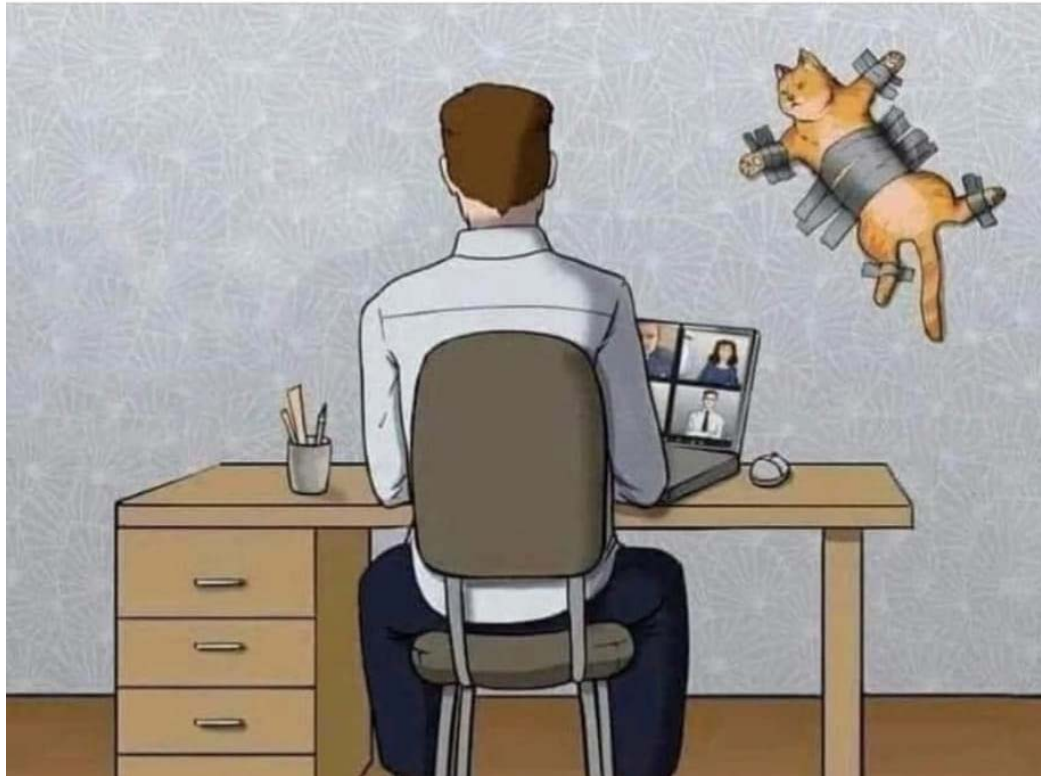


# Welcome

December 2, 2020

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**

# 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



# 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

# 2020 Sponsors, Prizes, and Matching Gifts



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!

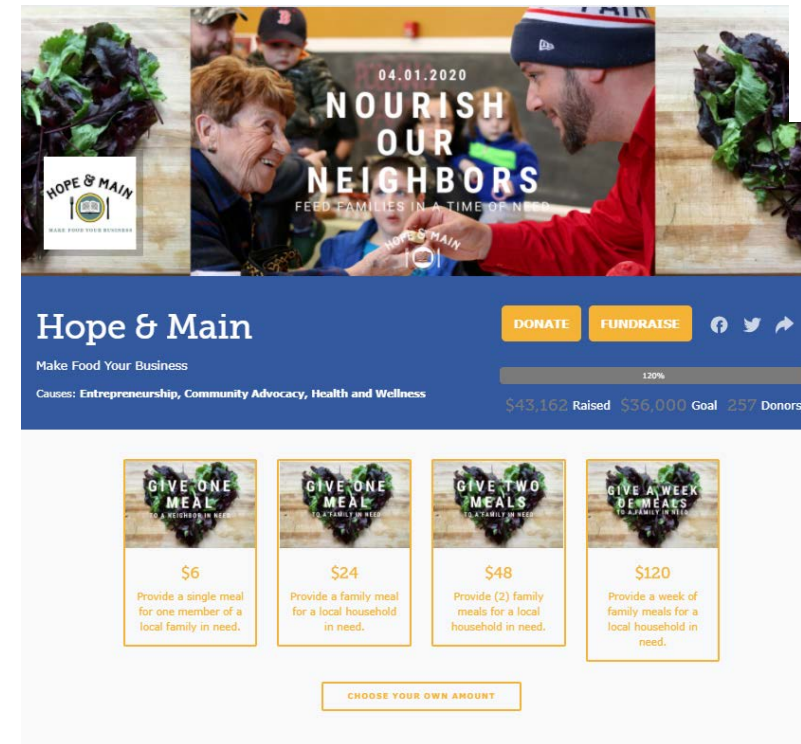
Stay tuned for more prize information in upcoming newsletters.



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

# 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.



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

# Registration, Credit Card & Platform Gift Fees

- 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](http://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.*



# 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.*

<https://support.givegab.com/en/articles/3500752-how-do-i-register-for-401gives>

# 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

# Coffee Hours / One-on-Ones

## 401Gives Key Dates



### 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](mailto: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

# 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](mailto:401Gives@uwri.org)



# Where do I go from here?

- Check out the 2020 Community Report and share
- Register on [www.401Gives.org](http://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](mailto:401gives@uwri.org)*



# Various 401Gives Links



## 401Gives Media in 2020:

<https://www.401gives.org/info/401gives-in-the-media2020>

## Giving Day Blogs:

<https://www.givegab.com/blog/category/giving-days/>

## 401Gives Resources Toolkit:

<https://www.401gives.org/info/401gives-in-the-media2020>

## 401Gives Nonprofit Toolkit:

<https://www.401gives.org/info/nonprofit-toolkit>

## GiveGab Support:

<https://support.givegab.com/en/>

## 401Gives Nonprofit Trainings:

<https://www.401gives.org/info/trainings>

## 401Gives 2020 Community Report:

<https://gg-day-of-giving.s3.amazonaws.com/rhodeisland2020/401+Gives+Community+Report+2020+v2.pdf>

## 401Gives FAQ's:

<https://www.401gives.org/info/faq>

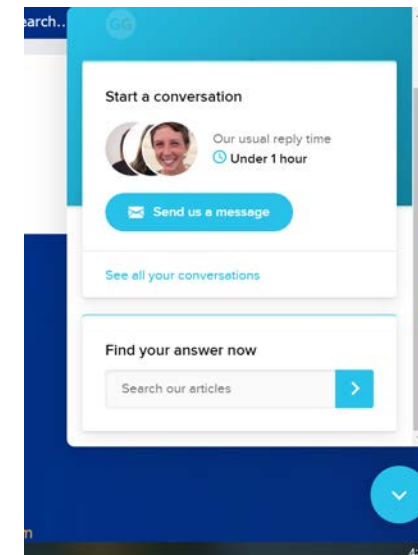
# Where to turn for questions

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](http://www.401gives.org) or search your question
- or email website's customer success team at [customersuccess@givegab.com](mailto:customersuccess@givegab.com)

For other questions, please contact Jenn Remmes at [401gives@uwri.org](mailto:401gives@uwri.org) or 401-444-0612.



# Questions?

