401Gives
Best Practices and Idea Sharing
March 5, 2020
Child & Family
Caring for our Rhode Island Community since 1866

...for allowing us to use your Providence & Middletown space!

401Gives, a statewide day of giving, on April 1, 2020
401Gives Overall Marketing / Media

- Big Blue Bug Banner 2/24 to 3/9/20
- Digital Billboards on highways
- Governor Proclaims April 1st 401Gives Day
- RI Broadcaster Association PSA’s
- TV Spot - paid advertising
- PBN/RI Monthly ads
- Working with RDW Advertising
- Press release to local newspapers
  - Please do not reach out to local papers. The papers have a list of nonprofits by towns and will reach out to you.
- Large engagement emails, i.e. labor groups, chamber of commerces, etc.

Regularly updated – check out: https://www.401gives.org/info/media

401Gives, a statewide day of giving, on April 1, 2020
Follow 401Gives on Facebook and Twitter:

Facebook
www.facebook.com/401Gives

Twitter
@401Gives

Hashtag #401Gives
Please use #401Gives Hashtag

#401Gives

401Gives, a statewide day of giving, on April 1, 2020
401Gives Facebook Frame

Go to your profile pic and hit update.
Add 401Gives Frame
401Gives, a statewide day of giving, on April 1, 2020

IT’S MORE THAN A DAY, IT’S A MOVEMENT.
Join us on 4/1/2020 to create something big for Rhode Island: the largest day of giving in state history.

www.401gives.org

Help raise $1 million for RI nonprofits in 1 day.

Don’t forget the downloads you can use:
https://www.401gives.org/info/downloads

https://www.401gives.org/info/media
Digital Billboard

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401Gives, a statewide day of giving, on April 1, 2020
30 Second PSA

Thank you to the Manton Avenue Project and The Wilbury Theatre.

https://www.youtube.com/watch?v=OnOU1WYRPg
Prizes

• Please see prizes and prize notes on www.401gives.org/prizes. Changes complete by 3/13/20 (unless new)

• Matching Gift - First $50,000 starting at 6am 4/1/20/20
  Maximum match per unique donor, per nonprofit is $500.00. i.e. If a donor makes a $2,000 gift to four nonprofits at $500 each, then all four gifts will be matched (if the matching money is still available). If a donor makes a $1,000 gift to one nonprofit, then only $500 will be matched.

• Competitive and Random Prizes

• Focus area prizes - financial literacy and health prizes – eligible nonprofits TBD
Thank you

FM Global

Blue Cross Blue Shield of Rhode Island

401Gives, a statewide day of giving, on April 1, 2020
Thank you

RHODE ISLAND FOUNDATION

Centreville Bank

nationalgrid

COX

OAK STREET HEALTH

BRAVE RIVER SOLUTIONS

RABA RHODE ISLAND BROADCASTERS ASSOCIATION

CITRIN COOPERMAN

401Gives, a statewide day of giving, on April 1, 2020
Your Nonprofit Profile

• Add a captivating picture

• What do you want people to feel?

• What do you want the main call to action to be?

• DONATION LEVELS

  i.e. $25 will help purchase two bags of groceries for an aging adult.
Example 401Gives Nonprofit Pages:

https://www.401gives.org/organizations/latino-policy-institute

https://www.401gives.org/organizations/ladies-climbing-coalition

https://www.401gives.org/organizations/beat-the-streets-providence
Spreading the Word

• Where is your strongest following?

• What is your most effective mode of communication?

• Update your website banner several weeks before.

• Utilize the tools and templates on 401Gives.org https://www.401gives.org/info/nonprofit-toolkit

• Connect your “Donate” button on your website to your Giving Day donation form as soon as donations are live (3/25/2020) for the event so all gifts count towards your totals.
Social Media

**Before The Day**
- 2-5 Facebook posts
- 2-5 Twitter posts

**On The Day**
- 3-6 Facebook posts
- 2-5 Twitter posts

**After The Day**
- 1 Facebook Thank You Post
- 1 Twitter Thank You Post
- 1 Thank You YouTube Video

**Beyond The Day**
Share updates on what your organization was able to accomplish dollars raised on the day

- Make sure you use #401Gives so your nonprofit is feature on Tagboard – see tagboard example at bottom of https://www.amplifyatx.org/
- Facebook sharing – like your own post, the more activity the better
- Facebook Live Updates on your Facebook page – creates a sense of urgency
- Create a 401Gives 2020 event page

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Email Suggestions

• 2 Emails before 401Gives
  Save the date and a week of reminder

• 3 Emails on the day
  Beginning, middle, and the end

• 1 Email after the day Thank you

Please include 401gives@uwri.org in any of your distribution lists.
Peer to Peer Fundraising (P2P) aka Fundraising Champions

• Fundraising Champions – statistically you will receive 3x more donors if you have P2P fundraisers

• Reach out to your board, volunteers, lower capacity donors, employees, major donors who have already made a gift, and friends & family

• Have a challenge – competition is awesome! How about a day off for employee that raises the most P2P money?

• Personal stories are more effective – see Jenn’s Page https://www.401gives.org/p2p/133190/jenn-remmes
The Great Give® is an annual 36-hour, community-wide fundraising event that matches charitable organizations serving Greater New Haven with donors in a fun and engaging way. The online event is in its eleventh year and has generated nearly $10 Million since it began. In 2019, The Great Give had its most successful year ever and raised $1.86 Million for participating nonprofits. The event was created by The Community Foundation for Greater New Haven and with its partner in philanthropy, the Valley Community Foundation and other businesses, it sponsors the event with more than $175,000 in matching funds and prizes up-for-grabs.
Notes from Best Practices Session:

Three Year Cycle for Giving Days
Giving days have an initial three year cycle for nonprofits:
1. Year One – education – teaching the community about 401Gives, nonprofits get some ideas about what to do and how to plan for giving day.
2. Year two – nonprofits start to know more, figure out what works best for your nonprofit and you try some new stuff.
3. Year three – HIT YOUR STRIDE! You know what you’re doing and donors know more about 401Gives and the brand is recognizable.

Your 401Gives Campaign and Engaging Donors
• Focused Campaign – crucial need, special project, something tangible for donor instead of “bucket of money” – i.e. United Way is fundraising for a new 211 MAC (Van)
• 401Gives is a new way to talk to donors about giving. It opens a new door.
• Take notes this year to see what works for you and how you attract donors
• 401Gives helps to build a broad donor base – builds a wider net
• New Donors – great donor prospecting tool – make sure you steward these gifts.
• Don’t be afraid to try new things on 401Gives
• Reach out to your Lapsed Donors with 401Gives – especially those that used credit cards
Notes from Best Practices Session:

Peer to Peer Fundraising (aka Fundraising Champions)
• Teach donors how to be Peer to Peer Fundraisers (P2P). Peer to Peer is enormously successful for other giving days.
• Ask your best donors to be P2P fundraisers.
• Make it fun – offer incentives to your P2P fundraisers:
  • Example – Shelton, CT Robotics – the kids fundraise!
  • 1st levels of donations – kids win a water bottle
  • 2nd levels of donations – kids win a t-shirt
  • 3rd level of donations – kids win a sweatshirt – every kid wants that sweatshirt!

Board of Directors
• An engaged board raises 2-3x more dollars
• This is a great connection to fundraising for them. It’s not a “face to face” ask. There is “no pain in it. It’s asking them to set up Peer to Peer Fundraising and have them ask others to set up P2P pages also.
• Also a great way for your board to be stewards of gifts. Have them thank donors. Have them make phone calls to 401Gives donors.
• Make your board wake up at 6am to make a gift!
Notes from Best Practices Session:

Prizes
• Competition is great for prizes – even if you do not win – YOU WIN because you are raising money!
• For all you small and volunteer only nonprofits – it’s a myth that all the big nonprofits win the prizes. You’re in the game, especially with P2P fundraising.
• Nonprofits that collaborate – in New Haven area, two senior villages make a pact to collaborate and whoever wins – they share the prize money
• Take a look at the prize money and the hours and focus on certain ones, during certain hours.

Other:
We realize the recent health issues have already cancelled or postponed some events. Let’s “make lemonade out of lemons” and consider 401Gives as an alternative for donors and event goers to make gifts since it is a virtual “stay at home” event.
Notes from Best Practices Session:

Marketing / Emails

- When sending emails – watch your unsubscribes – call them if they unsubscribe, let them know why you are sending emails and ask them to subscribe again.
- Donors will probably get flooded with emails on 4/1/20 - to respond to them – tell them
  1. “…you are so wonderful you must be super philanthropic that is why you are getting so many emails” and...
  2. “Don’t worry – it’s will stop after today”.

FYI - UWRI is changing their monthly email to send out on 4/1/2020

Make sure your messaging is consisting
UWRI is building the buzz – your call to action is to complete that buzz and let donors and your network know why they should give to you.

Q. If you have a gala at end of April – does it distract? There might be some distraction, but people will still come. If they don’t come you can ask them to give on 4/1/2020
Notes from Best Practices Session:

Matching Gifts / Sponsors
• Get your own matching donor – you will statistically receive 4.5 more gifts
• This is your own matching gifts/sponsors that nonprofits will acquire (this is separate from the RI Foundation matching gift)
• Help you get your foot in the door – use your networks. Go to your vendors, your partners and ask them to be a matching sponsors.
• Will talk more about matching gifts on Thursday 3/12 webinar – sign up at https://www.401gives.org/info/trainings

Thank You’s/Stewardship
• Saying thank you! As fundraisers – we know this all too well.
• Get your board and volunteers to write handwritten thank you notes and make phone calls.
• Move these donors into your “regular family”
Next Steps:

- Make sure you add your Operating Budget to be eligible as small (under $1 million) or large size (over $1 million) nonprofit. (Don’t need actual number – just put in estimate)
- Administrators – if you have staff changes/additions, please add or change your administrator on your dashboard so you will receive information.
- Verification – there are approximately 60+ nonprofits that still need to be verified to be eligible for donations. If you need help please reach out to Jenn Remmes or GiveGab.
- Update your page with pictures, video, text, donation levels, etc.
- Webinar Training on 3/12/20 – tips & tricks, website logistics, content visit www.401gives.org/info/trainings to register
- Please reach out to Jenn Remmes if you’d like to discuss your fundraising plan and talk through.

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THANK YOU!

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