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Ultimate Guide to Raising Funds Online in 2024

betterworld

betterworld.org

Intimidated by the idea of fundraising? Don't be! Here are 12 surefire ways to raise funds online.

Annual Giving Campaign

At South Camden Academy we seek to create an environment that inspires our student body to achieve academic excellence and make positive contributions to our world.

Donation amount

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

THIS IS A **MONTHLY** DONATION

South Camden Academy will automatically receive your gift every month.

I WANT TO COVER THE \$3.30 CREDIT CARD TRANSACTION FEE

Our payment processor charges a set fee per transaction. If you cover this cost, 100% of your \$100 donation will benefit South Camden Academy.

South Camden Academy

Monthly donation to South Camden Academy

Total to be charged

All donations

DONOR	AMOUNT	PERIOD	DETAILS
Erin Smith	\$103.30	Monthly	View
John Burkhead	\$309.27	One-time	View
Liza Marshall	\$1,030.18	Annually	View

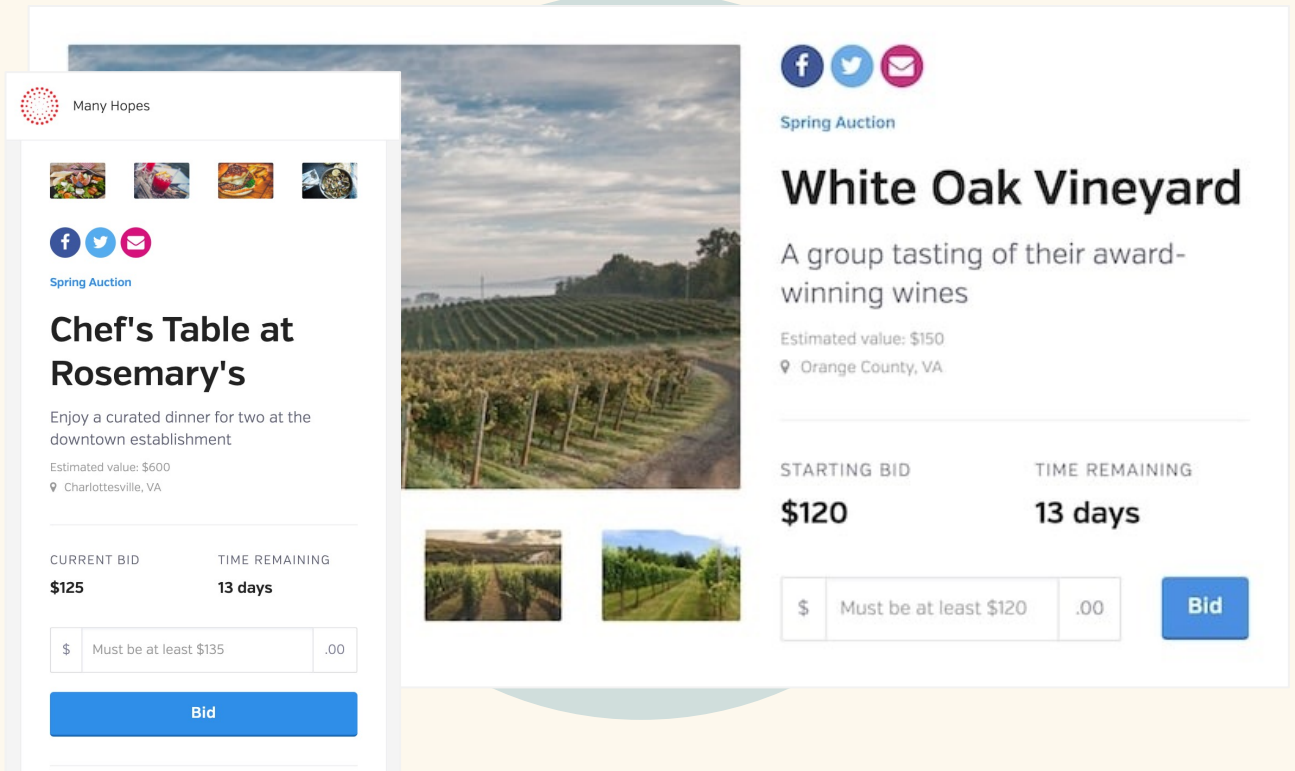
#1 Create a Mobile Donation Website

Would it surprise you to know that not every organization has a website where people can make a donation? Online platforms like BetterWorld make it easy to create a donation page in under 5 minutes. Effortlessly share your donation page with potential donors. Mobile donation pages also integrate seamlessly with social media apps for easy sharing.

#2 Prompt for Recurring Donations

Being able to rely on a steady stream of income helps when it comes to balancing your organization's budget. It's what makes recurring donations a great way to get some money in the door, especially when your group is in-between fundraising campaigns. Make it super easy for your supporters to set up a monthly recurring donation to your organization.

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#3 Set Up an Online Auction

Speaking of auctions, they don't have to be in-person! Online auctions can be just as engaging and entertaining for your audience. They are also much cheaper to host (no venue or food costs!) and they reach more people than just those in your immediate area. There are lots of great ways to theme an online auction as well. What about a 'service' auction, where donors offer lessons, yardwork, pet sitting, and more to others in your community?

#4 Send Out Donation Letters

Sometimes people don't check their email. Sending out physical donation letters is another great way to get people's attention. Include a QR code that will take potential donors right to your website to process their donation online to increase your chances of a successful campaign.

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#5 Launch a Peer-to-Peer Campaign

People love to support people they know. Peer-to-Peer campaigns allow your donors to create their own personal fundraising pages that they can send to their friends and network. This increases the personal connection and boosts the likelihood of making a gift. Additionally, it can also increase accountability for your volunteers and broader team, so that everyone takes ownership of their own part of your fundraising goal.

All participants

Search for a participant or group

- Jesse B.**
Team Mariposa - Porter 4th Grade
\$5,981.50 raised
- Weston W.**
\$5,750 raised
\$139 pledged [per book]
- Nicholas U.**
Team Arundel - Moreci 2nd Grade

Group standings

	Team Mariposa - Porter 4th Grade	\$7,523.16
	Team Arundel - Moreci 2nd Grade	\$7,185
	Team White Oaks - Martin 3rd Grade	\$3,947.01
4	Team White Oaks - Norgaard 3rd Grade	\$3,350
5	Team Heather - Barton 3rd Grade	\$3,225

[Show all 7 groups](#)

2022 Walk-A-Thon

Jesse B.
Team Mariposa - Porter 4th Grade

\$5,982 RAISED **18** SUPPORTERS **28** DAYS LEFT

75% of Jesse's \$8,000 goal

[Donate](#)

#6 Create a Fundraising A-Thon

A great twist on a Peer-to-Peer campaign is going for an A-thon. This style of fundraising campaign allows donors to pledge based off actions taken by the fundraiser. For example, a donor could pledge to donate \$5 for every mile a participant runs, every book read, every touchdown scored – you name it!

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Many Hopes

Our candles are made from soy wax which produces a cleaner burn with no petrol-carbon soot. Basket contains one Summer candle, one Midnight Oil candle, and one Wildfire candle.

Guidelines & additional information

Make a donation and receive chances to win!

1 entry \$5.00 QUANTITY 1

3 entries \$12.00 QUANTITY 0

Get 1 entry

Set of Tulip & Bear Candles

13 days remaining
0 out of 100 tickets sold

Three premium, hand-poured, soy-wax candles from Tulip & Bear

Enter to win

Donated by: BetterWorld

#7 Host a Raffle or Giveaway

Online giveaways and raffles can be a great way to raise funds. Simply select a prize (or multiple prizes), select a suggested donation amount, and spread the word. Platforms like BetterWorld make this easy, with built-in social sharing and automated winner selection, so all you have to do is click a button. If you can find a large prize, great! If not, some of our most successful campaigns are run with smaller prizes – a cooler, a gift-card, a grill – but instead of one big campaign, organizations run these weekly, and keep the fundraising ongoing.

#8 Engage in Matching Gift Programs

Most major corporations offer a matching gift program where they will make a matching donation to a charity if their employee does. Find out if your organization can get on the list of eligible nonprofits.

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#9 Host a Gala

People love to get dressed up – especially for a great cause! Organize a gourmet sit-down dinner, hire a band or DJ, and get ready to have a great night! You can also add an auction or other games to make the evening more fun to help raise more money for your organization. We'd recommend using an all-in-one platform like BetterWorld to simplify things like ticket sales, bidding, donations, and so on – so there are no long check-in or check-out lines.

The screenshot shows the BetterWorld interface for a 'Spring Gala Pre-Sale!' event. On the left, there is a sidebar with three ticket categories: 'General admission \$75.00', 'Table Sponsorship \$500.00', and 'Gold Event Sponsorship \$3,000.00'. Each category has a 'QUANTITY' dropdown menu set to '0' and a 'More information' link. A blue 'Proceed to checkout' button is at the bottom of the sidebar. The main content area features a large image of an outdoor dining table with white linens and glassware under a string of white bunting. To the right of the image, there are social media icons for Facebook, Twitter, and Email. Below the icons, the event title 'Spring Gala benefitting Many Hopes' is displayed in large, bold text. Underneath, the date and time 'Friday, April 22, at 7p.m.' and the location 'Roosevelt Hotel' are listed. A prominent blue 'Tickets' button is positioned at the bottom right of the main content area.

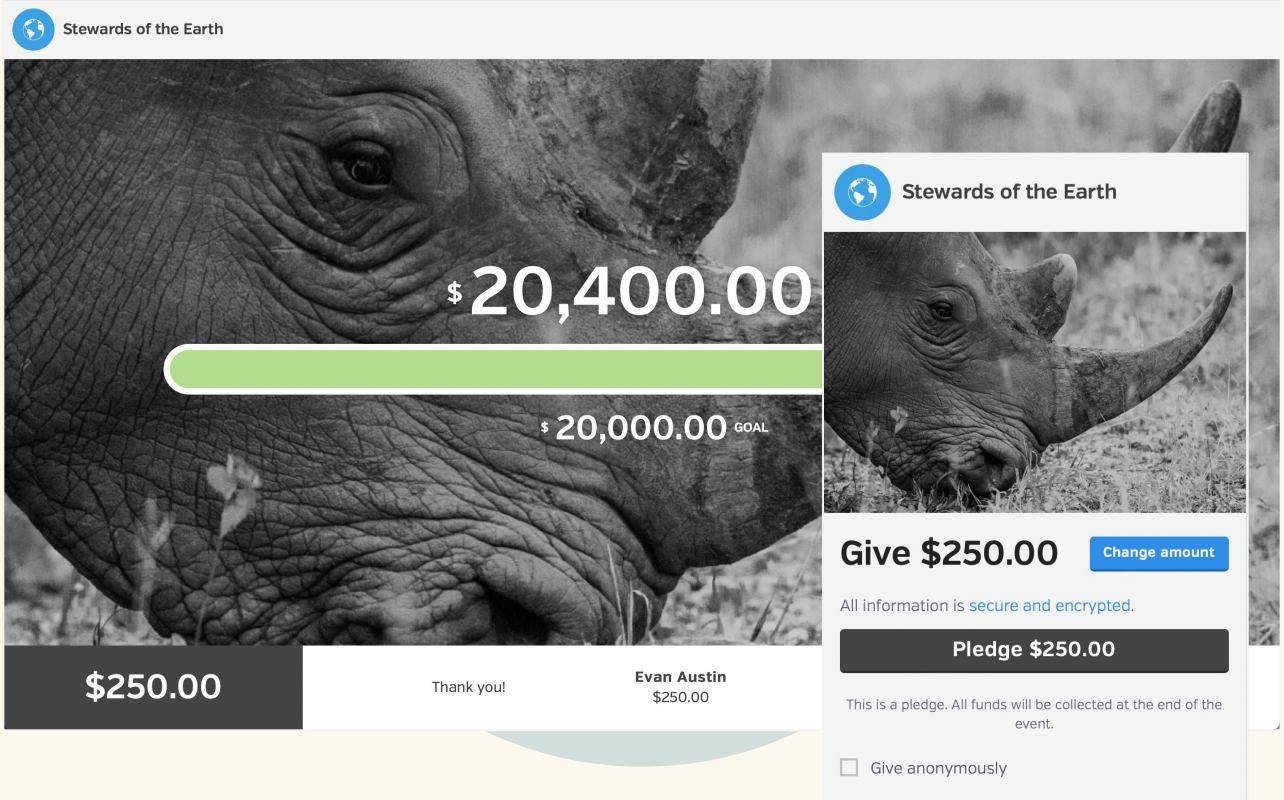
#10 Ask Businesses for Sponsorships

Businesses, especially small local businesses, love to support local charities and nonprofits that are in alignment with their values. Often, all you have to do is ask if they can help you raise funds! And remember, sponsorships don't always have to be monetary donations directly from the business. You can ask for in-kind donations, volunteer hours from employees, or enabling employee payroll donations.

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#11 Establish a Signature Fundraiser

Think about how successful Girl Scouts cookie sales are. That's because the Girl Scouts have created a brand out of this fundraiser. Everyone knows what Girl Scout cookies are and when it's cookie season. Find a signature way to raise funds people will look forward to participating in every year. What's a fun and unique fundraiser your community could look forward to each year? All ideas are good – and sometimes the sillier the better!



The image shows a fundraising interface for "Stewards of the Earth". The main background is a close-up of a rhinoceros's face. A green progress bar is positioned horizontally across the middle. Above the bar, the current amount raised is "\$ 20,400.00". Below the bar, the goal is "\$ 20,000.00 GOAL". At the bottom left, a dark grey box displays "\$250.00". To the right, a white box contains a "Thank you!" message for "Evan Austin" with a "\$250.00" contribution. A smaller inset window on the right shows a similar fundraising form with a "Give \$250.00" button, a "Change amount" link, and a "Pledge \$250.00" button. Below the pledge button, it states "This is a pledge. All funds will be collected at the end of the event." and includes a checkbox for "Give anonymously".

#12 Consider a Zoom or In-Person Paddle Raise

A Paddle Raise is one of the most engaging forms of raising funds – and takes minutes to set up. Set a goal, offer various levels where donors can participate, share the link to the campaign, let donors pledge their support, and watch the thermometer update in real-time! This can be exciting in a room as the culmination of a great evening, or it can work exceptionally well by Zoom, where donors from anywhere in the world can participate.

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Final piece of advice?

Let us help!

At BetterWorld, our mission is to make your life easier and make it simpler to raise funds online. We're here to serve and support you with whatever you need! Free fundraising tools where you can keep 100% of what you raise, thoughtful advice and tips on successful fundraisers, dedicated live support by real humans – we're here to help!

Join 95,000 other organizations and nonprofits – sign up for free or book a one-on-one demo at betterworld.org today!

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