

NCEA Beyond Day of Giving: Maximize Your Impact

Maintain the excitement from Day of Giving and continue to grow support for your mission throughout the year.

bw



Your Day of Giving is just the beginning!

Now is the time to keep the energy and support going. Here are some practical steps to extend the momentum and build on the success of your campaign:

01.

Update Your Campaign Title

02.

Set a Stretch Goal

03.

Refresh Your Campaign Story

04.

Evaluate Your Campaign Format

05.

Encourage Recurring Giving

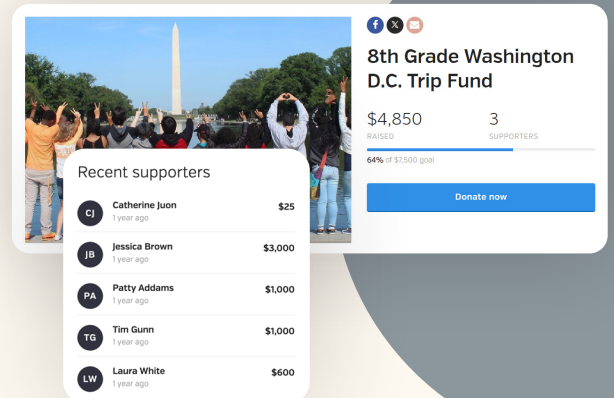
01.

Update Your Campaign Title

Keep your campaign feeling fresh by giving it a new title that reflects your next phase.

Consider adding a seasonal element or a clear call to action, such as “Spring into Action” or “\$30,000 in 3 Months.”

This helps show your supporters that the **journey isn’t over and encourages them to stay involved.**

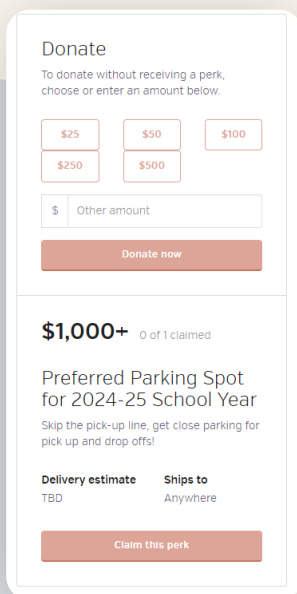


02.

Set a Stretch Goal

If you met your original goal, consider setting a new challenge. A stretch goal, even if it’s a modest amount like \$1,000 or \$10,000, can **keep the momentum going and inspire continued support.**

If you haven’t yet reached your Day of Giving target, you can still apply this approach by announcing how close you are and encouraging donors to help bridge the gap.





03.

Refresh Your Campaign Story

Keep your messaging dynamic by updating your campaign story. Introduce **new photos, videos, or testimonials**, and shift the focus beyond Day of Giving.

This helps to re-engage supporters while keeping your cause top of mind. Avoid referring back to Day of Giving to emphasize that the campaign is ongoing.

04.

Evaluate Your Campaign Format

Take a moment to assess whether your current campaign format is the most effective. Depending on your next phase, **switching from a donation page to a more streamlined form**—or vice versa—can enhance your donor’s experience and keep them engaged in your mission.

05.

Encourage Recurring Giving

Recurring gifts provide a **reliable source** of ongoing support. Consider suggesting smaller monthly gifts that, over time, add up to more than a one-time contribution.

This consistent support helps provide a stable foundation for your future projects.


This can be achieved through a BetterWorld donation page, or you can setup a BetterWorld form on your school's website that will automatically suggest converting a one-time donation into a monthly donation.



By following these steps,
you can maintain the excitement
from Day of Giving and continue
to grow support for your mission
throughout the year.

 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/>

