

betterworld ×  **NCEA**  
National Catholic Educational Association

# The Ultimate Guide to NCEA Day of Giving

*Powered by BetterWorld: The All-In-One Fundraising Solution*



Contact us today to **get a demo**  
or simply **register now!**

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



## ■ Overview

The seventh annual Many Gifts, One Nation returns to Celebrate Catholic Schools Week! A major component of this week is the Day of Giving: a nationwide day of philanthropy and community engagement that encourages families, friends, alumni, vendors, and local businesses to come together to support Catholic education. Through their collective efforts, these donors will help sustain and empower the mission of Catholic schools across the country.

This year's campaign will run from January 26 - February 1, 2025. The 24-hour fundraising event, **Day of Giving, will kick off at 8 AM ET on Wednesday, January 29, and will run through 8 AM ET on Thursday, January 30.**

## ■ Your Official Day of Giving Partner

Through an inspiring partnership with NCEA, BetterWorld offers complimentary white-glove service to all Catholic schools, including dedicated staff specifically focused on supporting Catholic schools to ensure your success is a priority.

BetterWorld provides customizable templates tailored to the unique needs of Catholic schools. Your Day of Giving page will also come pre-loaded on your dashboard, along with an array of other free, powerful fundraising tools—including auctions, giveaways, ticketing, impact giving, annual funds, and donation forms.

## ■ Getting Started

First step is to submit your registration at [betterworld.org/nceagiving](https://betterworld.org/nceagiving). Once you complete this registration, you will be contacted within 72 hours with sign-on information for your account, which will include your Day of Giving campaign. If you are interested in additional support in building out your account or campaigns, you can schedule an onboarding call with your dedicated Catholic School Growth Manager, Jessica Nieves.

She can also be reached at [jessica@betterworld.org](mailto:jessica@betterworld.org) or call us at **(872) 217-8939**.



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Recent supporters

CJ	Catherine Juon 1 year ago	\$25
JB	Jessica Brown 1 year ago	\$3,000
PA	Patty Addams 1 year ago	\$1,000
TG	Tim Gunn 1 year ago	\$1,000
LW	Laura White 1 year ago	\$600

8th Grade Washington D.C. Trip Fund

\$4,850 RAISED 3 SUPPORTERS

64% of \$7,500 goal

Donate now

Donate

To donate without receiving a perk, choose or enter an amount below.

\$25 \$50 \$100  
\$250 \$500

\$ Other amount

Donate now

**\$1,000+** 0 of 1 claimed

Preferred Parking Spot for 2024-25 School Year

Skip the pick-up line, get close parking for pick up and drop offs!

Delivery estimate: TBD Ships to: Anywhere

Claim this perk



01.

Preparing for the Day of Giving

## ■ Create a Strategic Timeline

Day of Giving is Wednesday, January 29, 2025. Start planning 7 weeks beforehand, the week of December 9, 2024, establishing milestones and assigning tasks. Below is a brief overview of what to expect, taking the week of Christmas into consideration. As you continue to read, you will find more detailed strategies and a complete communication timeline.

### ■ 7 Weeks Out

December 9-13, 2024:

- Register for your DOG campaign on BetterWorld.
  - Define goals among the leadership team, brief the full team, select tools, and build your campaign page and donation form.
- 

### ■ 6 Weeks Out

December 16-20, 2024:

- Create content for emails and social media to start generating excitement.
- 

### ■ 5 Weeks Out

December 23-27, 2024:

- Christmas week.
- 

### ■ 4 Weeks Out

December 30, 2024-January 3, 2025:

- Launch Day of Giving campaign on your school website.
  - Launch initial communications to your audience through email and social media.
- 

### ■ 1 Week Out

January 20-24, 2025:

- Ramp up outreach efforts, refine messaging, and ensure your team is prepared for the big day.
- 

### ■ Day of Giving

- January 29, 2025:  
Engage with your supporters in real time.
- 

### ■ Post-Day of Giving

- January 30, 2025 and Beyond:  
Send thank-you notes and share results.

## ■ Define Your Campaign Goals

Clear, time-bound objectives not only help supporters understand exactly how their donations will make an impact – they can also lead to a 35% higher engagement rate. Additionally, clearly defined goals can inspire donors to give more! Aim for a 10–20% year-over-year fund increase.

If you're stuck on defining your goals, explore the following questions:

- What are the current needs at your school? *Think student needs, staffing, curriculum, special projects, building improvements, etc.*
- How can funds from Day of Giving transform those needs?
- What would your school look like one year from now if those needs were met?

## ■ 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. Consider the following tools for maximized success:

### Branded Donation Forms

An embedded, popup, or linked donation form on your school's website boosts donor confidence and engagement. These forms can also prompt donors to consider converting their one-time gift to a monthly donation. Consider coupling this with other tools mentioned below to maximize your efforts.

### Peer-to-Peer

Empower your champions to make a difference by allowing them to share their connection to your school through their own fundraising page. When participants share their page, your Day of Giving campaign is being canvassed across multiple networks.

### Crowdfunding

This is a fun, interactive way to raise money for a specific cause at your school, like a new roof, playground equipment, or scholarships. When setting up your donation page, you can add interactive elements that will make it easier for your donors to track your progress, leave comments, be acknowledged as a donor, or even receive perks or prizes as a thank-you for donating.

### Impact Giving

Take your fundraiser to the next level by showing your donors exactly what they're contributing to, and how their dollars will make a difference to entice them to give more. If your school needs a new playground, you can encourage donors to fund or sponsor a specific piece of equipment like a slide, rocking horse, or swing set.

In addition to those above, BetterWorld provides auction, giveaway, ticketing, raffle, a-thon, and paddle raise tools to fit your school's specific needs. Visit [betterworld.org](http://betterworld.org) to explore tools, or reach out to [jessica@betterworld.org](mailto:jessica@betterworld.org) to discuss which tools will fit your school's campaign best.



# 02.

## Building a Compelling Campaign

Now that you have created a timeline, defined your goals, and selected your tools, it is time to build your campaign! **It is imperative to remember that you are turning transactions into experiences.** Consider what motivates donors to give: dedication to mission, impact, corporate recognition, relationships, social dynamics, trust in the establishment, and more.

The quality and delivery of the elements below impact your donors' experiences. When executed successfully, the interaction goes from transactional to inspirational, encouraging donors to give more.

## ■ Branding and Design

The visual identity of your Day of Giving campaign plays a crucial role in building trust and fostering emotional connections with your supporters. Your school's colors, logo, and mission should be represented across all materials—whether it's your donation page, emails, or social media posts.

**A consistent brand presence increases recognition** and helps maintain alignment between your Day of Giving efforts and your school's core values.

Consider the following tips:

### Use your school's colors and logo

Incorporate these elements to reinforce your identity and build a sense of pride and belonging within your community.

### Visual simplicity

Make sure that your branding is clean and visually appealing. Avoid overwhelming your audience with too many details—use whitespace effectively to guide their attention to your call to action.

### Photos and videos

Personalize your campaign with high-quality images and videos of your students, faculty, and community. This adds authenticity and helps supporters visualize the impact their donations can make.

### Responsive design

#### Mobile:

The majority of online interactions, and a significant amount of all online donations, occur on a mobile device. BetterWorld's entire platform is mobile-optimized to help get donors across the finish line, but adding your custom branding can increase funds raised by 6x.

#### Website:

The placement of your campaign on your school's website is critical. The longer the donation page, the greater the drop-off. Having content above the fold, or visible when the page is first loaded, improves engagement by 66%.

## ■ Storytelling

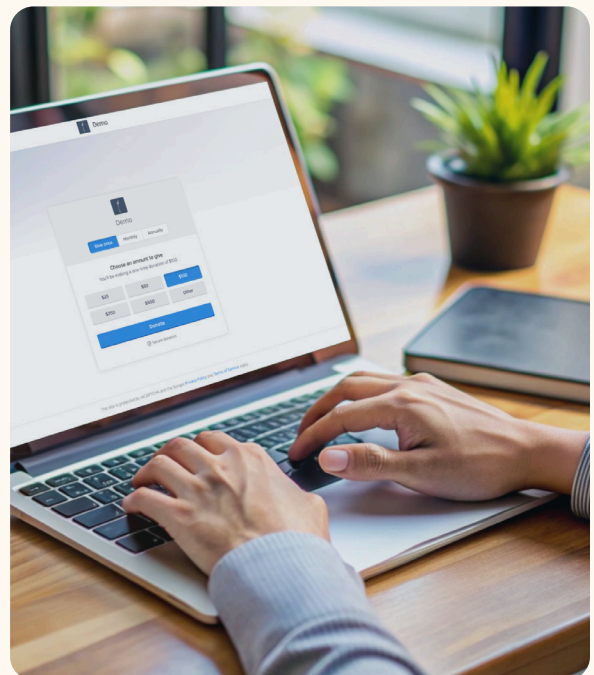
Crafting a compelling narrative around your Day of Giving campaign is essential to inspire and engage donors. Your story should highlight not only the purpose of the campaign but also the transformative impact of donations. People are moved to give when they can clearly see the difference their contribution will make.

- **Focus on real-life stories:** Feature stories of students, teachers, or alumni who have been positively impacted by the school’s mission. Showcase how funds raised on the Day of Giving will directly affect these individuals.
- **Create an emotional connection:** Appeal to your supporters’ sense of community, faith, and shared values. Tie your campaign’s purpose to your school’s long-term vision and how their involvement helps shape future generations.
- **Showcase urgency:** Emphasize that Day of Giving is a limited-time opportunity to contribute and make a difference. Highlight the immediate needs of the school and how funds will be used quickly to create meaningful change.

## ■ Call To Action

Your campaign’s success depends on the clarity and strength of your call to action (CTA). The CTA should be easy to find, clear, and motivating, prompting supporters to take immediate action.

- **Be direct and specific:** Use action-oriented language like “Donate Now,” “Support Our Students,” or “Give to Make a Difference.” Keep your CTA clear and concise, removing any ambiguity about what you want your audience to do.
- **Create a sense of urgency:** Use phrases such as “Give today to double your impact!” or “Help us reach our goal before the clock runs out!” to encourage donors to act immediately rather than delay their contribution.
- **Multiple touchpoints:** Include your CTA in various forms of communication—emails, social media, donation pages, and text messages. Ensure all CTAs drive people to the same easily accessible donation form.



## ■ Incentives

Incentives can be a powerful motivator, encouraging supporters to donate, share the campaign, or contribute more than they might have initially planned. Offering donors something in return, even a symbolic gesture, can increase engagement and excitement.

**Matching gifts:** Promote any matching gift opportunities, where donations will be doubled or even tripled by a partner or major donor. This creates a sense of urgency and shows supporters how their contributions can go further.

**Exclusive perks or recognition:** Offer unique incentives for different donation tiers. This could include branded merchandise, naming opportunities for projects, or special acknowledgments in school publications or events.

**Gamify the experience:** Set up donation challenges, leaderboards, or hourly goals. These fun, competitive elements encourage donors to participate and share the campaign with their network, driving further engagement.

**Thank-you gifts:** Show appreciation to all donors by offering something in return, such as a personal thank-you card from students, a digital badge to display on social media, or an invitation to a donor appreciation event.

The page features a light peach background with several decorative circles. In the top left, there is a large white circle with a thick orange border. In the top right, there is a white circle with a thin white border and a smaller solid orange circle below it. In the bottom right, there are two overlapping circles: a large light orange one and a smaller solid orange one.

# 03.

## Pre-Day of Giving Communications

Your campaign is only as strong as its communication strategy. Even the most beautifully crafted campaigns will falter without effective communication, so you must: plan your communication timeline, determine communication channels, and develop engaging content.

## ■ Crafting a Powerful Communication Strategy

**Pre-Day of Giving Buzz:** Start communicating with your audience at least four weeks before the Day of Giving. Preview your campaign, share sneak peeks, and highlight how donations will support your school's mission. Your pre-Day of Giving communication could look like this:

### ■ 4 Weeks Out

Email Announcement:

- Objective: Introduce Day of Giving, its purpose, and that it falls on January 29th.
- Content: Highlight past successes, upcoming goals, and include a Call To Action for early engagement.

Social Media Teaser:

- Objective: Build anticipation.
  - Content: Share countdown graphics or a sneak peek video to share what your Day of Giving focus will be.
- 

### ■ 3 Weeks Out

Email Reminder:

- Objective: Encourage engagement.
- Content: Share an impact story, and include a testimonial from a past donor.

Blog Post:

- Objective: Provide detailed information regarding the campaign.
  - Content: Discuss donation impacts and outline ways donors will be able to participate.
- 

### ■ 2 Weeks Out

Social Media Countdown Campaign:

- Objective: Increase awareness and excitement.
- Content: Post daily countdowns with fun facts or statistics related to Day of Giving and/or your specific campaign focus.

Volunteer Orientation Email (*if you are utilizing volunteers*):

- Objective: Inform and prepare volunteers.
  - Content: Include schedule, roles, dos and don'ts, and success tips.
- 

### ■ 1 Week Out

Email with Last-Minute Details:

- Objective: Ensure donor readiness.
- Content: Include the date, timeline, how to donate, and any last-minute updates.

Personalized Outreach:

- Objective: Engage major donors and stakeholders.
- Content: Personal calls or handwritten notes to demonstrate gratitude and the significance of their impact.

## ■ Email Tips

### Segment Your List

Group your audience into categories like alumni, parents, and first-time donors, and tailor your messaging accordingly. Segmenting can increase click-through rates by 94%.

### Engaging Subject Lines

Use subject lines that emphasize importance and urgency, like “Give the Gift of Catholic Education this Day of Giving.”

### Clickable Content

Hyperlink your Day of Giving link in: your email signature, keywords, and photos to route more traffic to your campaign.





# 04.

## Day-of Communications

While communications on the Day of Giving look a little different than those leading up to it, the key messaging will be the same. Consider following this schedule to maximize engagement.

## ■ Morning

Kick-off Email:

- Objective: Motivate and energize participants.
- Content: Include a message from leadership highlighting the day's impact.

Social Media Live Welcome:

- Objective: Connect in real-time.
- Content: Stream a live welcome message from key leadership and champions.

**Expert Tip:** Live videos generate 10 times more engagement than standard videos!

## ■ Midday

Impact Update Email:

- Objective: Maintain momentum.
- Content: Share progress updates and encouraging messages.

Social Media Highlights:

- Objective: Showcase real-time engagement.
- Content: Post photos and videos from students, teachers, and donors.

## ■ Evening

Thank You Email:

- Objective: Express gratitude and make a final call for donations.
- Content: Share a campaign update and thank participants. Leave a donation link for those who haven't yet donated.

Social Media Wrap-up:

- Objective: Celebrate and acknowledge the community.
- Content: Post highlights and thank you messages across platforms, final call for donations.

## ■ Social Media Tips

**Utilize Hashtags:** Use #DayofGiving along with a custom hashtag for your campaign to create a sense of community among supporters.

**Variety Matters:** Use text, photos, videos, and graphics to engage as many potential donors as possible.

**Link Your Campaign:** Make it easy for your audience to donate by including the link to your campaign in all of your social media posts.



# 05.

## Post-Day of Giving Communications

Exceptional follow-up strategies lead to increased donor engagement and retention. Remember, receiving donations is not meant to be transactional – you are helping donors feel the magnitude of their impact. Follow-up is a vital component of their experience and frequently determines whether or not they will continue to give.

**In fact, prompt acknowledgment can increase donor retention by 60%.**

## ■ Day After

### Impact Recap Email:

- Objective: Share results and gratitude.
- Content: Include final numbers, impact stories, and a thank you video.

### Handwritten Thank You Notes:

- Objective: Express gratitude in a personal way.
- Content:
  - » You can set up your BetterWorld campaign to automatically send a thank-you email with donation confirmation. To go the extra mile, send a handwritten note to express gratitude. Consider having each student write a simple thank-you card.
  - » For major donors, consider something extra: a card from your governing committee, an invitation to lunch, or a personalized video from students, staff, and leadership.

**Expert Tip:** External and internal communications are vital for your school's continued success. Remember to have a debrief with your campaign team to celebrate wins and identify areas of opportunity for next year.

## ■ 1 Week After

### Social Media Thank-You Campaign:

- Objective: Extend gratitude and highlight results.
- Content: Post thank you graphics and share donor stories.

## ■ 1 Month After

### Impact Report Email:

- Objective: Demonstrate long-term impact.
- Content: Share a comprehensive report with visuals and testimonials.

### New Donor Engagement:

- Objective: Express gratitude and continue engagement.
- Content: Share an impact story, extend an invitation to participate in an upcoming event, and monthly giving.

### Blog Post Follow-Up:

- Objective: Keep the conversation going.
- Content: Reflect on Day of Giving's success and discuss future initiatives.

## ■ 3+ Months After

### Impact Update Newsletter (*Email and/or Mail*):

- Objective: Demonstrate the impact of Day of Giving donations.
- Content: Provide updates focused on your Day of Giving goals, along with photos and impact stories.


### FINAL NOTES

With preparation, engaging storytelling, and strategic outreach, Day of Giving can be a transformative event for your school. 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 in your Day of Giving journey, please contact your dedicated Catholic Schools Growth Manager, Jessica Nieves at [jessica@betterworld.org](mailto:jessica@betterworld.org).

 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!

# Check out The Ultimate Guide to NCEA Day of Giving: Companion Workbook



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