

betterworld ×  NCEA[®]
National Catholic Educational Association

The Ultimate Guide to NCEA Day of Giving

Companion Workbook: Interactive Planning and Reflection

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01.

**Preparing for Day of Giving:
Set a Goal, Create a Plan**

■ Create a Strategic Timeline

Gear up for a successful Day of Giving campaign with these proven strategies designed to help you connect, inspire, and achieve impactful results!

Start planning 7 weeks before Day of Giving, marking key milestones and tasks leading up to January 29, 2025.

■ Activity: Define Milestones

Write down important tasks and goals for each of the recommended planning weeks.

Week	Our School's Tasks
7 Weeks Out (Dec 9-13)	_____
6 Weeks Out (Dec 16-20)	_____
4 Weeks Out (Dec 30-Jan 3)	_____
1 Week Out (Jan 20-24)	_____

■ Define Your Campaign Goals

Goals should address your school's specific needs and encourage greater engagement. Review last year's campaigns to see what worked best. Which strategies inspired the most giving? Which channels effectively reached your audience?

Understanding what resonated with your community can inform and strengthen your school's upcoming campaign.

■ Activity: Define Your School's Goals

Use the guide's questions to help define your goals:

01. What are the current needs at our school?

02. How will funds from Day of Giving help?

03. How much will we need to raise to reach our goal?

■ Choose Your Day of Giving Tools

Each school's approach to Day of Giving is unique, so it is critical to determine which tools will propel your campaign the most. Make your campaign stand out by updating your homepage with messaging that captures your Day of Giving goals.

With BetterWorld, you can add a custom donation form on your website that's easy to find. While BetterWorld's forms are mobile-optimized, you will want to ensure your website is mobile friendly. Most supporters access websites from mobile devices.

EXPERT TIP:

For more details regarding tools, refer to [**The Ultimate Guide to NCEA Day of Giving.**](#)

HAVE QUESTIONS?

For assistance in this step, reach out to your dedicated Catholic Schools Growth Manager, Jessica Nieves at [**jessica@betterworld.org**](mailto:jessica@betterworld.org).

Activity: Select Your Campaign Tool(s)

Determine which tools fit your school's campaign:


Tool	Tools We Will Use	Notes / Questions
Donation Forms	<input type="checkbox"/>	
Peer-to-Peer	<input type="checkbox"/>	
Crowdfunding	<input type="checkbox"/>	
Impact Giving	<input type="checkbox"/>	
Other	<input type="checkbox"/>	



02.

Building a Compelling Campaign: Turn Transactions into Inspirational Experiences

Branding, storytelling, and clear CTAs are key to turning your campaign into an engaging experience.



▪ **Activity: Define Your School’s Story and Branding**

Write out the main elements of your campaign.

01. Our Story’s Focus:

02. Real-life Impact Story:

03. Emotional Connection:

▪ **Activity: Write Clear Calls to Action**

01. _____

02. _____

03. _____



03.

Pre-Day of Giving Communications: Start Donor Outreach Early

Begin communication 4 weeks prior to Day of Giving, using emails, social media, and personalized outreach. Each week, your communication should build excitement and awareness while preparing your audience for the big day.

Activity: Craft a Communication Timeline

Fill in the details for your communication plan across different weeks and channels based on the objectives and content suggestions below.

Week	Channel	Objective	Content
4 Weeks Out	Email	Introduce Day of Giving, its purpose, and date.	Highlight past successes, upcoming goals, and include a call to action for early engagement. Subject Line: Our Message:
	Social Media	Build anticipation.	Share countdown graphics or a sneak peek video to share what your Day of Giving focus will be. Our Social Post:
3 Weeks Out	Email	Encourage engagement.	Share an impact story, and include a testimonial from a past donor. Subject Line: Our Message:
	Blog Post	Provide campaign details and how the funds will support your school's mission.	Discuss specific donation impacts and outline ways donors will be able to participate. Our Content:
2 Weeks Out	Social Media	Increase awareness and excitement.	Post daily countdowns with fun facts, success stories, or statistics related to Day of Giving. Our Social Posts:
	Volunteer Orientation Email	If you are utilizing volunteers, inform and prepare them.	Include schedules, roles, dos and don'ts, and success tips. Our Volunteer Info:
1 Week Out	Email	Send a reminder email with last-minute details to ensure donor readiness.	Include the date, timeline, donation instructions, and any last-minute updates. Subject Line: Our Message:
	Personalized Outreach	Contact major donors and key stakeholders with personalized messages.	Make personal calls or send handwritten notes to demonstrate gratitude and emphasize their impact. Our Personalized Outreach Plan:



04.

**Day-of Communications:
Inspire Immediate Action**

■ Real-Time Engagement on Day of Giving

Communicate throughout the day to maintain momentum and engagement. Use morning, midday, and evening communications to energize your audience and drive donations. Clear deadlines, matching gift opportunities, and the impact of each gift level can all encourage timely support. Remind donors how their gift will make a significant difference today.

■ Activity: Day-of Communication Plan

Plan and track your day-of communications with clear objectives and content for each part of the day.

Day-of Communication	Objective	Content
Morning Kick-off Email	Energize and motivate your supporters.	<p>Include a message from school leadership highlighting the day's importance and a strong call to action.</p> <p>Subject Line:</p> <p>Our Message:</p>
Morning Social Media Live Welcome	Create real-time connection and excitement.	<p>Stream a live video with a welcome from key leadership, explaining the goals and inviting donors to participate.</p> <p>Our Social Post:</p>
Midday Impact Update Email	Maintain momentum and remind supporters of progress.	<p>Share an update on funds raised so far, include quotes or testimonials, and encourage further engagement.</p> <p>Subject Line:</p> <p>Our Message:</p>
Midday Social Media Highlights	Showcase real-time engagement.	<p>Post photos or videos of students, faculty, or donors participating, along with updates on the day's progress.</p> <p>Our Social Post:</p>
Evening Thank-You Email	Express gratitude and make a final push for donations before the day ends.	<p>Send a heartfelt thank-you message, share final totals, and include a donation link for last-minute gifts.</p> <p>Subject Line:</p> <p>Our Message:</p>
Social Media Wrap-up	Celebrate the success of the day and publicly thank participants.	<p>Post final donation totals, photos, and a thank-you message from leadership, making one last call for donations.</p> <p>Our Social Post:</p>

The background is a light teal color. In the top left corner, there is a partial view of a large circle with a dark blue outer ring and a light blue inner ring. In the top right corner, there is a large white circle with a dark blue outline, and a smaller solid light blue circle below it. In the bottom right corner, there are two overlapping circles: a larger light blue one and a smaller teal one.

05.

**Post-Day of Giving
Communications**

■ Exceptional Follow-Up Strategies

Effective follow-up is crucial for increasing donor engagement and retention. Follow-up communications help donors feel the magnitude of their impact and encourage them to continue giving in the future. Prompt acknowledgment can boost donor retention by 60%.

■ Activity: Follow-up Communications

Use this checklist to plan your follow-up communications, ensuring donors feel appreciated and understand how their contributions are making a difference.

Timeline	Communication Type	Objective	Content
Day After	Impact Recap Email	Share results and express gratitude.	<p>Include final donation numbers, impact stories, and a thank-you video.</p> <p>Subject Line:</p> <p>Our Message:</p>
	Handwritten Thank You Notes	Express gratitude in a personal way.	<p>Send handwritten notes to show extra appreciation. Students can write cards, or staff can send personalized notes. For major donors, consider something special, like an invitation to lunch or a personalized video.</p> <p>Our Plan:</p>
1 Week After	Social Media Thank-You Campaign	Extend gratitude and highlight results.	<p>Post thank-you graphics and share donor stories, publicly celebrating the success of the Day of Giving.</p> <p>Our Social Posts:</p>

Continue →

Timeline	Communication Type	Objective	Content
1 Month After	Impact Report Email	Demonstrate long-term impact.	<p>Share a comprehensive report with visuals and testimonials, highlighting how donations are being used.</p> <p>Subject Line:</p> <p>Our Message:</p>
	New Donor Engagement	Express gratitude and continue engaging new donors.	<p>Share an impact story, invite new donors to an upcoming event, and encourage monthly giving.</p> <p>Our New Donor Plan:</p>
	Blog Post Follow-Up	Keep the conversation going.	<p>Reflect on the success of the Day of Giving and outline future initiatives for your school.</p> <p>Our Blog Content:</p>
3+ Months After	Impact Update Newsletter	Provide ongoing updates to show the lasting impact of donations.	<p>Send a newsletter or email highlighting the progress toward Day of Giving goals with photos and success stories.</p> <p>Our Newsletter Plan:</p>

Continue →

■ Campaign Reflection and Next Steps

■ Post-Campaign Reflection

Evaluate the campaign's success and areas for opportunity to refine next year's strategy.

■ Activity: Post-Campaign Debrief

01. Successes to Celebrate:

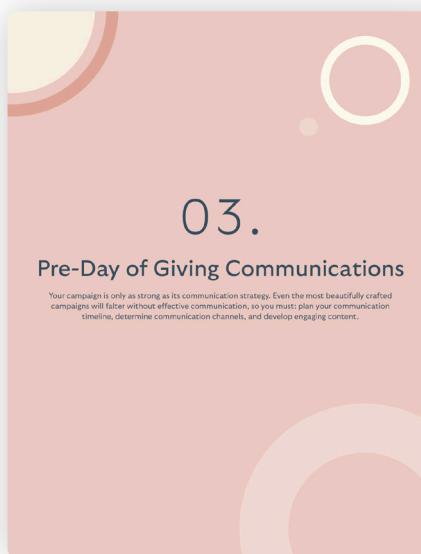
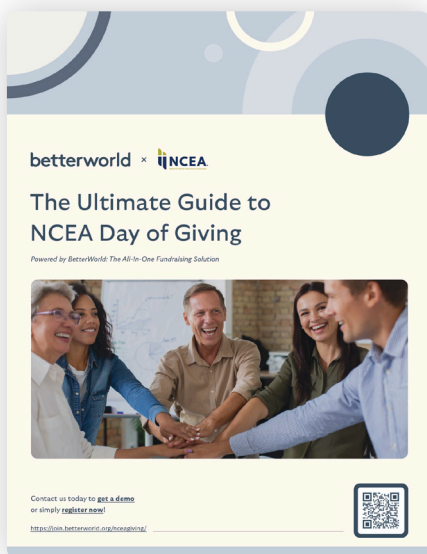
02. Opportunities for Improvement:

FINAL NOTES

This workbook serves as an interactive companion to **The Ultimate Guide to NCEA Day of Giving**, providing your team with the tools and structure needed to execute a successful Day of Giving campaign. BetterWorld is here to help you create a campaign that inspires generosity and leaves a lasting impact on your mission.

For assistance at any point of your Day of Giving journey, please contact your dedicated Catholic Schools Growth Manager, Jessica Nieves at jessica@betterworld.org.

Check out The Ultimate Guide to NCEA Day of Giving



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