

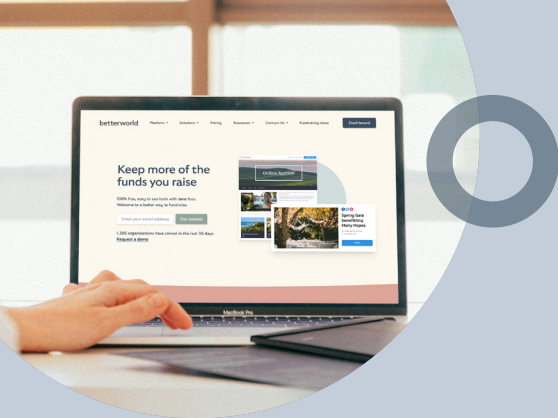
CASE STUDY

# How United Way of Comal County Transformed Fundraising with BetterWorld

“I think BetterWorld understands that we’re a nonprofit and we are trying to do what’s **right for our community** and I will definitely be using BetterWorld again because I can afford their price. It didn’t hurt to pay that bill at all.”

*bw*





## About United Way of Comal County

In the rapidly changing world of nonprofit fundraising, utilizing innovative tools is crucial for achieving success. Terry Robinson, the executive director of the United Way of Comal County, embraced this challenge by **implementing BetterWorld's fundraising software** into their operations.

**The United Way of Comal County plays a vital role in supporting 33 nonprofits throughout the region, each dedicated to delivering essential services.** These remarkable organizations tackle a diverse array of needs, from providing food for the hungry and offering healthcare to individuals

in need, to assisting those in crisis with safe havens and addressing homelessness. They also promote healthy lifestyles through programs like the Boy Scouts and Girl Scouts.

Furthermore, the United Way funds initiatives aimed at supporting families with children born with disabilities and those facing homelessness, helping them regain stability. Their contributions reach organizations that offer mental health services, dental and medical care, crisis intervention, and food assistance, showcasing a comprehensive approach to addressing community needs.

## Fundraising efforts

“Well, I’ll never say no to a donation or a gift.” Terry explained, “The last half of each year, we are typically out there hitting the road, raising money, and then the first half of the year we’re working to give that money to nonprofits who meet the needs of the community and embrace what United Way does. And that is to support health and human service organizations.”

The United Way of Comal County hosts several events throughout the year. Over time, they have aimed to streamline the process of organizing these events and campaigns as much as possible.

**“The more we can streamline our processes the better it is for our donors and our donors want to give. And if we have highly effective fundraising software at their fingertips, they’re gonna make it easier for them.”**

## Auction automation

United Way of Comal County discovered a game-changing tool in BetterWorld “that opened doors they didn’t know were closed.” This innovative software transformed their approach to auctions, making it incredibly easy for donors to secure items without the hassle of constantly checking their bids—a convenience that proved invaluable.

Previously, wrapping up a silent auction was a time-consuming process, often taking hours as they waited for attendees to collect their items.

The team dealt with a mountain of paper forms, tracked down winners, and processed payments individually. However, with BetterWorld, they can now close a silent auction in mere minutes! Winners are automatically notified, allowing the team to simply hand over items and express their gratitude.

“What BetterWorld did was allow us to close a silent option within minutes.”

From the donors’ perspective, BetterWorld enhances the bidding experience by ensuring that they never miss out on items. Instant notifications keep them updated, and they even have the option to automatically top the next bid. Payments are processed immediately, and automatic receipts are provided, creating a seamless experience for all parties involved.

**Not only did BetterWorld save the United Way of Comal County a significant amount of time, but it also boosted their revenue considerably.** The increase in bids and prompt notifications made a substantial impact. One standout feature has been the ability to print pictures and details for each item along with a QR code. When a guest inquires about technology, they can simply scan the QR code to access the bidding page instantly.

## Results achieved by United Way of Comal County

In 2022, the United Way of Comal County decided to use BetterWorld for the first time at one of their newer events, having previously held the auction in 2021 using paper. They aimed to explore the online auction format while still showcasing the items at the event. After reaching out to several software providers, **they found that BetterWorld was far superior to the others.**

In the previous year, the paper auction raised about \$6,000, but with the help of BetterWorld's team, along with the software, United Way of Comal County raised \$13,000 in the second year, more than doubling their previous total.

The new format allowed attendees to sign up earlier before the event, enabling them to view the items and place bids directly from their phones. Throughout the evening, notifications of outbids kept the excitement alive as attendees revisited items to increase their bids. For many, including some first-time users, BetterWorld provided the ability to print pictures of the items with QR codes. This feature made it easy for newcomers to scan the code with their phones and place initial bids, encouraging them to set higher bids in case someone else wanted the item. The organization was thrilled with the results and concluded they would never host the event again without the support of this software.

### 🕒 Improved donor engagement

"BetterWorld's fundraising software really boosted donor engagement. The easy to use mobile aspect and notifications, it made it super simple for donors to get involved and give, leading to higher levels of engagement."

### 🕒 Streamlined fundraising processes

"The software streamlined our fundraising processes, particularly in managing and closing silent auctions. This efficiency saved valuable time and resources, allowing the team to focus on other critical tasks."

### 🕒 Enhanced donor experiences

"The enhanced donor experience was a standout feature. BetterWorld's platform provided a seamless and enjoyable experience for donors, leading to increased participation and donations."

## Client experience

United Way of Comal County researched about five different tools, most of which were software. One was an app, and after evaluating them, they considered the costs and time involved. “What I love about BetterWorld was there was a minimal fee in order for them to be hands-on throughout the process” Tony said.

He continued **“Colin, (Co-Founder of BetterWorld) who deserves a shout-out, was incredibly dedicated,** even making phone calls on the night of the event while his wife was expecting a baby. We’re, we’re an older generation. We’re still learning a lot of these tools, but to have someone hold your hand throughout the evening because you weren’t quite sure, you hadn’t had much experience with it. And Colin held our hand throughout the whole thing from days before up to the end of the event and even the next day to Colin in to check in on us.”

While the other organizations they interviewed also offered great tools, the costs were a bit too high for their non-profit budget. They were eager to ensure as many scholars as possible could benefit from their services, and their donors wanted to see their contributions go directly to those in need within the community. Among the four to five other organizations and software options they considered, BetterWorld truly stood out, and they felt fortunate to have selected them. **They plan to use BetterWorld again.**



“

I have to say the biggest benefit of working with BetterWorld is its ease and their *hands-on approach* with us. They really took care of us.

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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](mailto:support@betterworld.org) to learn more  
about how BetterWorld can help you!

[betterworld.org](https://betterworld.org)