KEEP-IT-ALL CAMPAIGNS: What happens when the campaign hits its deadline?

Campaign Goals & Deadlines · https://connectionpoint.com/help/docs/keep-it-all-campaigns-what-happens-when-the-campaign-hits-its-deadline/

Keep-it-all campaigns are the most flexible campaign type - its deadline does NOT mean the campaign automatically ends!

This article is about Keep-it-all campaigns only; for ALL-OR-NOTHING campaigns, click here.

Keep-it-all campaigns process transactions as soon as the supporter makes their contribution. Goals and deadlines are optional - and the campaign ***does not end once the deadline is reached.*** The only time this campaign ends automatically is if you **set the funding limit to the goal** and it hits the goal. Otherwise, your campaign keeps going and going and going and going...

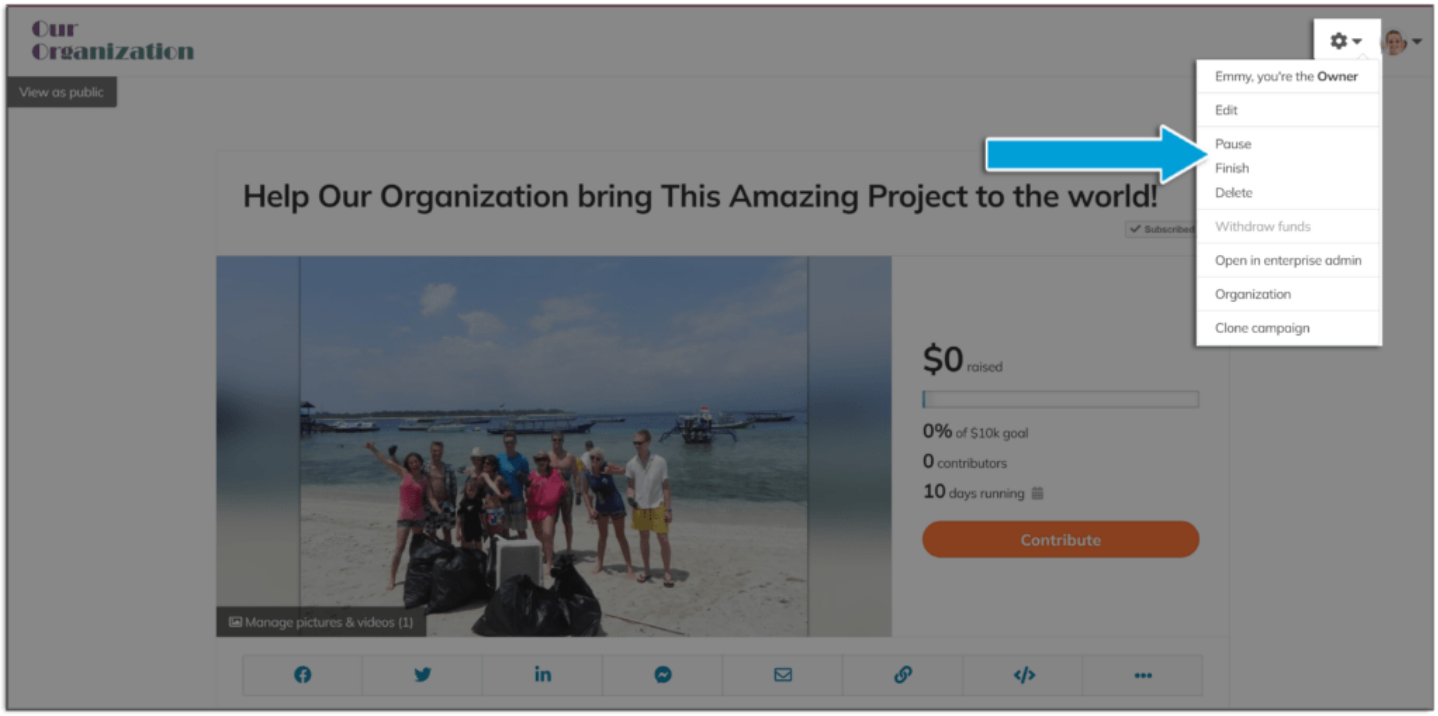
So why have a deadline, then?

Deadlines are important tools for encouraging your supporters to contribute and not wait, creating a sense of urgency. Without a goal, potential supporters might think, "I'll come back later to contribute," and then never do because life goes on (as it tends to) and something else occupies their minds.

What are my options once the deadline has passed?

You may choose to keep your campaign running, pause it to restart later, or finish it. **When you finish it, though, make sure you are good and ready - finished campaigns CANNOT be restarted!**

Pause, finish, or restart in your campaign settings menu (the cog icon in the upper right corner of your window):

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