Remember the after

Often, we focus on the here and now. There's nothing wrong with that. However, you shouldn't forget about the after.

Yesterday was Greater Washington Give to the Max day. Various DC-area nonprofits were beneficiaries of a massive, day-long donation drive. Nonprofits who got the most donors got bonuses. There was an urgency to get donors to give during the day. This resulted in many social media and email messages being sent out by the nonprofits. I receive communication from several nonprofits and all of them sent at least one email during the day if not several. But, only very few sent emails today. **Today is the after, and it is a great opportunity to reaffirm a message.**

One nonprofit said thanks on an email. Another posted on Facebook detailing how much money had been raised, and reminding us that we can give ANY day. This is smart. By forgetting the after, the other nonprofits are losing opportunities and they are seeming to only communicate when they perceive it is necessary (there is a deadline for example).

Nonprofits who use email and social media to ask for support and businesses who sell products and services would do well to think about the after. **What is your message to your target audience AFTER you've told them what you wanted to tell them in the first place?**