401Gives Dashboard Training
Learning the Basics
Registering for 401Gives
Completing Your Profile
Key Management Tools
Leveling Up Your Fundraising
What’s Next / Q&A
www.401Gives.org

- 24-hour day of giving starting on **April 1** from **6am - 6am**
  - Early online donations open **March 30**
  - Donations close **April 4, 6 PM**
- 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.
Registering for 401Gives
Nonprofit registration is open!
April 1, 2022
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
Registration Survey

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

Number of Part-Time Employees
Please select one choice

Would you like your nonprofit to be listed in the 211 database to be available to the Rhode Island community? https://www.uwri.org/get-help-2-1-1/
Please select one choice
Registration Complete!

Welcome to Another Giving Day!

As a giving day veteran, you may want to copy over content and settings from the profile you created for a previous giving day. You can edit your profile afterwards to ensure it represents your organization correctly in your upcoming giving day.

401Gives (2021)

Create a New Profile
Logging back in: 401gives.org
Completing Your Profile
Your Preparation Checklist

1. Add Your Organization's Info
   Let people know who you are.

2. Add Your Story
   Tell potential donors why they should contribute.

3. Add Donation Levels
   Show your donors the impact their donation makes.

4. Add a 'Thank You' Message
   Personalize your auto-response for donors ahead of time.

5. Add Fundraisers
   Recruit peer-to-peer fundraisers to expand your network of donors.
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.
Get Verified to Collect Donations

- Enter Organization’s Tax Information
- Organization Representative
- Organization’s Bank Information
- Attest to your organization’s state charitable solicitation
Highlighting Impact

- Custom Amounts
  - **Note:** Minimum is $5!
- 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
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
Tools To Manage Your Account
Maintaining Admin Access

- Where to find your admins
- Updating admins
- Different types of access
- Notifications
Image should be 5MB max and a JPG, JPEG or PNG file type. Recommended dimensions: 300x300.

About

**Organization Name**
United Way of Rhode Island

**Website**
http://www.uwri.org

**Organization Profile Link**
If you change your organization’s link, the old link will no longer work. The link can only contain lowercase letters, numbers, and dashes (-).

www.givegab.com/nonprofits/ united-way-of-rhode-island
How will you get your donor data?
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<th>Notes</th>
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</table>
Level-Up Your Fundraising
Do you have cash/check gifts?

- Add cash/check donations as offline gifts
- Offline donations are not included in prizes, but are included in leaderboards.
Intro Peer-to-Peer Fundraising: Demo

Pro Tip: Watch GiveGab’s Peer-to-Peer Fundraising Training video
Adding a Match: Demo

- **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.
Want to add your 401Gives donation form to your website?

Customize a button to add to your site.

Donations will come through 401Gives platform and count in your totals.

Doesn’t take donor away from your site.

Chat support available in the form!

Pro Tip: This article will walk you through the steps!
What’s Next?
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!
Giving Day Support & Resources

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

● Check Out 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!
Your Next Steps

- Register for 401Gives by March 18
- Complete bank verification ASAP
- Follow 401Gives on Social Media and use #401Gives
- Watch your inbox for important emails from GiveGab & UWRI
- Sign up for more trainings!
- Explore the Nonprofit Toolkit
Questions?