Welcome

How to prepare for a Zoom meeting.

No cats were harmed in the making of this Zoom meeting.

401Gives, a statewide day of giving, on April 1, 2021

December 2, 2020
Today’s Session

• “Who are you?” Poll
• Introduction by Cortney Nicolato, President & CEO of United Way of RI
• What is 401Gives & how does it work?
• 2020 results
• Sponsors, prizes, and matching gifts (2020 and 2021)
• How does 401Gives works?
• 2021 goals and what’s new
• Nonprofit registration
• Toolkits and trainings
• Coffee hours, one-on-ones, and key dates
• What would you like to see this year?
• Where to go from here, links, and where to turn for questions - Q & A

401Gives, a statewide day of giving, on April 1, 2021
What is 401Gives?

• 401Gives is a statewide day of giving, on April 1, 2021; similar to Giving Tuesday, specific to local nonprofits that serve Rhode Island.

• The 24-hour long, online fundraising campaign is designed to bring a collective voice to the nonprofit community and deepen the state’s culture of giving.

• This giving challenge combines a state-of-the-art platform with a sophisticated media strategy to highlight the impact of Rhode Island’s nonprofit sector, which accounts for approximately 18% of the state’s total workforce.

• Through prize sponsors, 401Gives also offers opportunity for nonprofits to win additional in-kind and monetary prizes through out the day.
401Give 2020 Results

- $1,310,480 raised / 366 nonprofits received donations (425 registered)
- 13,337 gifts from 7,545 donors
  - 2020 Covid-19 Relief Fund raised $109K to help area nonprofits
- Most raised by a nonprofit: $47,685
- Average raised per nonprofit: $2,812
- Average # of donors per nonprofit 20 (Highest 382)
- Donors from every RI city/town and almost every state as well as global donors

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In 2020, $55,000 in matching gifts that depleted in first 27 minutes! Matching money went to 122 nonprofits. Any individual’s gift to a separate nonprofit of $500 or less was matched.

In 2020, Cash prizes and in-kind prizes - $39,000 awarded to 28 nonprofits.

Example: Get UP and Give Prize (small and large) The RI nonprofit with at least 10 donors by 9 a.m. will be entered into a random drawing for $1,250.

For 2021, Blue Cross Blue Shield and FM Global have renewed their sponsorship (which include $5,000 in prize money) as well as Rhode Island Foundation’s $50,000 Matching Gift! Stay tuned for more prize information in upcoming newsletters.

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How does 401Gives work?

• Each nonprofit registers and sets up a profile page; funds are directed through this page and donor info stays private to your nonprofit. All donations go directly to nonprofits account 5-7 days after receiving.

• All tax receipts and thank you emails are handled by the website.

• Nonprofits receives training, social media templates, and customer service from the GiveGab platform.

• Giving options include credit card, “offline gifts”, peer-to-peer fundraising, individual nonprofit matching gift capabilities, and recurring gifts.

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• Nonprofit registration fee for 2021: $35 for nonprofit registration ($50 after 2/15/21). Fees are used to help defer website, training, and media costs.

• Website and credit card fees: Website fee 2.5%. Credit card fees additional 2.2% fees +.30 for each transaction. **Donors have the option of paying fees.**

**2020 Fees:**

• Total 401Gives 2020 Credit Card & Platform Fees: $51,704.72 ($46,844.48 were covered by donors, $4,860.24 left 'uncovered') Donors have to opt out of paying fees with check of box.

• Effective Rate: .49% This is the ‘true’ cost to fundraise online for 401Gives in 2020. In dollars, it cost a nonprofit $0.49 for every $100 raised online during 401Gives.

• Donation Realization Rate: 99.51% This is the % of donations each nonprofit ‘took home’ on average in 2020. What did each nonprofit actually pay (on average) in fees? $13.65!
401Gives 2021 Goals & What’s New?

**Goals for 2021**
- $1.5 Million for 500 nonprofits from 10,000 donors
- More peer-to-peer fundraisers
- More individual nonprofits matching gifts

**New in 2021**
- Updated Nonprofit Pages (coming soon)
- Text to Give to get to www.401Gives.org
- Community Leaders – more robust partnerships
- Imagination Branding 401Gives Product Store

In 2020 peer-to-peer fundraisers helped 75 nonprofits raise $175,286 from 1,844 donors.

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2021 Nonprofit Registration

• Go to [www.401Gives.org](http://www.401Gives.org) – click on REGISTER button

• If you participated last year, search for your nonprofit, once you find it, click on PARTICIPATE BUTTON and continue with registration.
  • Returning nonprofits have the option to copy over their profile from year before when you land on your dashboard (post-registration).

• If you’re new, still do a search for your nonprofit. When it doesn’t come up, scroll down to bottom to find ADD MY ORGANIZATION. You can continue registration from there.

• Fees: $35 per nonprofit until 2/15/2021 / $50 after 2/15/2021
  Volunteer Center members received free registration – code was emailed.


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Toolkits and Trainings

Resources Toolkit
• Nonprofit Toolkit
• Peer-to-Peer Fundraisers Toolkit
• Business Members Toolkit
• Board Member Toolkit

Nonprofit Toolkit
• Peer-to-Peer Fundraisers
• Donor Engagement
• Building Board Support
• Social Media Tips & Tricks
• Sample Email Content & Communication Milestones
• Graphics & Downloads
• Blogs

Giving Day Training Videos and Slides
• Creating the Perfect Profile
• Telling Your Story
• Goal Setting Strategies
• Engage Your Board
• Peer-to-Peer Fundraising
• Social Media Strategies
• Matches & Challenges
• Stewarding your Giving Day Donors

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Virtual 401Gives Drop-In Coffee Hours:
- Thursday, 12/17/20 at 2pm
- Tuesday, 1/5/21 at 3pm
- Friday 1/15/21 at 11am
- Wednesday 1/27/21 at 10am
- Tuesday 2/9/21 at 1:30 pm

One-on-One Meetings
To set up one-on-one meetings with Jenn Remmes – email 401Gives@uwri.org or call 401-444-0612.

401Gives 2021 Key Dates:
- Early bird nonprofit registration: 11/16/20 through 2/15/21
- Nonprofit registration: 2/16/21 – 3/15/21
- Nonprofit Registration deadline: 3/15/2021
- “Soft” opening for donations: 03/29/21, 6am (all donations included for prizes unless otherwise indicated)
- 401Gives / 24 hours: 6am 4/1/21 through 6am 4/2/21 (RI Foundation matching gifts start at 6am on 4/1/21 until depleted)
- Donations officially close: 4/3/21, 12am
- TRAININGS – dates TBD

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What would you like to see this year?

• What would you like to see for trainings? POLL

• Suggestions for communicating 401Gives to the community?
• Ideas for reaching out to other nonprofits?
• Ideas for sponsors/prize sponsors?
• Other things that will help YOU be successful?

Email 401Gives@uwri.org
Where do I go from here?

• Check out the 2020 Community Report and share
• Register on www.401Gives.org
• View resources and nonprofit toolkits
• View training videos and slides
• Get your board involved
• Plan/update your 401Gives URL/website
• Look for your own matching gifts
• Make a plan for peer-to-peer fundraisers
• Plan social media and communications for February and March 2021 (and 4/1/2021)
• Keep an eye out for 401Gives newsletter with upcoming trainings and information

If you received the 401Gives newsletter – you are on list. If you'd like to be added or add someone, please email 401gives@uwri.org

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Various 401Gives Links

401Gives Media in 2020:  

401Gives Resources Toolkit:  

GiveGab Support:  
https://support.givegab.com/en/

401Gives 2020 Community Report:  

Giving Day Blogs:  
https://www.givegab.com/blog/category/giving-days/

401Gives Nonprofit Toolkit:  
https://www.401gives.org/info/nonprofit-toolkit

401Gives Nonprofit Trainings:  
https://www.401gives.org/info/trainings

401Gives FAQ’s:  
https://www.401gives.org/info/faq

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Where to turn for questions

FAQ’s page: https://www.401gives.org/info/faq

For website related items:
• Please use blue message bubble in lower right hand corner of www.401gives.org or search your question
• or email website’s customer success team at customersuccess@givegab.com

For other questions, please contact Jenn Remmes at 401gives@uwri.org or 401-444-0612.
Questions?

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