Guide to Creating a

Fundraising Event

Invite your employees to show solidarity – make a bigger difference together!
1. Select a project to start a new fundraising event

Notice: You can also add more projects later!

<table>
<thead>
<tr>
<th>Location</th>
<th>Category</th>
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</thead>
<tbody>
<tr>
<td>All Locations</td>
<td>All categories</td>
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Search
Keyword

14,583 projects by non-profit organizations

Deine Spende für den SHEROES Fund
Sea Rescue on the Mediterranean Sea with our ship SEA-EYE 4
Bitte helft uns, damit wir helfen können! Berliner Obdachlosenhilfe...

2. Then create a profile

First create your profile
Your project has been selected. Afterwards you can set up your fundraising event.

Your first name *

Your last name *

Your e-mail address *

Your password *

☐ Yes, I would like to occasionally receive the betterplace.org newsletter. Unsubscribe at any time.

Create profile
3. **Choose a title and write a description, select “Company” as the category**

Important: Select “Company” as the category. Use the description to explain briefly and concisely what is motivating you to raise funds. What are the goals of your fundraising event? Fundraising events with employees are the most successful kinds. So encourage your colleagues to get involved!

4. **Define a fundraising goal if you like**

You can set a fundraising goal under “Optional donations target”. It is shown as a progress bar. If you do not define a specific fundraising goal, the current total amount of donations and the number of donations is shown instead. We recommend that you do not set a fundraising goal. This way, every amount that you raise is a success and a cause for celebration.
Select a cover image

You can select the default image from the gallery or upload your own cover image. You can change the image later on. Select an image that communicates the motivation for your fundraising event in a positive way. Please make sure that the images do not infringe copyright. You will find public domain images on pexels.com, unsplash.com, pixabay.com and elsewhere.

Congratulations!
Your fundraising event is all set to go!

Once you have saved the form, you will be redirected to the Administration tab. This is where you manage your fundraising event.

We have put together some more tips on the following pages.
How to optimise your fundraising events

6. Logo and company name

Start by uploading your company logo. It is shown with a width of 420 px, and the height is calculated automatically. Also add your company name. They are then both shown above the Share button on the fundraising event.
Caution: A reference to you as the fundraiser is shown in two places on the fundraising event page. The shown data comes from your user profile.

You can also change your displayed name and profile image in this form.

Manage projects

You now have the option to add more projects, e.g. to include projects from several locations or on various issues.
Cover image & background colour

Upload a new image and select the background colour for the area behind the cover image.

**Upload image**

**Upload new image**

The image should have a minimum size of 960×500 pixels. It is better to avoid texts on the picture.

[File select]

**Change background color of cover image**

You can change the color of the area behind the cover image (only visible on big screens).

[Save changes]
9. Upload an additional video

The video is then shown instead of the cover image.

Integrate video

Paste the YouTube URL of your video at bottom of this page. Only embed videos that have already been uploaded onto YouTube.

Your video clip will be displayed instead of the picture on this page. However we do still require a picture as it makes it look better in the betterplace.org search. :p

YouTube URL of your video

Go to the YouTube page that features your video clip, click on share, and copy the URL that’s displayed. E.g.: https://youtu.be/ImC7d7G0h0

Save

10. Share

You share the URL for the fundraising event internally in newsletters or emails.

Use your social media channels and encourage your communities to get involved. Your fundraising event will be a real success if everyone harnesses the reach of their networks.

You can copy the iFrame code for a widget and paste it on to your website. Your employees will then be redirected straight to your fundraising event.
11. Add news
Keep your employees up to date. For instance, you can draw their attention to progress or notify them that the fundraising event is ending soon.

12. Thank-you-message
Show your gratitude by sending a thank-you-message to your supporters. It is displayed after each donation.
The fundraising event: first close, then end

Has your fundraising event finished? Say thank you to your supporters. If you like, you can write a final thank you under News and send it to all supporters as a betterplace email.

Important: Now you must forward all donations. To do so, go to the Administration area and select “Forward donations to the projects”.

Donations can no longer be accepted once the campaign has finished. But the fundraising website will still appear in its final state.
Who or what is betterplace.org?

betterplace.org was founded in Berlin in 2007 and is now the largest German donation platform. It connects people and partners who want to provide direct assistance to aid projects that need support. So far, millions of donors have channelled donations in excess of €150 million through the non-profit platform from Berlin Kreuzberg. Recipients range from small neighbourhood initiatives to international NGOs.

The platform is run by gut.org gemeinnützige Aktiengesellschaft, a social enterprise based in Berlin. betterplace.org is a signatory to the Declaration of Commitment in Transparency International’s Transparent Civil Society Initiative.

Why collaborate with betterplace.org?

As a partner, Germany’s largest donation platform ensures a secure, fast and simple donation process for all supporters. From the first donation to the artwork on your fundraising page, the forwarding of donation receipts and support for everyone involved. betterplace.org is itself a non-profit organization and works consistently in the interests of the supported aid projects.
Does it cost anything?
betterplace.org is itself a non-profit organization, so it does not earn any money from the donations. Nonetheless, it does have to run a security check on each donation, provide support and transfer charges to payment service providers. This is why 2.5% of all donated amounts is retained to cover these costs.

What is the “voluntary contribution” to betterplace”?
Sponsors can give betterplace a kind of tip for with each donation. The amount is pre-set but can be changed. We use the voluntary donation to finance our extensive support and to run other campaigns for the aid projects.

Who do I contact if I have a questions?
Our customer service is there to support you: +49 30 568 38659 / support@betterplace.org
Happy fundraising!

We wish you all the best for your event!

betterplace.org