

THE POWER OF BETTER GIVING: A SUSTAINABLE FUTURE



INSTRUCTIONS FOR USE

This document has been created to provide trustees with a comprehensive understanding of the benefits of Better Giving and how it can support long-term financial sustainability for your organization. Below are guidelines on how to use this document effectively:

PRESENTATION TO THE BOARD

- Use the **Formal Version** for structured board meetings and official proposals. It is designed for trustees who require a detailed breakdown of the financial, strategic, and operational benefits of adopting Better Giving.
- Key sections to emphasize during the presentation:
 - Cost-effectiveness and sustainability
 - Endowment benefits through the Better Giving Sustainability Fund
 - Access to a younger, global donor base
 - Corporate social responsibility (CSR) opportunities
 - Addressing concerns about cryptocurrency
 - Financial futureproofing

EXECUTIVE SUMMARY FOR QUICK REVIEW

- The **Short Version** is ideal for trustees who prefer a high-level overview.
- It is recommended for initial conversations, email summaries, or board packets where decision-makers need to grasp the key points quickly.
- Use this version to facilitate discussions before diving into more in-depth analysis.

ENGAGING INFORMALLY WITH TEAM MEMBERS

- The **Informal Version** is structured for internal conversations, team discussions, and engaging key stakeholders who may not be familiar with fundraising strategies.
- It helps in creating excitement and aligning the team with the vision behind adopting Better Giving.
- This version can be used in casual briefings, staff meetings, or even in digital communication channels to introduce the concept in a relatable way.

ADDRESSING COMMON CONCERNS AND FAQs

- Be prepared to answer questions about:
 - How Better Giving operates without upfront costs
 - The benefits of the Sustainability Fund for long-term financial planning
 - How crypto donations are processed with zero risk
 - The impact of attracting a younger, more affluent, and global donor base

NEXT STEPS FOR IMPLEMENTATION

- If trustees express interest in moving forward, suggest:
 - Scheduling a follow-up session to dive deeper into implementation.
 - Reviewing case studies of other nonprofits successfully using Better Giving.
 - Assigning a task force to explore integration and compliance considerations.

By using this document strategically, you can guide trustees toward making an informed decision about adopting Better Giving as a key financial and fundraising tool for the organization's future success.

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FORMAL VERSION

The Power of Better Giving: Securing a Bright and Sustainable Future

Dear Trustees,

This paper provides you with a comprehensive understanding of the immense benefits of embracing Better Giving as a fundraising approach – enabling us to accept donations from around the world. For US donors, they also get the tax benefits they need. We can benefit from a sustainable and affordable quasi-endowment, The Better Giving Sustainability Fund, and tap into the altruism of a younger and global donor base, both individual and corporate.

By embracing Better Giving, we can ensure the long-term sustainability and growth of our charitable endeavors while staying ahead of the evolving philanthropic landscape.

Costs:

One of the most appealing aspects of Better Giving is its financial accessibility and cost-effectiveness. **Setting up an account for Better Giving is completely free, with no upfront or annual subscription costs and no ongoing platform fees.**

This means that we can embrace this innovative fundraising approach without any financial burden or barriers or risks.

Another key advantage is that the only fees associated with Better Giving - the Better Giving Sustainability Fund management fees - are only incurred when funds are received into that fund for long term success. This is enabled because Better Giving's costs are covered by donations to their own 501(c)(3) nonprofit.

The Better Giving marketplace and the Better Giving embedded donation form mean that once we choose where to send donors, they have ONE page to visit to donate in many different ways. All managed by Better Giving. This means that the workload for our team behind the scenes managing different donation routes, has been removed. More cost reduction.

Finally, we have control over the funds donated. We choose whether they are granted out to us at the end of the month, whether they stay in a lower yield/low risk savings account, or whether we benefit from an investment account that has higher returns and makes use of the funds effectively - building for the future.

The fee structure and timeliness ensures that the financial impact on us is minimal and directly proportional to the success and growth of any fundraising campaigns.

It allows us to focus our resources on maximizing donations and making a positive impact, while minimizing any financial risks or unnecessary expenses. By leveraging the cost-effective nature of Better Giving, we can allocate more funds towards our core mission and ensure that the majority of the donations received directly benefit the causes we serve.

Benefits of the Better Giving Sustainability Fund:

Better Giving is not just about being able to accept cryptocurrencies, stocks, DAF contributions and dollars. The Better Giving Sustainability Fund - a board managed quasi-endowment - offers us a multitude of advantages.

Firstly, either the savings or the investment accounts embedded in the Sustainability Fund provide a stable and predictable source of income for us, allowing for greater planning and budgeting. Secondly, It can serve as a financial buffer during economic downturns, better enabling us to continue our vital work even during challenging times. Finally, the long-term nature of the fund ensures sustainability, as it grows over time, generating consistent returns that can be reinvested into our mission.

Better Giving is enabling a service provided by such as the [multi-billion dollar Silicon Valley Community Foundation](#), but for nonprofits of any size, anywhere. Why let the large nonprofits be the only ones to benefit from such services?

By embracing Better Giving and its sustainability fund, we are helping safeguard our financial future, guaranteeing our ability to make a lasting impact on the causes we support.

Attracting a Younger, Affluent, and Global Donor Base:

Better Giving presents an unparalleled opportunity to engage a younger, affluent, and globally connected demographic. The rise of digital platforms and social media has revolutionized the way people interact and support causes they care about.

By embracing Better Giving as part of our digital strategy, we can tap into this interconnected world, leveraging the power of online communities to amplify our message and reach a wider audience. Younger donors are increasingly motivated by causes and purpose, and Better Giving allows them to contribute in a meaningful and impactful way. By embracing this innovative approach, we demonstrate our adaptability, resonating with a new generation of philanthropists, and securing long-term support for our mission.

Even for local or regional nonprofits, global exposure has its perks. By expanding our reach beyond our immediate geographical area, we open doors to a wealth of donor opportunities that can significantly amplify our impact. It's not just about tapping into a broader pool of potential donors; it's about sharing knowledge, learning from the experiences of others in similar fields worldwide, and gaining access to global best practices and innovative solutions to the challenges we face.

This global perspective can enrich our programs, making them more effective and responsive to the needs of the communities we serve. Being part of Better Giving's global network increases our visibility and credibility, attracting partnerships and collaborations that might have been out of reach otherwise. It's a way to supercharge our mission, bringing in resources, ideas, and energy from across the globe to fuel our local initiatives.

Corporate Social responsibility (CSR) from the blockchain community:

Better Giving opens up a remarkable avenue for us to tap into the vast potential of the Better Giving Alliance and engage with socially responsible blockchain companies. The Better Giving Alliance comprises a network of individuals and organizations dedicated to using blockchain technology for positive social impact. These companies embrace corporate social responsibility (CSR) principles and prioritize philanthropy as a core part of their mission.

With Better Giving, we can position ourselves as an attractive recipient for CSR initiatives from these blockchain companies, unlocking a new stream of donations and strategic partnerships. This collaboration not only provides financial support but also offers access to cutting-edge technologies, innovative solutions, and a global network of like-minded organizations. We can amplify our impact, leverage shared values, and forge powerful alliances that drive positive change on a global scale.

Addressing Concerns about Crypto:

One of the major concerns around the future of fundraising is the involvement of cryptocurrencies. It is crucial to recognize that major cryptocurrencies, such as Bitcoin or Ethereum, have gained mainstream acceptance by some of the largest and most well known financial institutions and provide a secure and transparent method of transferring funds.

Cryptocurrencies have emerged as a transformative force in the financial world, and their presence is undeniable. As we look to the future, it becomes increasingly clear that cryptocurrencies are here to stay. Governments and regulatory bodies worldwide are recognizing the potential of digital currencies and are taking steps to establish regulatory frameworks to ensure their safe and responsible use. This growing regulation brings greater legitimacy and stability to the crypto market, mitigating concerns about volatility and security.

Ignoring the opportunities presented by cryptocurrencies would mean missing out on a rapidly evolving landscape of digital finance.

By embracing Better Giving, which enables us to benefit from crypto donations while reducing our exposure to any risk, we can position ourselves at the forefront of this emerging trend. It not only allows us to tap into a tech-savvy and forward-thinking donor base but also demonstrates our adaptability and readiness to embrace the financial technologies that will shape the future. At no risk.

By integrating crypto donations into our fundraising strategy, we can harness its potential and secure a strong financial foundation for years to come.

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Futureproofing Financial Stability:

The philanthropic landscape is continually evolving, and organizations must adapt to secure their financial stability. Better Giving provides a forward-thinking approach, futureproofing us against potential economic uncertainties or changes in traditional fundraising models.

Diversifying revenue streams through Better Giving ensures financial resilience and independence, reducing reliance on a single source of funding. By embracing emerging technologies and innovative fundraising mechanisms, we position ourselves as leaders in the sector, fostering trust, and attracting strategic partnerships. By adopting Better Giving, we are paving the way for a sustainable future, positioning the organization at the forefront of philanthropic trends.

Using Better Giving is a transformative step that can revolutionize our fundraising efforts and secure a bright and sustainable future. By addressing concerns about crypto, safety, and anonymity while highlighting the benefits of an endowment and attracting a younger, affluent, and global donor base, we can position ourselves as a leader in the philanthropic landscape.

This is not only an opportunity to futureproof our financial stability but also a means to expand our reach, deepen our impact, and create lasting change.

With the support of Better Giving, we can flourish and continue making a difference in the lives of those we serve. I strongly recommend joining Better Giving.

SHORT VERSION

The Power of Better Giving: A Summary for a Bright and Sustainable Future

Dear Trustees,

This summary outlines the transformative benefits of adopting Better Giving, a strategy that empowers us to benefit from a sustainable endowment, and connect with a global, altruistic donor base - it opens up a wider range of donation methods inside a single donation form that includes DAF, digital, bank, card and even crypto donations. It addresses concerns while underscoring the financial and strategic advantages of this innovative approach, ensuring our nonprofit's growth and long-term sustainability.

Cost-Effectiveness of Better Giving:

Better Giving offers a financially accessible model with no setup, subscription, or ongoing donation fees. Our costs are minimal, tied only to the Better Giving Sustainability Fund's management fees, allowing us to dedicate more resources to our mission. This model guarantees that the majority of donations directly support our cause, reflecting our commitment to cost-effectiveness and impact.

Advantages of the Better Giving Sustainability Fund:

The Sustainability Fund serves as a quasi-endowment, providing stable income, a financial buffer during downturns, and appealing to donors seeking to grow their contributions over time. It ensures the long-term sustainability and growth of our work, securing our financial future and ability to make a lasting impact.

Engaging a Diverse Donor Base:

Better Giving enables us to reach a younger, affluent, and global donor demographic through digital platforms. By leveraging this approach, we resonate with modern philanthropists, expand our geographical reach, and tap into the wealth of global opportunities, enhancing our mission's effectiveness and reach.

CSR from the Blockchain Community:

Aligning with Better Giving allows us to engage with the Better Giving Alliance and socially responsible blockchain companies. This opens up new donation streams and strategic partnerships, offering financial support, technological innovation, and a global network to amplify our impact.

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Navigating Crypto Concerns:

The inclusion of cryptocurrencies is met with mainstream acceptance and increasing regulation, ensuring their safe and responsible use. By integrating crypto donations through Better Giving, we address volatility and security concerns, positioning ourselves to benefit from this evolving digital finance landscape. But we reduce risk, with no donation exposure to the fluctuations of the crypto market. Better Giving ensure we get the dollar equivalent of the crypto donation at the point of donation.

Futureproofing Financial Stability:

Adopting Better Giving diversifies our revenue streams, enhances financial resilience, and establishes us as sector leaders. This approach prepares us for future economic uncertainties and changes in fundraising models, securing our organization's sustainability.

Embracing Better Giving represents a strategic move to revolutionize our fundraising efforts, futureproof our financial stability, and extend our impact. By leveraging its benefits and addressing potential concerns, we position ourselves at the forefront of philanthropy, ready to make enduring change.

I strongly recommend joining Better Giving to ensure a bright and sustainable future for our nonprofit.

Best regards,

INFORMAL VERSION

The Magic of Better Giving: Shaping a Bright, Sustainable Tomorrow

Hey Team,

Here's a deep dive into how jumping on the Better Giving ship could be a game-changer for us. We're talking about enjoying an endless pot of funds through their Sustainability Fund, extending the number of ways we can accept donations and even getting into the crypto game, reaching out to a younger, worldwide audience that's eager to help both in small and big ways. I'll touch on the crypto stuff (you know, the usual hesitations and the big wins) and show how Better Giving keeps us ahead in the nonprofit game.

Costs:

Let's talk money, but the good part - Better Giving is essentially a freebie to get on board with. No setup fees, no yearly subscriptions, nada. We only pay a small fee on the yield received when we actually get donations into their Sustainability Fund and when we need funds, we get those funds granted out each month.

This means more of our resources go directly into what we're passionate about instead of getting lost in expenses or over time. In short, Better Giving is all about making the most of every penny we receive.

Endowment Perks with the Better Giving Sustainability Fund:

It's not just about accepting all sorts of donations. The real cherry on top is their Sustainability Fund. It's like having a safety net that keeps growing, making sure we've got a steady flow of funds to plan our future projects. This fund ensures we're not just surviving but thriving.

Hooking the Cool, Cash-Ready, Worldwide Donors:

Better Giving is our ticket to connecting with the younger, more global crowd. These folks are all about digital, ready to support causes that hit close to heart, and they're just waiting for a platform like ours to jump onto. And guess what? Going global means we're not just local heroes; we're global influencers, pooling resources from every corner of the world, making a bigger splash in the causes we care about.

CSR from the Blockchain Crowd:

By linking arms with Better Giving, we tap into their Alliance, bringing in CSR from blockchain leaders who are all about giving back. It's a win-win: they get to support a great cause, and we get to benefit from their innovation, technology, and global network. It's about making connections that not only fund us but push us forward in ways we haven't even thought of yet.

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Addressing the Crypto Question:

Cryptocurrencies can seem like the wild west, but they're becoming more mainstream by the minute, backed by big financial players. With regulations shaping up, crypto's becoming a more stable, secure way to donate. By getting into crypto through Better Giving, we're not just keeping up; we're leading the way into the future of fundraising. Even better, they remove all the risk! Meaning donations come to us as dollars, not crypto.

Future-Proofing Our Finances:

The world of nonprofit is always changing, and Better Giving puts us ahead of the curve, making sure we're ready for whatever comes next. By diversifying how we get our funds, we're not just surviving; we're setting ourselves up to thrive, no matter what the fundraising landscape looks like down the road.

In essence, jumping on the Better Giving train is more than just a smart move. It's our chance to secure our future, expand our impact, and keep doing the amazing work we do, but even better. I'm all in on making Better Giving part of our world.

Let's make some magic happen and keep making a difference, together.

Cheers to our future,
[Your Name]



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