Getting Ready for Rhode Island’s Annual Day of Giving
The Basics

Benefits to Participating

Intro to GiveGab, your 401Gives tech partner!
  ○ Guide to GiveGab
  ○ Key Features and Resources

Registering for 401Gives

Next Steps and Questions
www.401Gives.org

- 24-hour day of giving on **April 1** from **6am - 6am** (April 2)
  - Early online donations open **March 25**
- Every nonprofit conducts their own unique campaign
- Nonprofits that are verified 501(c)(3) charitable nonprofits headquartered or providing services in Rhode Island are eligible
  - Able to accept ACH deposit transfers into a valid checking account
Benefits of Participating

- Learn to utilize digital fundraising tools and modern software
- Re-engage with your existing supporters
- Increase visibility by connecting with a larger community
- Utilize the Giving Day to reach other internal goals
- Motivate donors to make a greater impact with prizes and match incentives
- Have access to numerous marketing tools to help with the day and beyond
Who is GiveGab?

GiveGab’s mission is to make it incredibly easy for fundraising professionals to be great at their jobs!

Designed for cause-based organizations, community foundations, higher education institutions, and public media outlets, GiveGab offers a complete suite of products and services including Giving Days, everyday giving, and year-round fundraising solutions. GiveGab provides a quick and easy way for fundraising professionals to raise money online.
Quick Guide To GiveGab

- Safe, secure, and reliable platform
- Ultimate donor experience
  - Mobile responsive
  - Easy-to-use donation form
  - Immediate “Thank You”
- Dedicated platform support team
Secure & Reliable

- Partnered with Stripe - PCI Level 1 Payment Processor for donation processing
- All participating organizations verified as IRS and state-recognized nonprofits
- Fail-safe redundancy plans for 401Gives website
- Complete transparency with nonprofits and donors
Easy & Accessible

- On average **61% of all emails** are opened on a mobile device
- Your 401Gives profile is completely mobile responsive on every page
- Donors can give easily on any internet enabled device
Simple Donation Processing

- All major credit cards accepted
- Quick, easy and fun donation flow
- ACH donation option
- Securely processed through Stripe
- GiveGab’s chat support available right within the donation form for your supporters!
Transparent Pricing

Credit Card:

2.5% Platform Fee  
+  
$0.30 per transaction &  
2.2% transaction fee (Stripe)  
=  
4.7% + $0.30

ACH:

2.5% Platform Fee  
+  
$3.00 flat bank fee  
=  
2.5% + $3.00

**$100 minimum
Transparent Pricing (cont’d)

- No registration cost or subscription required to participate
- Donors have the option to cover all fees on behalf of your organization
- Over 90% of donors cover fees!
Give, Give, and Give Again!

GiveGab’s Gift Basket makes it quick and convenient for donors to support as many causes in their community as they like!
Instantaneous Donor Delight

● Customizable Thank You Emails that come from your organization
  ○ Add your own text, photo, or video!
● Sent immediately after the gift is made
● Social Share & Fundraising links encourage further online engagement
Giving Day Support & Resources

● Visit Our Help Center
  ○ https://support.givegab.com/

● Check Our Our Blog
  ○ https://www.givegab.com/blog/

● Send us an Email
  ○ CustomerSuccess@givegab.com

● Chat with GiveGab’s Customer Success Team whenever you have questions or need a hand!
  ○ Look for the little blue chat bubble!
Registering for 401Gives
Find Your Organization
and participate in 401Gives

You can search by organization name or EIN (Employer Identification Number).

No organizations match your search criteria.

Don’t see your organization listed?
You can create an organization by clicking the button below.

ADD MY ORGANIZATION
If your nonprofit is not physically located in Rhode Island, please give a brief description of your work and how it serves the Rhode Island community.

Operating Budget:

Number of Full-Time Employees:
Please select one choice
- 0-5

Number of Part-Time Employees:
Please select one choice
- 0-5

Would you like your nonprofit to be listed in the 211 database to be available to the Rhode Island community? [https://www.211ri.org/get-help-211/]
Please select one choice
- Yes
Your Preparation Checklist

1. Add Your Organization's Info
2. Add Your Story
3. Add Donation Levels
4. Add a 'Thank You' Message
5. Add Fundraisers
The Basics

- Logo
- Tagline
- Website
- Causes
  - Select up to 3!
Logan’s Pup all started because of Logan, a special senior dog that Alyssa, the Executive Director of Logan’s Pups, adopted.

Alyssa adopted Logan in 2015 and although he was only with her for a couple of months, he left a huge pawprint on her heart and she’ll never forget him. He had a gentleness in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered. To make sure no other senior dogs are overlooked, Alyssa started Logan’s Pups. Logan’s Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, making them comfortable and feeling loved as they grow old. Every year, we house, on average, 25 dogs at any time, and help place up to 50 younger dogs in their fur-ever homes. Your donation will help us continue offering these services for years to come.
Enter Organization’s Tax Information
Organization Representative
Organization’s Bank Information
Attest to your organization’s state charitable solicitation

Get Verified to Collect Donations
Highlighting Impact

- Custom Amounts
- Unique Descriptions
- Optional Photos
- Unlimited Levels
Personal Gratitude

- Write your own custom thank you message
- Add your own photo or video
- Sent immediately to your donor’s email when they make a gift
Peer-to-Peer Fundraising

- Use your supporters, board members, volunteers and staff to expand your organization’s reach.
- Each individual creates their own page and every dollar goes toward your totals!
- Organizations with fundraisers raise on average **3.4x more** than organizations without fundraisers.
- Admins can easily create and manage pages for them if needed!

*Pro Tip:* Watch GiveGab’s Peer-to-Peer Fundraising Training video.
Peer-to-Peer Fundraisers

A fundraiser for:

Logan's Pups
Helping find senior dogs loving homes in their last years
Causes: Animals, Education

$100 Raised $500 Goal 1 Donors

Hi, I'm Bridget Cafaro and I'm fundraising for Logan's Pups.

Ever since I adopted my senior pup, Mr. Pickles, I have been passionate about making a difference in the lives of senior dogs. Logan's Pups is an amazing organization that helps these animals find the loving homes and compassionate people to care for them in their final years. Every gift to Logan's Pups helps a dog escape suffering from a kill shelter. Help me make more happy homes for happy dogs by supporting my fundraiser for Logan's Pups!
Highlight Sponsor Matches!

- **1:1 Match:** Each online donation will be matched dollar for dollar.
- **Challenge:** Funds will be added to your organization’s total once a set goal is achieved.
- Organizations with matching funds raise on average **4.5x more** than organizations without a match or challenge!

**Pro Tip:** Watch GiveGab’s Matches and Challenges Training Video.
Viewing & Sharing Your Profile

Get Set Up
Complete the steps below to be sure that you are set up and ready to participate in Giving Day.

- [ ] Add Your Organization's Info
- [ ] Add Your Story
- [ ] Get Verified to Collect Donations
- [ ] Add Donation Levels
- [ ] Add a 'Thank You' Message
- [ ] Add Fundraisers

Share Your Page
https://dog-staging.givegab.com/organizations/logan-s-pups

View Your Page
Logan's Pups
Helping senior dogs find loving homes in their final years

Cases: Animals, Seniors

Donate this on GiveGab

$0 Raised $5,000 Goal 0 Donors

$25
Provides one week of food for a senior pup

$50
Provides a super soft bed for a loving senior pup

$100
Helps a family foster one of our amazing senior pups

$500
Gives medical expenses for a senior pup in need

Choose Your Own Amount

Alyssa adopted Logan in 2013 and although he was only with her for a couple of months, he left a huge paw print on her heart and she'll never forget him. He had a gentle nature in his eyes, and love in his heart, and Alyssa wanted to make sure he was remembered.

To make sure no other senior dogs are overlooked, Alyssa started Logan's Pups. Logan's Pups is here to serve as a senior dog sanctuary, saving the dogs that are often overlooked at shelters, making them comfortable and feeling loved as they grow old.

Every year, we house, on average, 25 dogs at any time, and help place up to 50 younger dogs in their forever homes.

Your donation will help us continue offering these services for years to come.

Donate

Matches
Board of Trustees: NVBigGive Match
On 8/22 our generous board of trustees will DOUBLE all donations made to our organization during Nevada's Big Give 2016!

$5,000 MATCH $5,000 REMAINING

Fundraising Champions
Bridget Cazan $5
Alyssa Ravenelle $5

GiveGab®
Tips, Tools, and Resources

The Nonprofit Toolkit has everything you need to reach your 401Gives goals!

- Customizable Templates
- Communication Timelines
- 401Gives Graphics
- Resources for board members, volunteers, staff and fundraisers
- More training videos for online fundraising strategies!
Your Next Steps

- Register for 401Gives by March 13
- Enter verification/bank information ASAP
- Customize your profile
- Follow 401Gives on Social Media and use #401Gives
- Watch your inbox for important emails
- Sign up for upcoming trainings
- Explore the Nonprofit Toolkit
Questions?