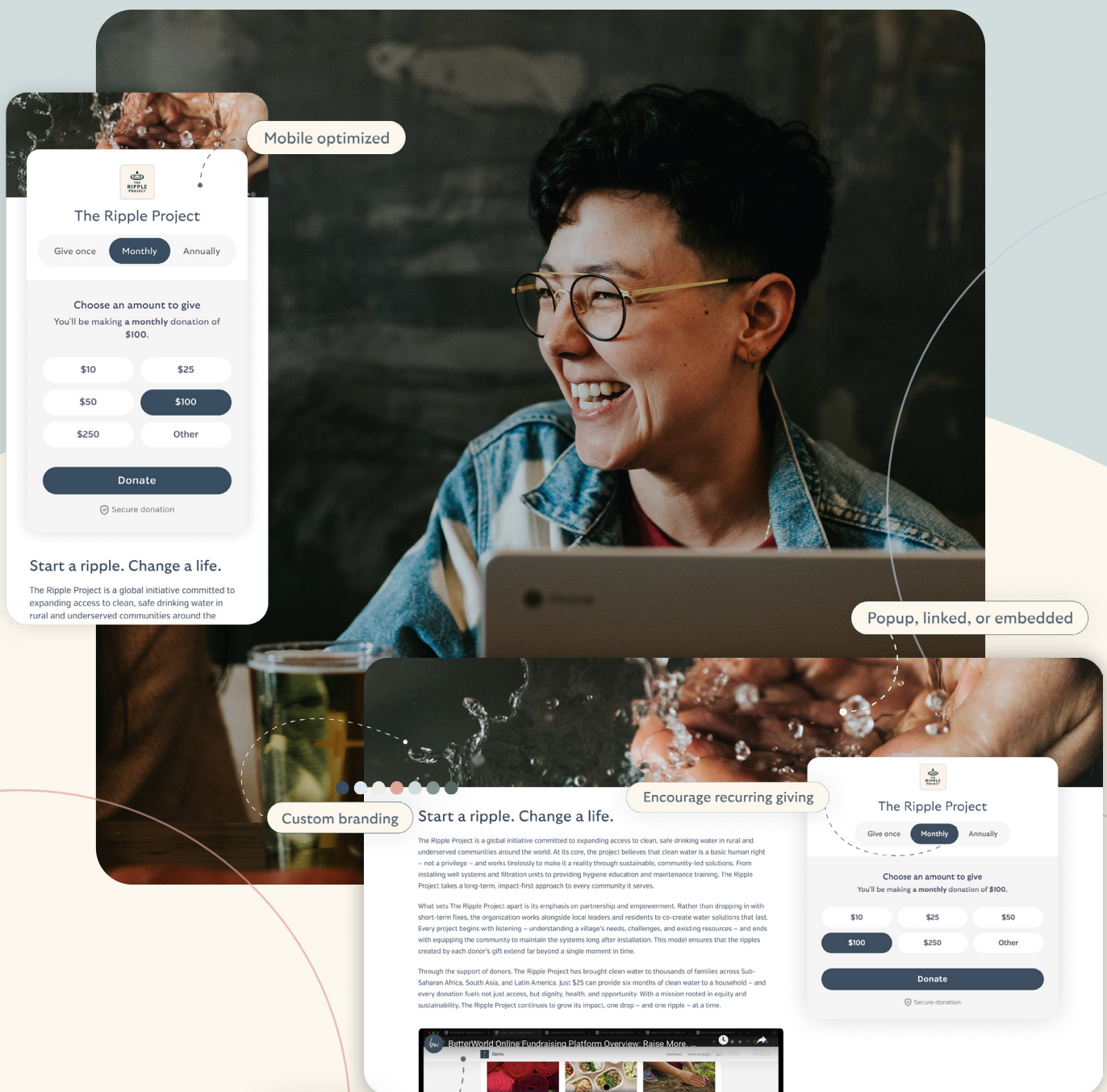


BetterWorld's end-of-year giving guide: Clear the path, let generosity bloom



Mobile optimized

The Ripple Project

Give once **Monthly** Annually

Choose an amount to give
You'll be making a monthly donation of \$100.

\$10 \$25
\$50 **\$100**
\$250 Other

Donate

Secure donation

Start a ripple. Change a life.

The Ripple Project is a global initiative committed to expanding access to clean, safe drinking water in rural and underserved communities around the world.

Popup, linked, or embedded

Custom branding

Start a ripple. Change a life.

The Ripple Project is a global initiative committed to expanding access to clean, safe drinking water in rural and underserved communities around the world. At its core, the project believes that clean water is a basic human right – not a privilege – and works tirelessly to make it a reality through sustainable, community-led solutions. From installing well systems and filtration units to providing hygiene education and maintenance training, The Ripple Project takes a long-term, impact-first approach to every community it serves.

What sets The Ripple Project apart is its emphasis on partnership and empowerment. Rather than dropping in with short-term fixes, the organization works alongside local leaders and residents to co-create water solutions that last. Every project begins with listening – understanding a village's needs, challenges, and existing resources – and ends with equipping the community to maintain the systems long after installation. This model ensures that the ripples created by each donor's gift extend far beyond a single moment in time.

Through the support of donors, The Ripple Project has brought clean water to thousands of families across Sub-Saharan Africa, South Asia, and Latin America. Just \$25 can provide six months of clean water to a household – and every donation fuels not just access, but dignity, health, and opportunity. With a mission rooted in equity and sustainability, The Ripple Project continues to grow its impact, one drop – and one ripple – at a time.

Encourage recurring giving

The Ripple Project

Give once **Monthly** Annually

Choose an amount to give
You'll be making a monthly donation of \$100.

\$10 \$25 \$50
\$100 \$250 Other

Donate

Secure donation

Add a video





Nearly half of all annual donations happen between October and December, making these next few months some of the most important for your mission.

In the thicket of deadlines and details, it's easy to miss the blossoms. This guide helps you lift your head and notice what's blooming because of your care and persistence, while also shaping simple habits and strategies that will carry you into the new year strong.



Pause & reflect

Let's look back: take what worked with us, leave what didn't behind.

01

How did you do last year? How much did you raise?

02

Did you meet your goals? Exceed them? Just miss?

03

In which areas were you successful? Where could you improve?

04

Why were you successful? What campaigns worked?

05

Do you notice any consistency with your donor demographic?

Set your sights on what's next

As you look ahead, don't be afraid to aim a little higher than feels comfortable; sometimes, a stretch goal is what helps us grow. Start with one overall target, then break it into smaller campaign goals that give you a bit of breathing room.

Even if you fall short in one area, you'll still move closer to your bigger vision. Share these goals with your team so everyone is aligned and pulling in the same direction.



Take a closer look

To get clear on our approach, let's review and segment supporters into the following groups:



Donation level



Most recent donation



Frequency of giving



Age



Interest

Next answer these questions:

Which of your donors gave this time last year?

Of the donors who gave last year, who has yet to give this year?

When did they give?
What did they give?

Who has already given this year? Is it more, less, or the same as they gave last year?

Remember, strong roots take time to grow.

In many organizations, **a small circle of donors (about 10%) makes up the majority of the budget.** Know who those key supporters are and take the time to build a more personal, thoughtful connection with them. At the same time, **don't forget about the other 90%**—engaging them through things like auctions, giveaways, crowdfunding, or holiday shops is an excellent way to include everyone in your goals.

Tell one clear, compelling story

A strong, authentic story is one of the most powerful tools you have. Your story allows you to share exactly why you care about your mission.

Share with passion. Be real. Be honest. Be you.

Keep in mind: a good story is more than an anecdote or a list of needs. It has:

- A beginning, middle, and end
- Tension (what's at stake?)
- Transformation (what changes because of support?)

Your organization's story is the thread that ties everything together. It invites people in and gives them a role to play. By the time you make your ask, your story has already made it clear: here's the difference their support will make.



Turn your ask into an invitation

- Position your ask as an opportunity for impact, not just a request.
- Be specific: donors are likely to **give up to 20% more** when they're asked for a clear amount tied to a specific purpose.
- Know your donors. Use insights and tools to guide what you ask for so it feels thoughtful and appropriate.
- Keep your call to action simple and consistent. Gift amounts may vary, but the heart of the invitation stays the same.

Plan how you'll stay connected

Think about the different groups you're reaching out to: Who needs a personal touch? Maybe that's a handwritten note or a one-on-one lunch with a top supporter. And how will you connect with a wider donor base?

Look at what worked well last year, and be open to trying new channels this year. If one approach fell flat, experiment with another. The goal is simple: find the methods that truly help your message reach—and resonate with—your donors.

Ways to share your story:



Social media



Direct mail

- Postcards
- Brochures
- Handwritten letters



Phone calls



Email



Text messages



In-person gatherings/
meetings



Lay out your plans

Once you've decided how you'll reach your audiences, **plot it out on a calendar**. Choose the days you'll share each piece of communication across your different channels.

As December approaches—a season when most giving happens—**create a generous window for outreach**. Plan multiple touchpoints that invite connection, **offer updates**, and make it easy for donors to give.

A great place to start? Giving Tuesday. Use it as the kickoff for your year-end campaign, sharing your story and setting the tone for what's ahead.

Watch giving grow, you've got this.

Before the outreach begins, make sure giving is simple on every platform—and when it's all said and done, take time to thank your donors. A genuine thank-you helps them feel seen and keeps those relationships strong.

As you step into this season, remember: it's not about doing more, it's about creating space for what matters most. Clear the path, nurture your connections, and watch the good work grow. And if you need a hand along the way, the BetterWorld team is here for you.

Want to learn more about how our donation forms can help you grow well into the new year? [Click here](#) to learn all about our forms and how they can make the giving process seamless for your supporters.

Contact us today to [get a demo](#) or simply [sign up](#)!

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