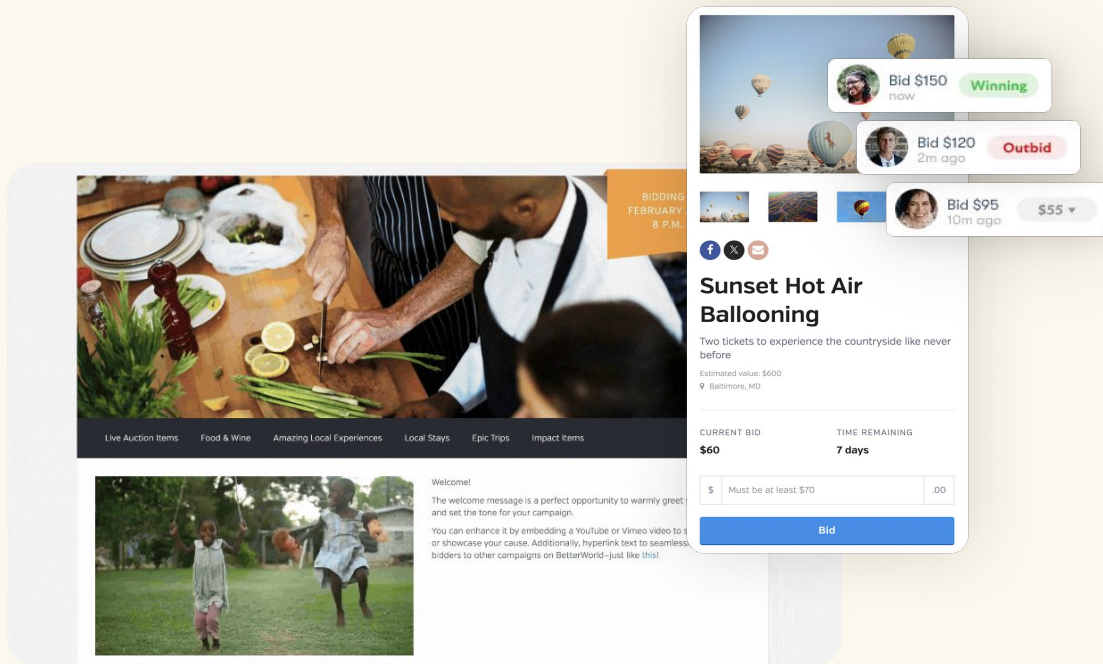
Strategy & optimization

Embracing consumer giving

Raffles, Auctions & Fund-A-Need

Doesn't impact donor fatigue

Releases endorphins



Strategy & optimization

Optimizing events to increase revenue

- Focus on events that generate revenue
- Design events to deepen relationships
- Wine pulls, paddle raise, instant items

Stronger engagement, higher fundraising ROI

Groups that use instant items
bring in

54%

more contributions

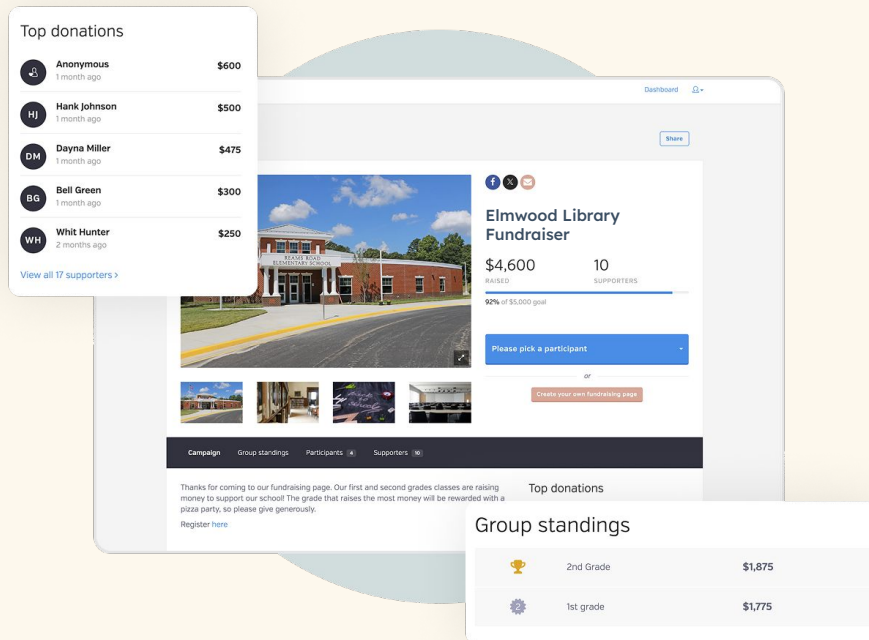
Strategy & optimization

Mobilize your network

Amplifies fundraising impact

Builds community engagement

Cost-effective growth



Strategy & optimization

Make needs real

- “Help us raise \$500K” -> abstract
- “Fund 3 chairs for auditorium” -> real
- Right ask for the right donor
(understand past giving history)

Emotion is the catalyst of
generosity



Strategy & optimization

Invite the donor to be the hero

306%

higher lifetime value when
customers emotionally connect
to your brand



Strategy & optimization

Open up the curtain

Transparency of:

Impact

Need

Challenges

Donations to organizations with high transparency ratings **increased 15% during the 2008 recession**, compared to a 4.5% decline for less transparent organizations

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

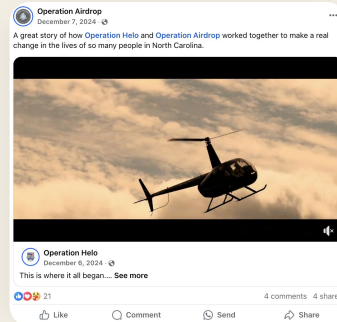
Supplies Tracked



657+ Starlinks

Dropped to remote areas

Operation Airdrop: \$2.7M on
BetterWorld



betterworld

Practical actions

- Revisit (or develop) your 2026 fundraising plan & calendar
- Review your current recurring giving strategy & recurring giving mix
- Develop a “menu” of specific needs/asks
- Make a list of your unfiltered/real needs and challenges
- Audit 2025 biggest campaigns and ideate around 20%+ growth
- Draft three ideas for how to mobilize your donor base

Let's make this actionable - we're here to help

Complimentary assessments this month

Strategy & optimization
Strategic growth review

Low hanging fruit
Immediate impact review

Secure the foundation
Efficiency and stability review

Thank you

Reach out to us



<https://try.betterworld.org/afp-assessment>

Founded in

2013



Net Promoter Score

87

Nonprofits served

120,000+

Organizations to likely use again

97%



Q&A