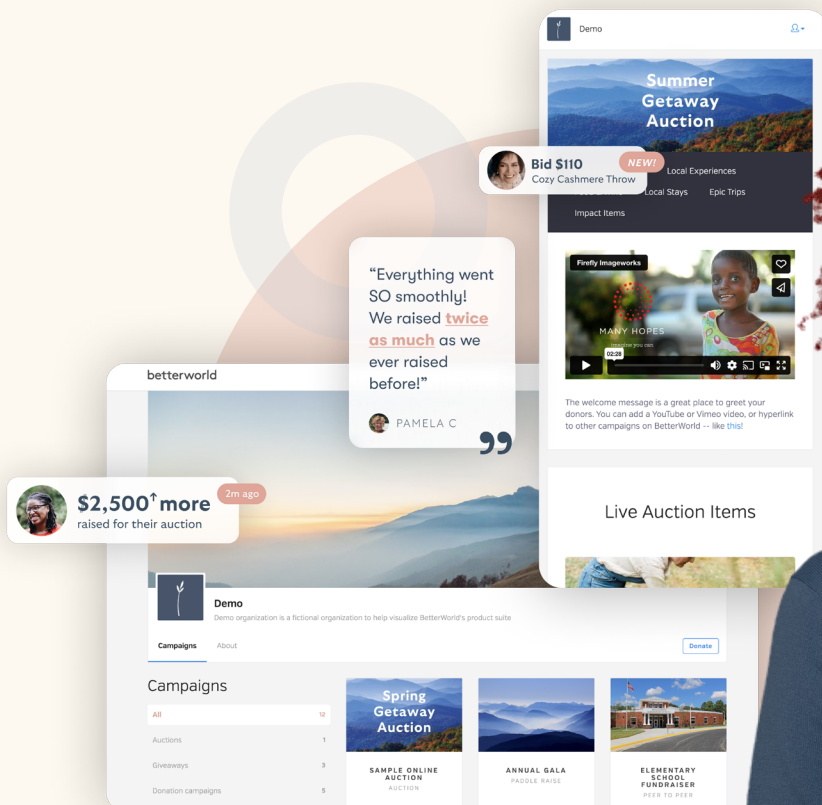


betterworld

CASE STUDY

Enhancing fundraising efficiency:

Big Brothers Big Sisters of Jasper & Newton Counties' experience with BetterWorld



“Whenever I got into BetterWorld and saw what was offered, I was blown away by everything to use between **auctions and giveaways and donation campaigns and ticketed events.**”



About Big Brothers Big Sisters of Jasper & Newton Counties

Big Brothers Big Sisters of Jasper & Newton Counties is dedicated to providing one-to-one mentoring relationships for children in the community who need a supportive friend. The program focuses on building friendships, not replacing parents or offering therapy, believing in the power of mentorship to make a difference in a child's life.

Big Brothers Big Sisters of Jasper & Newton Counties supports underserved children through one-to-one mentoring relationships with trusted adult mentors. These mentors, known as "Bigs," engage in various activities with their "Littles,"

such as hiking, playing games, and helping with homework. The aim is to create a supportive system emphasizing friendship and guidance without replacing parental roles or acting as therapists.

"BetterWorld has been a great partner for Big Brothers Big Sisters because we came across them at a time when we didn't have anything we were using. And so it was a lot of work to piecemeal all of that together. Coming into BetterWorld allowed me to have a lot of those tools under one platform."

Administrative challenges in fundraising

“My relationship with BetterWorld is an interesting one. Whenever I came on staff, we didn’t have any program that we were using and I came across BetterWorld and saw that they offered several tools that could benefit us in growing our agency.” said Executive Director Mike Brown, who has a longstanding history with the organization as both a “Little” and a “Big,” Big Brothers Big Sisters of Jasper & Newton Counties. Before partnering with BetterWorld, the Big Brothers Big Sisters of Jasper & Newton Counties faced significant challenges due to a lack of resources for managing various essential tasks. They struggled particularly with ticket sales, as they relied on physical tickets sold at only a few locations.

This limitation significantly restricted event attendance, preventing many potential attendees from accessing tickets easily. Additionally, their donation campaigns suffered from limited reach, as they were mostly constrained to basic social media interactions. This approach hindered their ability to connect with a broader audience and secure the necessary support for their initiatives, ultimately impacting their overall mission and effectiveness.

“Big Brothers Big Sisters of Jasper & Newton Counties is a very small agency. We have a small staff, so we wear a ton of different hats. Trying to chase those funders and those donors as well as figuring out how we were going to facilitate events and ticketing and those types of things

was just one more hat that we had to wear. And unfortunately, I mean, whenever you’ve got so many hats, some of them suffer because of it. And so now having a tool like BetterWorld that allows us that ease, that’s really one of my favorite things about BetterWorld, is the ease of use. It’s easy to go out there, set up a campaign, set up an event, and then you’re good to go. And so it’s one easier piece, one less hat that I have to wear. And so it’s definitely taken a lot of stress off and added time back into being able to do the program pieces.”

With the integration of BetterWorld’s products, the Big Brothers Big Sisters of Jasper & Newton Counties has significantly enhanced its operations by streamlining processes and engaging the community more effectively.

Currently, they are utilizing a variety of fundraising strategies, including giveaways, raffles, auctions, and donation campaigns, to support their mission. These efforts not only help raise essential funds but also foster a sense of community involvement and support for the organization’s valuable work with local youth.

“One of their most effective tools has been the Ticketed Events product, used annually at our September event. This tool assists in tracking ticket purchases, checking attendees in, and capturing essential contact information for future engagement.” - Mike Brown

Why “we” chose BetterWorld

Big Brothers Big Sisters of Jasper & Newton Counties chose BetterWorld for several multifaceted reasons. Firstly, as a small agency, pricing played a crucial role. The platform allows donors to help support the software, significantly reducing the financial burden on the organization.

Secondly, the ease of setting up various campaigns was a major factor. BetterWorld offers a user-friendly experience, streamlining the process of campaign creation and management.

Lastly, the robust donor management system was a key consideration. Previously, tracking donors, email addresses, and phone numbers was cumbersome, but BetterWorld efficiently collects and stores this information. This feature enables the organization to easily reach out to past event attendees and donors, inviting them to support new campaigns.

Overall, the combination of cost-effectiveness, user-friendliness, and excellent donor management made BetterWorld an ideal choice for Big Brothers Big Sisters of Jasper & Newton Counties.

“Out of all the platforms that are out there, the reason we chose BetterWorld is we’re kind of multifaceted. I think that one, obviously we are a small agency, so pricing is always a key component.” - Mike Brown



Selected as their fundraising solution due to the comprehensive array of tools and features it offers, Big Brothers Big Sisters of Jasper & Newton recognized its need for a platform that catered to their present requirements while also providing room for future growth, they were impressed by BetterWorld’s continual expansion of tools and skills.

Although some features, like paddle auctions, were unfamiliar, they appreciated the opportunity to learn and adapt. Preferring to have more resources available rather than lacking essential ones, they utilized various features such as auctions, raffles, ticketed items, and campaigns effectively.

“Looking forward, I want to explore peer-to-peer campaigns and crowdfunding to further enhance our fundraising efforts. That’s my goal for our next Bowl For Kids’ Sake, is to set up a peer-to-peer campaign.”

Enhancing fundraising efficiency

Big Brothers Big Sisters of Jasper & Newton Counties has seen significant benefits from integrating BetterWorld into their fundraising efforts. The platform has been instrumental in transforming how the organization manages its fundraising activities, leading to improved efficiency and cost savings.

Streamlined operations

One of the primary advantages of using BetterWorld has been the ability to streamline fundraising operations.

“The software’s user-friendly interface allows anyone in the organization to easily set up campaigns, events, and auctions. This ease of use has eliminated the need for hiring additional fundraising staff, thereby saving costs and allowing us to allocate its payroll towards program growth.”

Comprehensive fundraising tools

The range of tools offered by BetterWorld has exceeded expectations. From auctions and giveaways to donation campaigns and ticketed events, the platform supports a variety of fundraising activities.

“So as far as features that are available in BetterWorld, I was not sure exactly what to expect from a fundraising platform. And so whenever I got into BetterWorld and saw what was offered, I was blown away by everything to use between auctions and giveaways and donation campaigns and ticketed events.”

Cost-effectiveness

For a small agency like Big Brothers Big Sisters of Jasper & Newton Counties, cost-effectiveness is crucial. BetterWorld provides a budget-friendly solution allowing the organization to maintain and expand its fundraising platform without increasing payroll. Additionally, the partnership with donors to contribute a small tip to BetterWorld helps cover platform expenses, further easing financial constraints.

“BetterWorld is a cost-effective solution for a small agency, especially. I think any agency could benefit, but as a small agency, to be able to maintain a growing fundraising platform without having to add more payroll has been huge for us.”

Time savings

The platform’s efficiency translates into significant time savings. Quick setup for events and campaigns ensures that the organization can focus more on program development rather than administrative tasks. This reclaimed time is invaluable, allowing staff to dedicate their efforts to the core mission of supporting and empowering youth.

Endorses BetterWorld for fundraising

At Big Brothers Big Sisters of Jasper & Newton Counties, effective fundraising is crucial for supporting our mission of creating and nurturing impactful relationships for children in need. Over time, we have found BetterWorld to be an invaluable partner in achieving these goals, and here's why we wholeheartedly recommend them to other organizations.

Ease of use

One of the standout features of BetterWorld is its user-friendly interface, which allows us to quickly set up and manage fundraising campaigns. This efficiency means we can focus more on our primary mission—making meaningful matches between Bigs and Littles—without getting bogged down by complex technology.

Cost-effectiveness

For organizations like ours, budget constraints are a constant consideration. BetterWorld offers a cost-effective solution that accommodates the financial realities of small and mid-sized organizations. This affordability enables us to leverage high-quality fundraising tools without stretching our resources thin.

Dedicated support

The support team at BetterWorld is remarkable. They are always ready to answer questions and provide guidance, ensuring that we maximize the platform's potential. Their dedication aligns with our commitment to success, making them feel like genuine partners rather than just vendors.



Focus on success

BetterWorld goes beyond just offering a platform; they take the time to understand our specific needs and challenges. This approach helps us to use their tools effectively, enhancing our ability to recruit and match Bigs and Littles safely and efficiently.

Recommendation

While BetterWorld is especially beneficial for smaller organizations due to its simplicity and affordability, it also offers extensive tools that larger organizations can explore for more sophisticated fundraising strategies. This versatility makes it a suitable choice for a wide range of organizations.



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About BetterWorld

BetterWorld's Free Online Fundraising Platform revolutionizes how organizations manage donations and fundraising initiatives by offering an all-in-one solution for various fundraising needs, including peer-to-peer fundraising, events, raffles, crowdfunding, auctions, and more.

This comprehensive platform simplifies the entire process, allowing users to streamline their efforts and focus on their mission.

With no platform fees, organizations can save both time and money, enabling them to allocate more resources directly to their causes. The intuitive single-view dashboard provides a complete overview of all donor campaigns, making it easier than ever to track success and manage contributions in real time.

The efficiency of BetterWorld extends to its user-friendly setup, allowing organizations to hit the ground running within just five minutes. This quick onboarding process ensures that users can immediately start leveraging the platform's tools to engage donors and maximize their fundraising potential.

 Auctions

 Ticketing & Events

 Paddle Raise

 Raffles & Sweepstakes

 Crowdfunding

 Multiple Donation Campaigns

 Peer-to-Peer

 Mobile Giving

 Donor Management

 Athons

betterworld

Contact support@betterworld.org or visit join.betterworld.org/bbbs/
to learn more about how BetterWorld can help you!

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