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**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

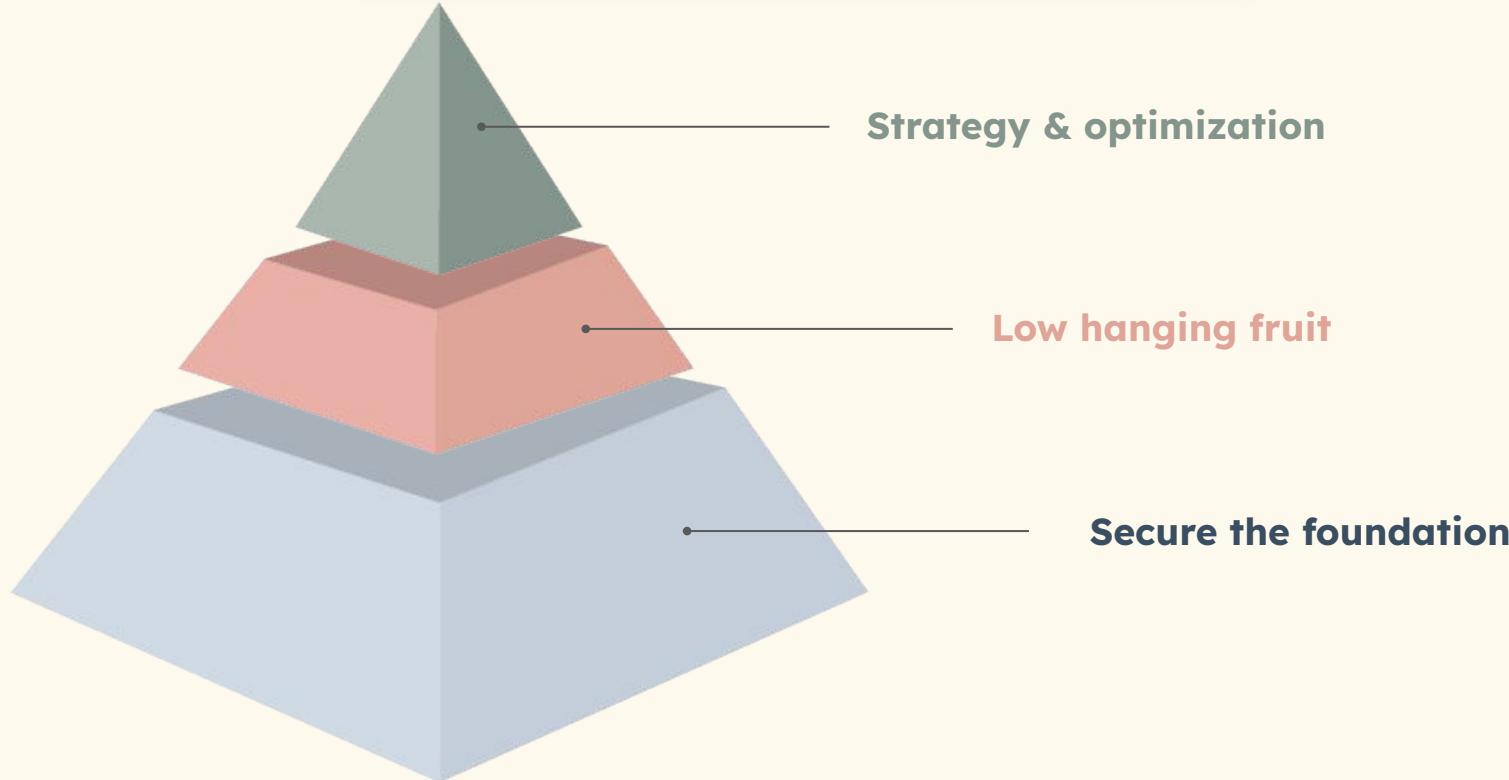


Proven, Practical, Actionable

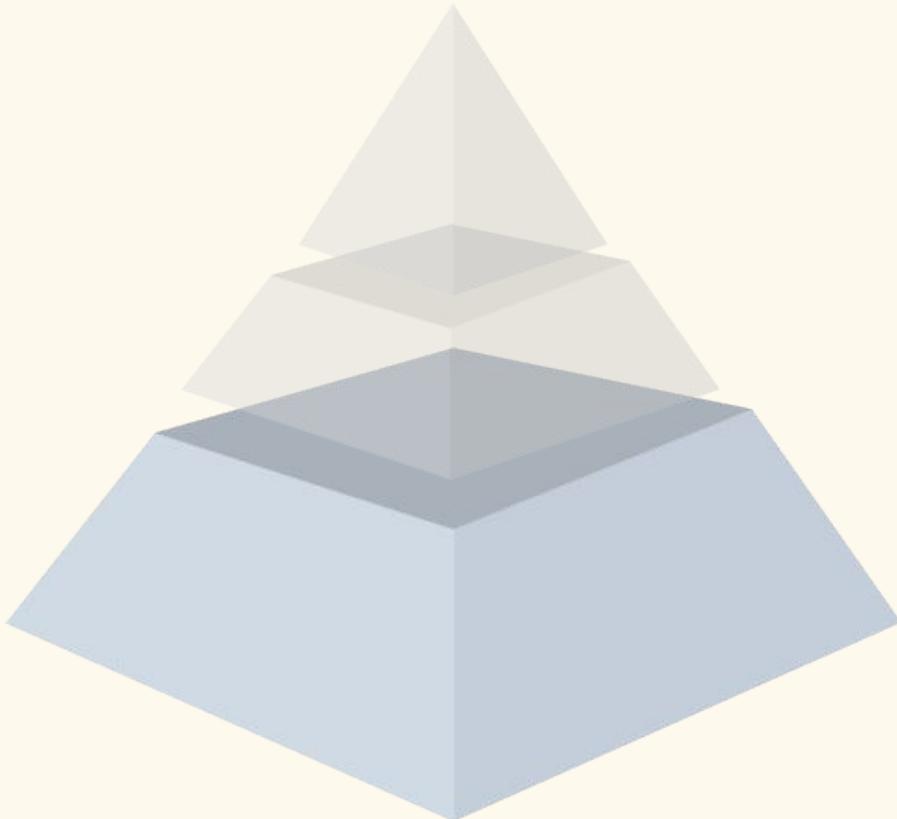


# The fundraising growth pyramid

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

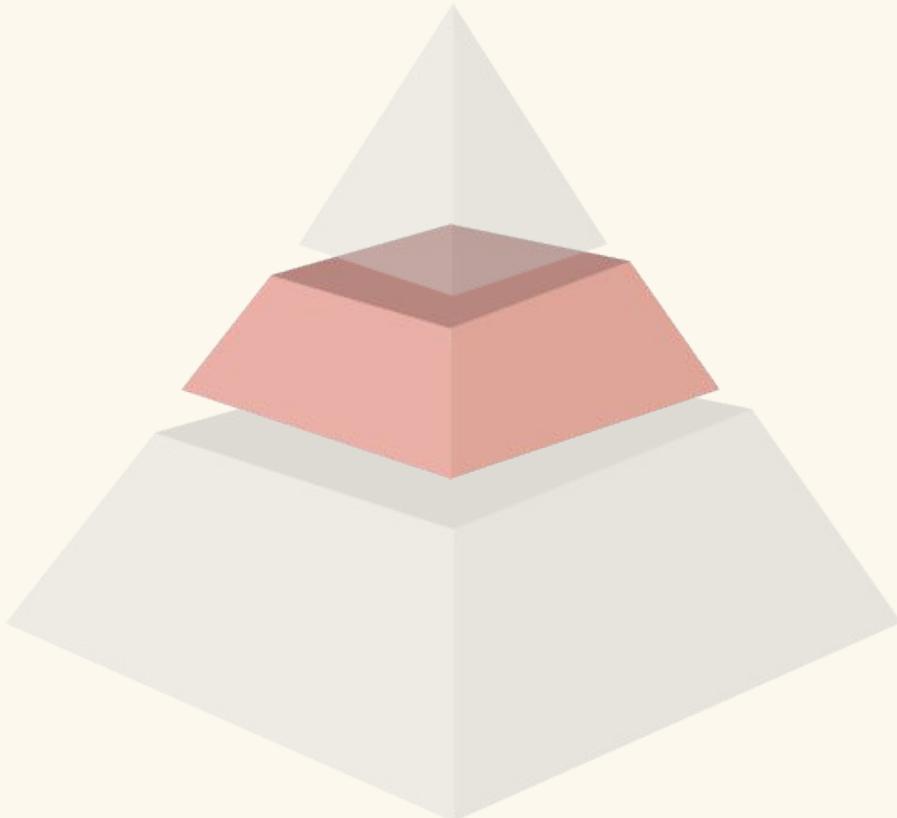
- Get to know your supporters
- Acknowledgement and gratitude
- Communicate progress
- Thoughtful giving



# 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**  
\$10.00  Add 3.2% - Please consider covering the credit card processing fees so the full amount of your donation can support

**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  
  
United States

**Phone Number**

**Email Address**

**Special Instructions**  
Please enter any special instructions (e.g., donor listing specifications, honoree requests, memorial requests, special instructions, special designations, etc.)

**Next →**

SECURE POWERED BY MONGOOSE

 **South Camden**  
ANIMAL RESCUE

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

**Give once** **Monthly** **Annually**

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

**Donate**

Secure donation

**\$250 Raised**  25%  
**\$1,000 Goal**

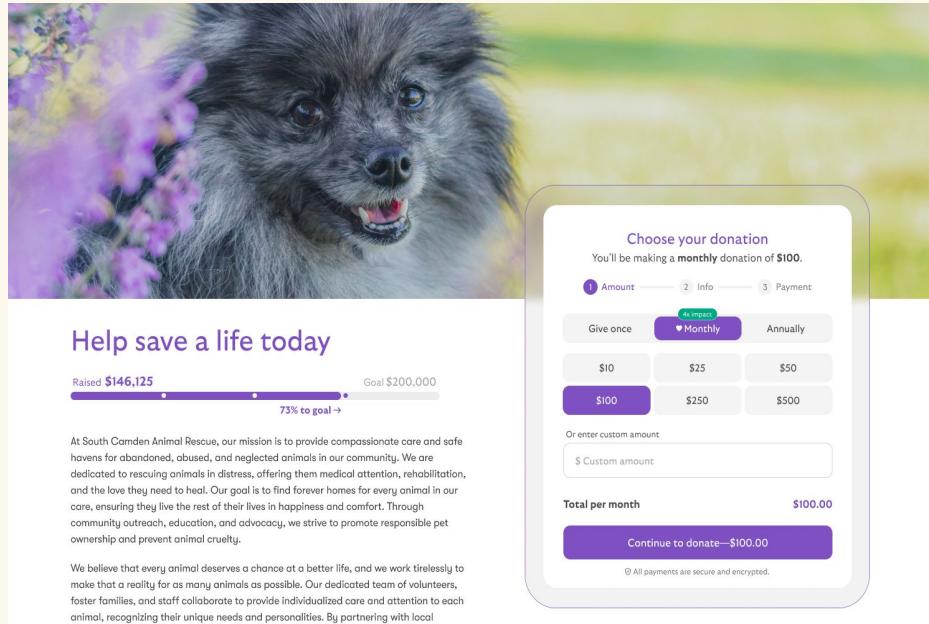
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Low hanging fruit

## The right tools in your toolkit

15-30%

increase in giving rates if  
donors know a clear goal



The collage illustrates the impact of clear goals and user-friendly tools. The top image shows a fluffy dog with purple flowers, symbolizing the positive outcome of animal rescue. The middle image is a screenshot of a donation progress bar for South Camden Animal Rescue, showing a goal of \$200,000 and \$146,125 raised, with a 73% completion rate. The bottom image shows a donation form from betterworld, featuring a purple header, a 'Choose your donation' section, and a 'Continue to donate' button.

Help save a life today

Raised \$146,125 Goal \$200,000

73% to goal →

At South Camden Animal Rescue, our mission is to provide compassionate care and safe havens for abandoned, abused, and neglected animals in our community. We are dedicated to rescuing animals in distress, offering them medical attention, rehabilitation, and the love they need to heal. Our goal is to find forever homes for every animal in our care, ensuring they live the rest of their lives in happiness and comfort. Through community outreach, education, and advocacy, we strive to promote responsible pet ownership and prevent animal cruelty.

We believe that every animal deserves a chance at a better life, and we work tirelessly to make that a reality for as many animals as possible. Our dedicated team of volunteers, foster families, and staff collaborate to provide individualized care and attention to each animal, recognizing their unique needs and personalities. By partnering with local

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.

Low hanging fruit

## The right tools in your toolkit

ZIP 79901

ZIP 94027



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



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

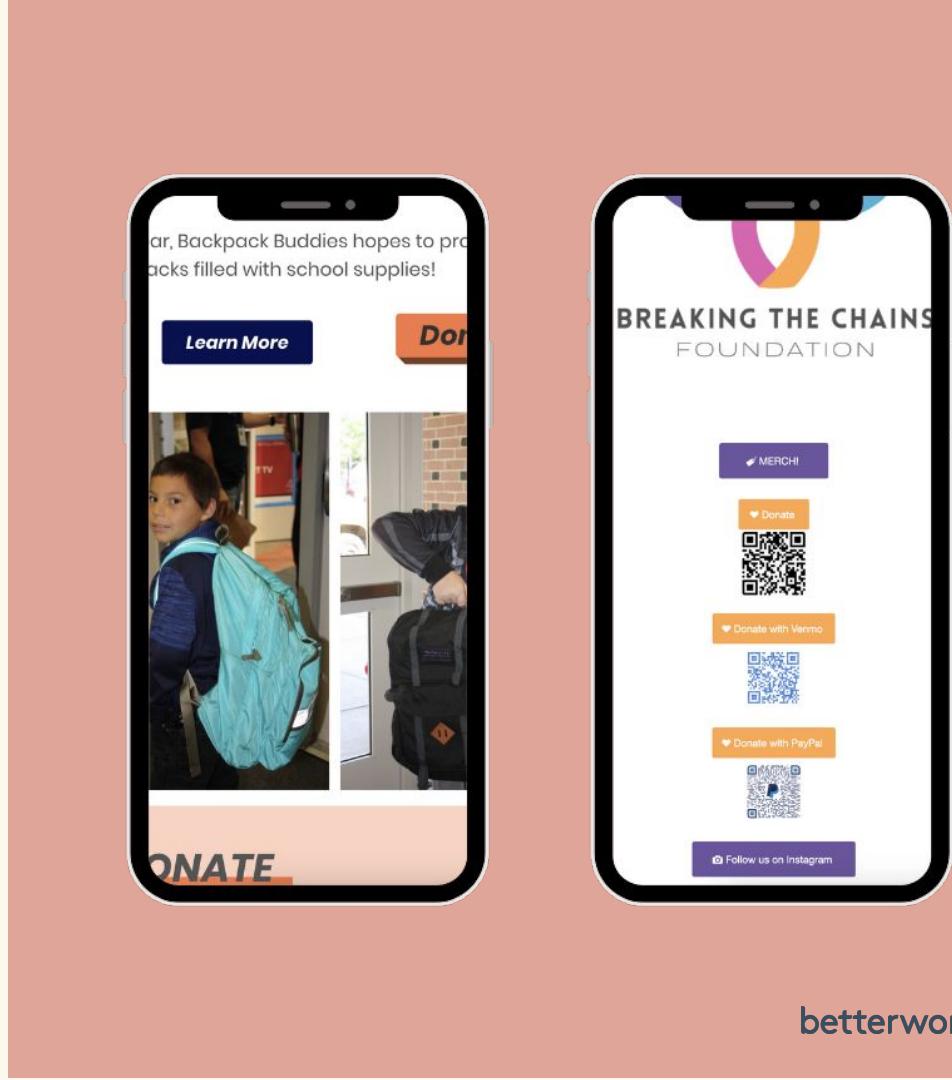
Secure donation

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Low hanging fruit

## Make conversion easy

- 61% will abandon a site that is not mobile optimized
- 40% will abandon if a site takes 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

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 Bodega, followed by a spectacular performance at the iconic McCall Theater. After an evening of incredible food and

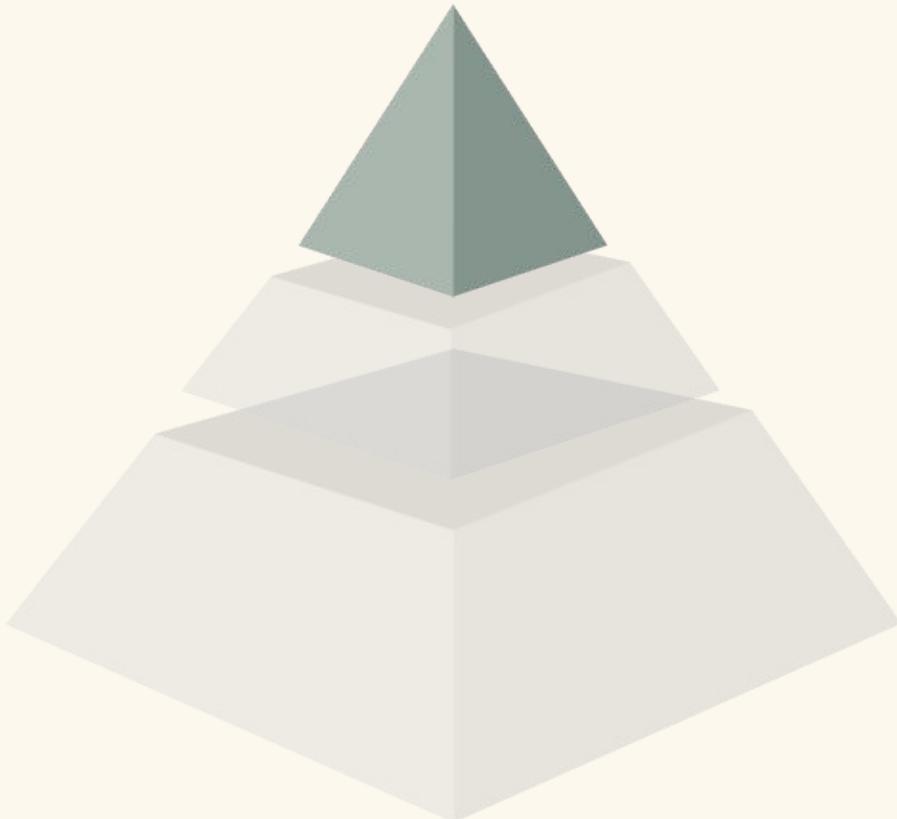
Make a donation and receive chances to win!

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# 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

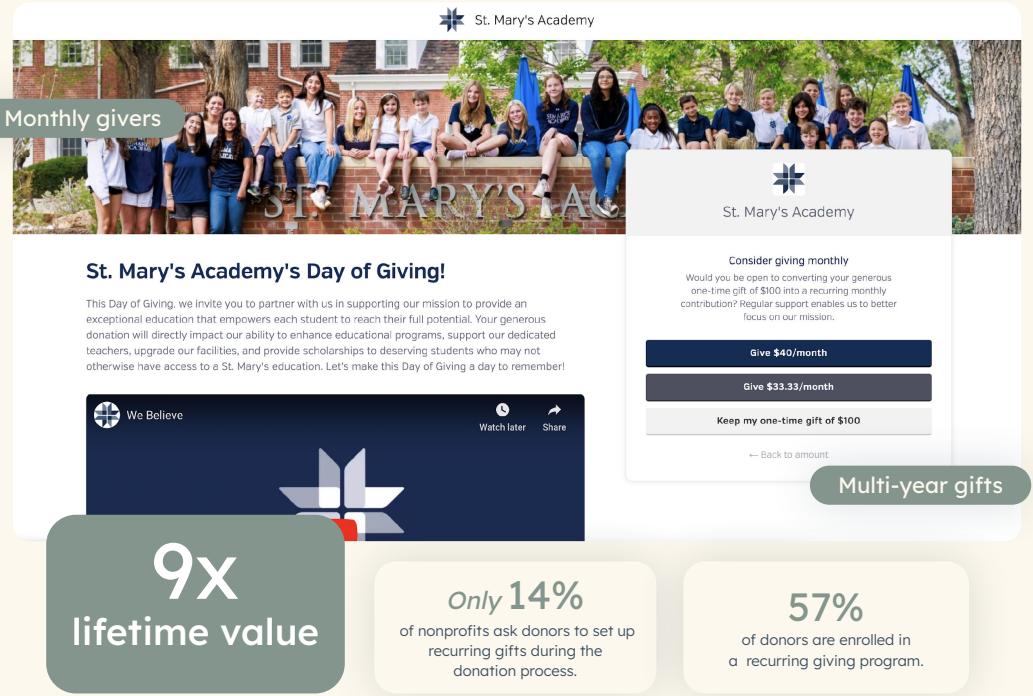
Open up the curtain

Strategy & optimization

# 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



St. Mary's Academy

Monthly givers

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!

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.

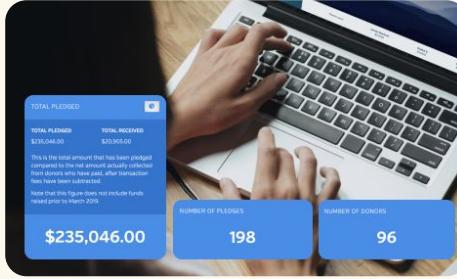
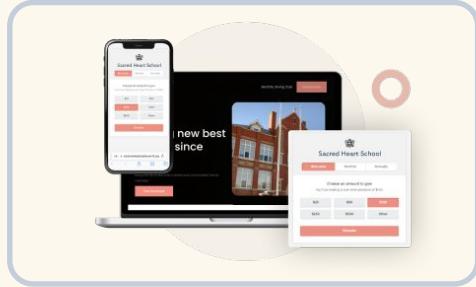
Multi-year gifts

We Believe

Watch later Share

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# 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.

## 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



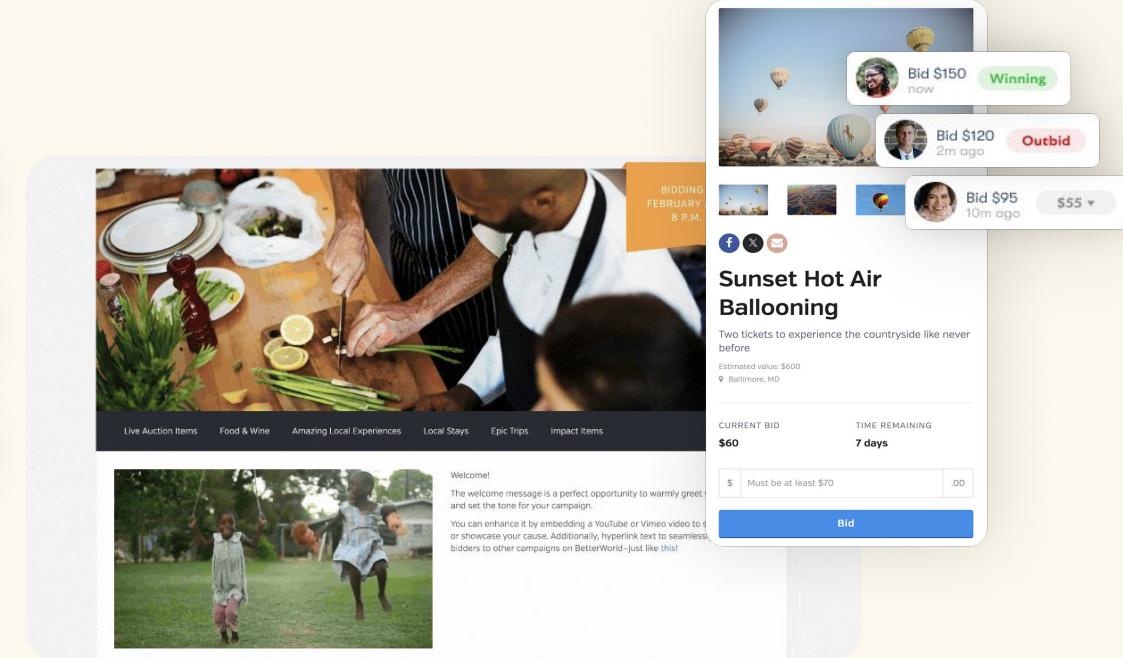
Strategy & optimization

# Embracing consumer giving

Raffles, Auctions & Fund-A-Need

Doesn't impact donor fatigue

Releases endorphins



The image shows a charity auction interface. At the top, there's a banner for a chef preparing a meal. Below the banner, a section for 'Amazing Local Experiences' features a photo of two children playing in a grassy field. The auction interface includes a bidding section for 'Sunset Hot Air Ballooning' with a current bid of \$60 and 7 days remaining. It also shows a list of recent bids for the same item.

BIDDING FEBRUARY 8 P.M.

Live Auction Items Food & Wine Amazing Local Experiences Local Stays Epic Trips Impact Items

Welcome!

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

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

CURRENT BID \$60 TIME REMAINING 7 days

\$ Must be at least \$70 .00

Bid

## 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

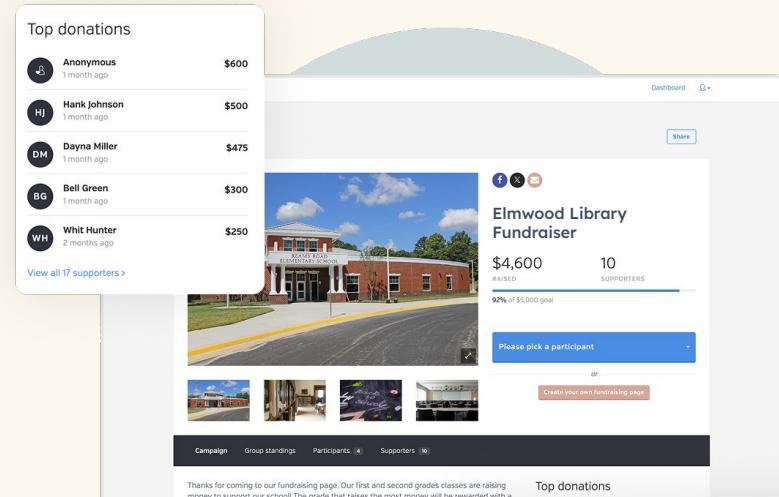
Strategy & optimization

# Mobilize your network

Amplifies fundraising impact

Builds community engagement

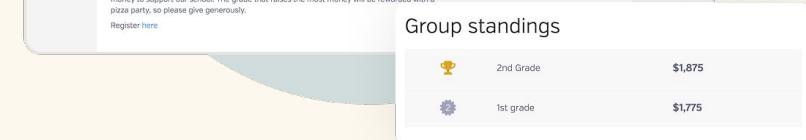
Cost-effective growth



The screenshot shows a fundraising campaign page for the Elmwood Library. The top left features a 'Top donations' table with the following data:

Donor	Amount	Time
Anonymous	\$600	1 month ago
Hank Johnson	\$500	1 month ago
Dayna Miller	\$475	1 month ago
Bell Green	\$300	1 month ago
Whit Hunter	\$250	2 months ago

Below the table is a large image of a red brick library building. To the right, the campaign title 'Elmwood Library Fundraiser' is displayed with a progress bar showing '\$4,600 raised' and '10 supporters'. A message at the bottom left says 'Thanks for coming to our fundraising page. Our first and second grades classes are raising money to support our school! The grade that raises the most money will be rewarded with a pizza party, so please give generously.' A 'Register here' button is also present.



The screenshot shows a 'Group standings' section with the following data:

Grade	Amount Raised
2nd Grade	\$1,875
1st grade	\$1,775

## 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

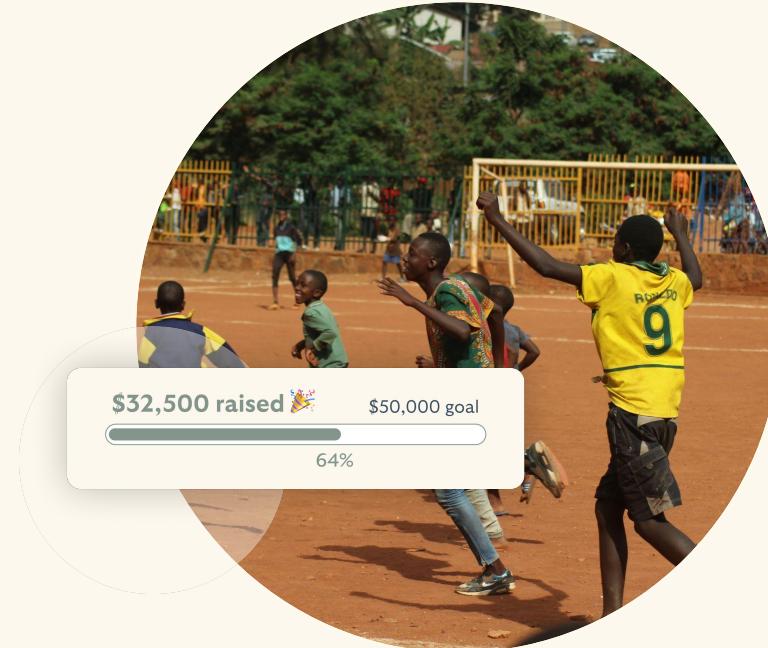


Strategy & optimization

## Invite the donor to be the hero

**306%**

higher lifetime value when  
customers emotionally connect  
to your brand



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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 Trucked



657+ Starlinks  
Dropped to remote areas

Operation Airdrop  
December 7, 2024

A great story of how Operation Help and Operation Airdrop worked together to make a real change in the lives of so many people in North Carolina.



Operation Help  
December 6, 2024

This is where it all began... See more

21 likes 4 comments 4 shares

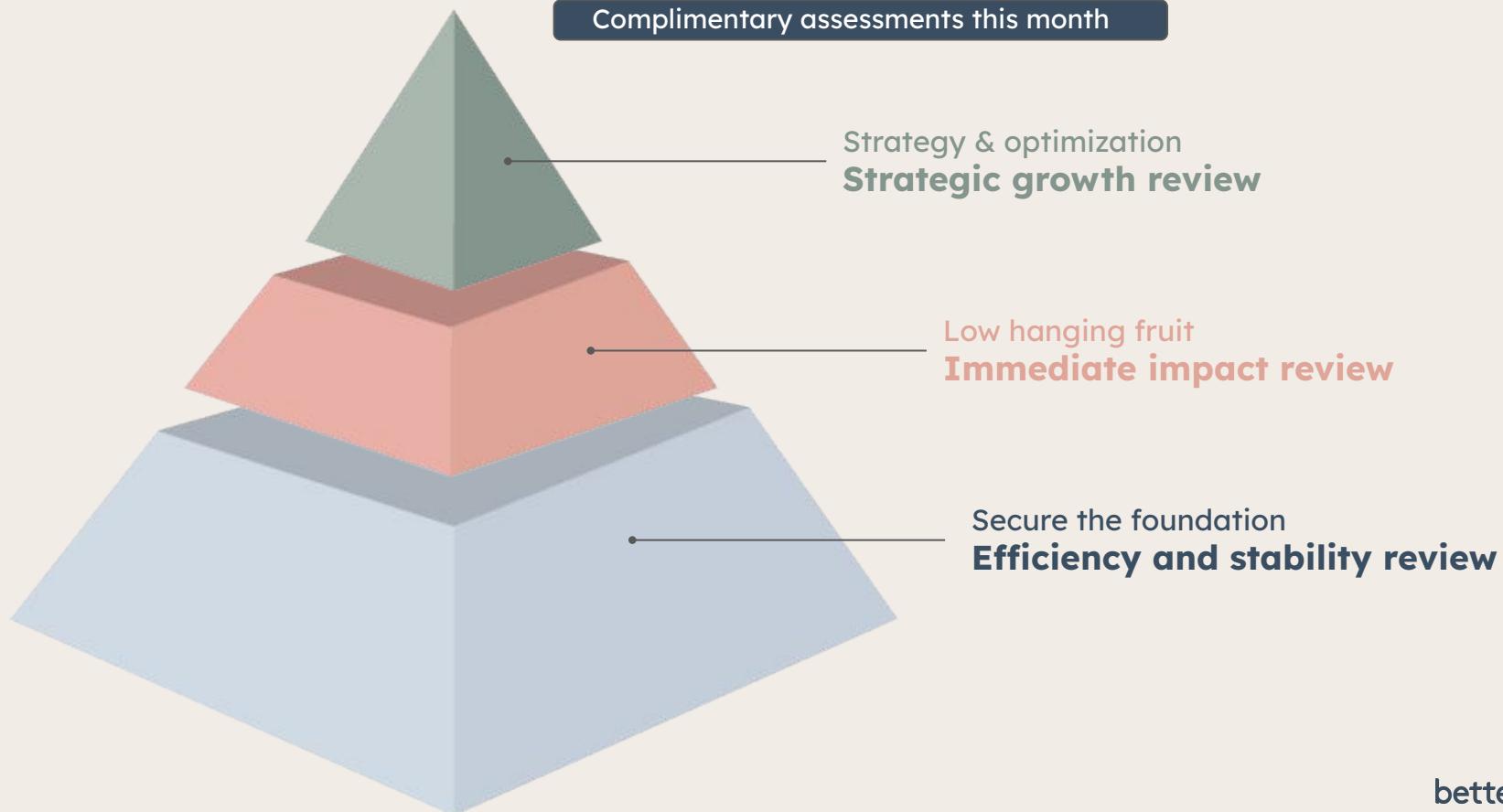
Operation Airdrop: \$2.7M on  
BetterWorld

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# 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



# 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