

How Hartsbrook School maximized ROI with BetterWorld's Auction tool

Hadley, Massachusetts

Challenge

The Hartsbrook School, a Waldorf institution rooted in holistic education, faced significant hurdles in fundraising. With a **team of one** and a limited budget, Director of Development **Anne Griffin** needed to organize an auction quickly, without the time or resources for complex software.

"I had a very small budget to run an auction, and I had very little time to learn how to use a [new] system."

Previous fundraising tools were **costly, difficult to navigate, and time-consuming**, straining both the school's capacity and its ability to connect with donors.

Solution

Griffin discovered **BetterWorld**, drawn to its **zero-cost structure, simple setup, and responsive customer support**. The platform's intuitive design allowed her to manage the school's auction efficiently, without needing extensive training or additional help.

"I sent an email out to BetterWorld's customer service team, and I got a reply almost immediately. That was a real person who was extremely helpful."

BetterWorld's **concierge service** and hands-on support ensured a smooth setup and seamless campaign execution.

"We used the concierge service as part of our auction, which was great and super helpful to have somebody on hand...It's just been really easy to use and really responsive people."



"BetterWorld was a better solution than other platforms that we've tried because it was highly efficient and easy to use for me as a department of one, and it was very affordable."

Result

The move to BetterWorld transformed Hartsbrook's fundraising operations.

Key outcomes

- 👍 **Higher revenue totals**, supported by simpler management
- 👍 **Improved donor communication** and engagement tools
- 👍 **No platform costs**, allowing every dollar to go further
- 👍 **Enhanced user experience** for staff and donors alike

"There is no cost for you as the organization to use it. And it's been a great experience for us in terms of being able to relate to our donors really easily and provide a high-level auction experience. Our return on investment has been great... I really felt like there was nothing to lose."

Hartsbrook has since expanded to use **BetterWorld's donation and peer-to-peer tools**, further increasing engagement across its community.

"You seriously have nothing to lose. You'll see very quickly how easy it is to use—and how easy an experience it is for your donors."

Better fundraising that's actually easy to use.

We're proud to support fantastic educational institutions like the Hartsbrook School every day. Thank you to this team for the work you're doing each day in your community!

Set up in minutes, save 40+ hours per campaign, and raise 30% more in your first year. [Click here](#) to reach out and set up your first campaign assessment!