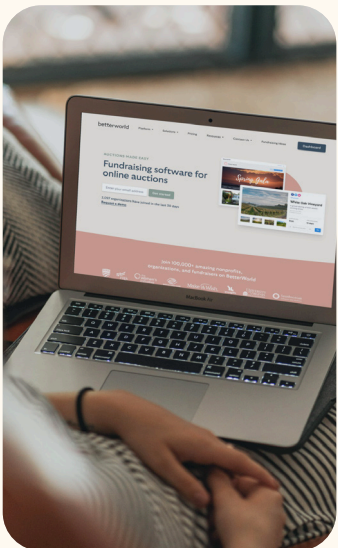


# Jumpstart Your Day of Giving: Quick Planning Tips

Together, we can amplify generosity and ensure  
Catholic education continues to thrive  
for generations to come.

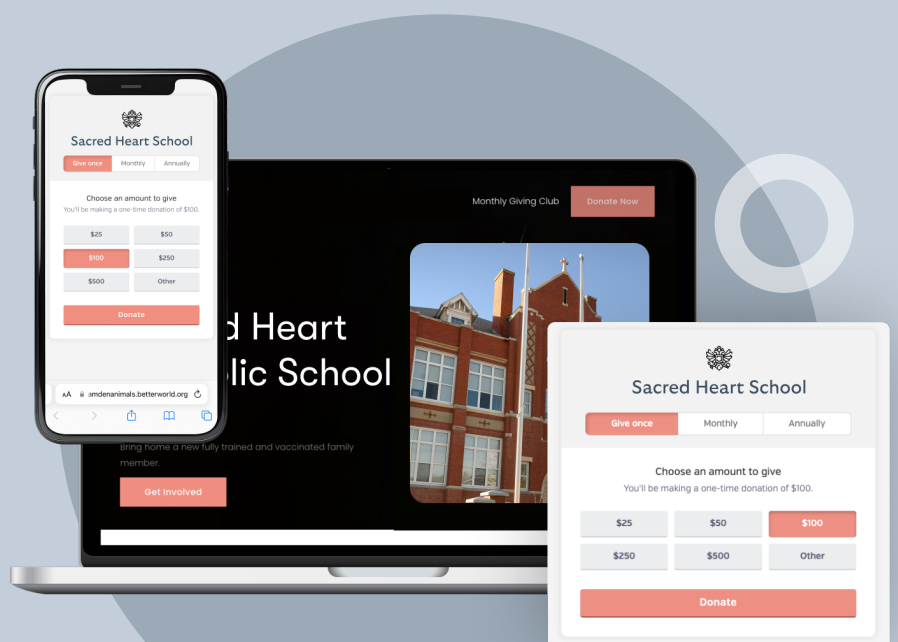


# Jumpstart Your Day of Giving:

## Quick Planning Tips

Day of Giving is a powerful opportunity to bring your community together, celebrate the mission of Catholic education, and ensure the sustainability of your school's future.

At BetterWorld, we understand that fundraising for schools is more than just raising money; it's about inspiring generosity, nurturing relationships, and creating lasting impact. With the right approach and tools, your Day of Giving campaign can do all of this and more.



# 01.

## Define Your Campaign Goal

Whether raising funds for a specific project, expanding your programs, or building your general fund, **a clear and compelling goal is key.** Supporters are more likely to contribute when they understand the tangible impact of their gift.

Schools with well-defined, time-bound objectives **see up to 35% higher engagement rates**, making your message even more powerful.



# 02.

## Plan Early and Strategically

Start planning your Day of Giving campaign **8-12 weeks in advance.** Create a timeline with key milestones, such as defining goals, building your campaign page, and scheduling emails and social media outreach.

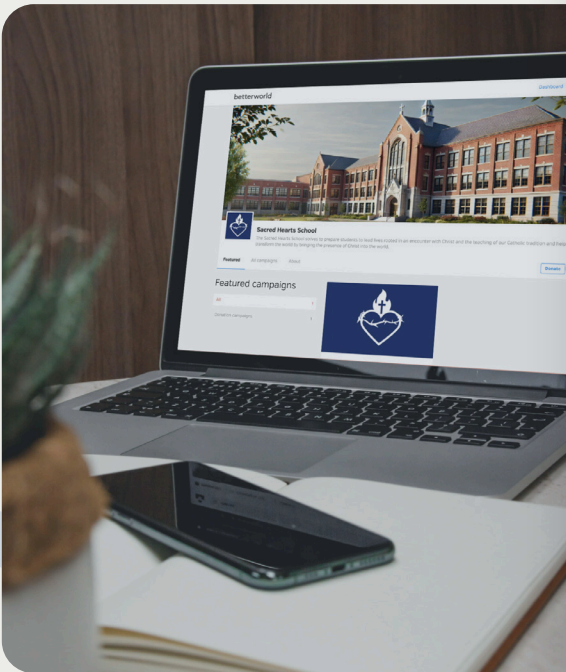
Start collecting **novel content**, such as photos, videos, and testimonials, for use in your campaign.

# 03.

## Use Data to Inform Your Strategy

Review data from past campaigns to identify what worked well and where there's room for improvement. Setting a **goal for a 10–20% increase** based on previous years' performance is a great starting point.

Keep in mind, **email remains one of the most effective tools for driving donations**, so use segmented email lists and personalized messages to reach different parts of your community.



# 04.

## Build a Compelling Campaign Page

Your campaign page is the heart of your Day of Giving effort. Make sure it's visually appealing and clearly communicates your school's mission. Use high-quality images, impactful videos, and clear messaging about how donations will be used.

BetterWorld's platform allows for **seamless integration of media and easy-to-customize donation forms** that offer options for both one-time and monthly giving.

# 05.

## Share Your Campaign

To maximize the impact of your Day of Giving campaign, start **building anticipation 3–4 weeks in advance** by sharing your message consistently across email, social media, and your school's website.

Tailor communications to different groups—alums, parents, and new donors—highlighting how their support can make a meaningful difference. **Use social media to broaden your reach**, frequently posting stories that showcase your school's mission and using live video to engage with your community in real-time.

Additionally, **encourage peer-to-peer fundraising**, empowering supporters to create their own campaigns, and pair this with matching gift opportunities to double the impact of donations.



# Empowering Your Day of Giving Success with BetterWorld

BetterWorld's tools can help maximize your Day of Giving by providing customizable donation forms for a seamless giving experience and peer-to-peer fundraising options to expand your reach. You can enhance your campaign with fundraising auctions and raffles, while real-time reporting helps you track donations and engagement for better performance assessment.

We are here to support you in making this Day of Giving a transformative experience for your school, students, and supporters. Together, we can amplify generosity and ensure Catholic education continues to thrive for generations to come.


These tips are just the beginning of your Day of Giving journey. Over the next three months, we'll provide you with additional guides filled with more detailed strategies and valuable resources, empowering you to achieve success at every stage.

 Online Auctions

 Live Auctions

 Paddle Raise

 Ticketing

 Peer-to-Peer

 Crowdfunding

 Impact Giving

 Giveaways & Raffles

 Standard Donations

 Mobile Giving

 Donor Management

 A-thons

NEW!

 Donation Forms

NEW!

Contact us today to [get a demo](#)  
or simply [register now!](#)

<https://join.betterworld.org/nceagiving/>

