

**betterworld**

FUNDRAISING QUICK GUIDE

# Raise \$1,000 in 30 Days

## Using BetterWorld's Impact Giving Tool



Raise \$1,000 in 30 Days

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY



# Show the Tangible Impact of Gifts

BetterWorld's Impact Giving tool engages donors by showing them the tangible impact of their gift. Rather than making a general donation, supporters select specific needs to fund, creating a deeper emotional connection. This guide will walk you through how to raise \$1,000 in 30 days using the Impact Giving tool.

STEP 01.  
**Set Up  
and Launch**

STEP 02.  
**Launch with  
Clear Calls  
to Action**

STEP 03.  
**Engage with  
Storytelling  
and Visuals**

STEP 04.  
**Run a Limited-  
Time Impact  
Challenge**

STEP 05.  
**Use  
Countdown  
Messages**

STEP 06.  
**Celebrate  
and Share  
the Impact**

## ■ Week 01 - Set Up and Launch

### Step 1: Create Your Impact Giving Page

How to Set It Up:

- **Define Impact Items:**
  - » Example: \$25 = “Sponsor a Uniform for a child in need”; \$50 = “Provide school supplies.”
- **Add Visuals:**
  - » Include photos and descriptions to connect emotionally with donors.
- **Customize Thank-You Messages:**
  - » Example: “Thank you for funding school supplies for the Kinder class! Your generosity makes a real difference.”

### Step 2: Launch with Clear Calls to Action

How to Execute:

- **Announce Your Campaign:**
    - » Use storytelling to highlight impact items and encourage donations.
    - » Example: “Your \$50 gift will provide uniform assistance for a family in need.”
  - **Engage Your Core Supporters:**
    - » Reach out to board members and volunteers to fund the first few impact items.
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## ■ Week 02 - Build Momentum

### Step 3: Engage with Storytelling and Visuals

How to Maintain Momentum:

- **Share Updates:**
  - » Example: “Thanks to your support, we’ve funded 5 backpacks – 15 more to go!”
- **Use Testimonials:**
  - » Record short video messages from beneficiaries or volunteers sharing how donations are making an impact.

## ■ Week 03 - Create Urgency

### Step 4: Run a Limited-Time Impact Challenge

How to Create Urgency:

- **Impact Flash Challenge:**
    - » Example: “Help us fund one uniform meals in 24 hours!”
  - **Matching Campaign:**
    - » Example: “Every backpack funded today will be matched, doubling your impact!”
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## ■ Week 04 - Push for the Finish Line

### Step 5: Use Countdown Messages

Strategies for a Final Push:

- **Send a 48-Hour Email:**
  - » Example: “Just 48 hours left – help us support 3 more families!”
- **Social Media Stories:**
  - » Use live updates and real-time posts to show progress.
  - » Example: “We just funded 2 more backpacks – only 8 to go!”

### Step 6: Celebrate and Share the Impact

How to Celebrate:

- **Thank Donors Personally:**
  - » Send thank-you emails and show how their gifts made a difference.
- **Create a Recap Post:**
  - » Example: “Thanks to your generosity, we funded 100 uniforms and 20 backpacks to six families!”



# Engage Supporters and Reach Your \$1,000 Goal in 30 Days

BetterWorld's Impact Giving tool makes fundraising personal by showing donors exactly how their gifts will be used. With this step-by-step plan, you'll engage supporters, inspire generosity, and reach your \$1,000 goal in just 30 days. Keep storytelling at the heart of your campaign, and watch your impact grow.

 Online Auctions

 Live Auctions

 Paddle Raise

 Ticketing

 Peer-to-Peer

 Crowdfunding

 Impact Giving

 Giveaways & Raffles

 Standard Donations

 Mobile Giving

 Donor Management

 A-thons

NEW!

 Donation Forms

NEW!

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