WELCOME

Thank you to our 2022 sponsors...

Presenting sponsor:

Papitto Opportunity Connection

Blue Cross Blue Shield of Rhode Island

FM Global

RHODE ISLAND FOUNDATION

REALTOR® FOUNDATION OF RHODE ISLAND

COX

OTRAWAY Marketing in a New Direction

nuñez THE PEOPLE'S AGENCY

HOPE GLOBAL

401Gives, a statewide day of giving, on April 1, 2022
What is 401Gives?

- 401Gives is a statewide day of giving, on April 1, 2022, starting at 6am.

- 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 RI’s nonprofits.

- Through prize sponsors, 401Gives also offers opportunity for nonprofits to win additional in-kind and monetary prizes through out the day.
What is Peer-to-Peer (P2P) Fundraising?

• A P2P Fundraiser is a supporter who rallies around a nonprofit to fundraise on their behalf.

• For 401Gives you support and create your own fundraising page as a spin off of your favorite nonprofit’s main 401Gives profile.

• You will share your page with your network to expand the reach of the mission and bring in new donors and dollars so your favorite nonprofit can continue their mission.

• Use your voice (and networks) to make a difference! It’s all about collective impact!

• Examples: “Crowdfunding,” “Go Fund Me”, “Facebook Fundraisers” AND 401Gives Peer-to-Peer Fundraising!

When individuals offer to become a peer-to-peer fundraiser it’s because they personally believe in your mission and want to make an impact.

401Gives, a statewide day of giving, on April 1, 2022
401Give Overall Results

2020
• $1,310,480 raised / 366 nonprofits received donations
• 13,337 gifts from 7,545 donors

2021
• $2,291,467 raised (75% increase from ‘20)
• 422 nonprofits received donations (15% more than ‘20)
• 18,619 gifts (39% increase from ‘20) from 12,087 donors
  (60% increase over ‘20)

401Gives, a statewide day of giving, on April 1, 2022
401Gives P2P Stats 2020

- 75 nonprofits and 21% of nonprofits used P2P
  - Total number of P2P who raised money: 220
  - Total raised through P2P feature: $175,286
  - Total donors that came through P2P feature: 1,844
  - Average # of P2P per nonprofit: 5.9
  - Accounts for 17.5% of all online donations received

- Average amount raised by nonprofits without P2P = $2,500

- Average amount raised by nonprofits with P2P = $5,898

Nonprofits with PWP raised 2.36x more!
401Gives P2P Stats 2021

- 120 of nonprofits and 28% of nonprofits using P2P
  - Total number of P2P who raised money: 427
  - Total raised through P2P feature: $262,811
  - Total donors that came through P2P feature: 2,838
    - All donors on 401Gives - 12,088 total for day
  - Average # of P2P per nonprofit who raised money: 3.5
  - Accounts for 11.47% of all donations received during 401Gives

- Average amount raised by nonprofits without P2P = $3,111

- Average amount raised by nonprofits with P2P = $12,278

**Nonprofits with PWP raised 3.9x more!**
Secret to success...

• Tell your personal story
• Make a donation first
• Reach out directly
• Share socially
• Provide updates
• Thank supporters

https://info.givegab.com/blog/6-actions-successful-peer-peer-fundraisers-take/
Peer-to-Peer Fundraising: HOW?

1. Ask to be invited by your favorite nonprofit

2. Go to www.401Gives.org and search your favorite nonprofit and start setting up your fundraising page by hitting the FUNDRAISE button
1. Invited...

You will receive an email from notifications@givegab.com

Welcome to 401Gives

Jennifer Remmes has invited you to fundraise for 401Gives.

They wrote:

We hope you can be a part of Rescuing Leftover Cuisine and set up a Peer-to-Peer Fundraising page!

Your Login Info

Email: jennifer.remmes@unitedwayri.org

To begin fundraising, please create an account on GiveGab. If you have any problems or questions, please contact Jennifer Remmes via jennifer.remmes@uwri.org.

You have been invited to be a Fundraising Champion for 401Gives which can only mean one thing - YOU ROCK! As a Fundraising Champion, you have the potential to make a HUGE impact by reaching out to your network and promoting a great cause!

Start gathering support right now by sharing this link to your fundraising page: https://www.401gives.org/p2p/231640/jennifer.remmes-e024a82a-92a9-47e3-970f-418aefe4cc3b

Looking for even more support? Read about Peer to Peer Fundraising on GiveGab, or check out our Customer Success Headquarters for more resources on how to be a successful Fundraising Champion, and start spreading the word!

Get Started!
2. Fundraise Button

Go to nonprofit’s page (they have to be registered).
Create an account by clicking on grey fundraising button.
Dashboard

Jenn Remme's fundraising dashboard for Rescuing Leftover Cuisine, Inc.

Complete the steps below to be sure that your fundraiser is successful.

- Tell Your Story
- Make a Donation
- Share Socially

Progress

$0 Raised of $000 Goal
55 Days Left

0 Donors
0 Emails Sent

Share your fundraiser!
https://www.401gives.org/p2p/232503/

Save your username and password

Once donations open there will be another option to send personalized thank you email.
Dashboard: Tell Your Story

Your page will mirror your nonprofit’s page BUT you can make it personal!

- Add a photo
- Tell a story of your involvement with your nonprofit
- Add Youtube or Vimeo video
- Set a goal – be realistic - you can change goal throughout the day

Logging into your page
Navigating your Dashboard
Customizing your page
Changing your goal

401Gives, a statewide day of giving, on April 1, 2022
401Gives, a statewide day of giving, on April 1, 2022

Dashboard

The more personal your page, the better.

I support this organization’s mission and I want it to have a greater impact on the community.
401Gives, a statewide day of giving, on April 1, 2022
Camp Aldersgate played an important role in shaping the woman I am today. It is where I found my faith and a love of the outdoors, in all seasons. It is where my passion for social justice was instilled. Please join me in supporting this incredible camp where the seeds of future community leaders are being planted.

401Gives, a statewide day of giving, on April 1, 2022
The logistics you need to know...

• When can you set up your page? NOW!

• How do people find my page? Use your personal link, find your name on the nonprofits page, under menu of fundraisers in top right hand menu or when checking out, can drop down to find you

• Timeframes of giving
  • “Soft” Opening for Donations: 03/30/2022 at 6AM (all online donations included for prize specifications unless otherwise indicated)
  • 401Gives/24 Hours: 6AM on 4/1/2022 through 6AM on 4/2/2022 (PLEASE NOTE: RI Foundation matching gifts start at 6am on 4/1/22 until depleted – matches not finalized – subject to change)
  • Donations Officially Close: 4/4/2022 at 6PM

Your donations rolls up to nonprofit page and totals, which rolls ups to 401Gives totals

401Gives, a statewide day of giving, on April 1, 2022
The logistics you need to know...

- $5 minimum gift - Online vs. Offline gifts
  - Online giving options: credit / debit card, ACH, Apple pay, Google pay, Microsoft Pay
  - Offline giving options: Checks/cash (see your nonprofit rep) and Donor Advised Fund, i.e. MyFund

Your online donations will be matched and included in prizes opportunities!

- Fees - donors can opt to pay fees
  - 2.5% website, 2.5% credit card +.30
  - ACH – for $100 or more - $3.00 flat fee
  - 92% of donors opted to pay fees in 2021!

401Gives, a statewide day of giving, on April 1, 2022
Communications: Social Media

Follow us @401Gives  #401Gives

401Gives, a statewide day of giving, on April 1, 2022
• Social Media such as Facebook, Twitter, Instagram, TikTok, even Snapchat and LinkedIn are invaluable tools in getting the word out about your Peer-to-Peer Fundraising campaigns!

• Share your fundraising link several times throughout the day with various asks, i.e. (Facebook – like your own post and comment on it – adds value to algorithm)

**Read to Succeed** is participating in 401Gives, a 24-hour giving movement, on April 1st! Join me in supporting **Read to Succeed** to address the reading achievement gap between low- and higher-income students head-on and to instill a lifelong enjoyment of reading. This mission is a passion project of mine. As a fundraising champion for **Read to Succeed**, I have my own fundraising page, so please check out this link to donate to my personal fundraiser during 401Gives. Every dollar counts! [FUNDRAISING PAGE LINK]

• Make sure you tag your nonprofit and use the #401Gives hashtag.

• If you have the means, offer to make a $5 gift for everyone that also makes a gift.

• Provide updates on your goal throughout the day.

https://www.401gives.org/info/p2p-social-media-guide

401Gives, a statewide day of giving, on April 1, 2022
Communications: Email

• Email your friends, family and colleagues prior to 401Gives to let them know you will be raising money

• Email them morning of 401Gives

• Email them to thank them for their gifts

https://www.401gives.org/info/fundraiser-guide
https://www.401gives.org/info/fundraiser-email-guide
Communications: Texting

• Text message is both the most personal and most immediate form of communication for your peer-to-peer fundraisers to use.

• The key to successful texts is to keep messages short and sweet and always include links to more information.

“Hey - today is 401Gives day in Rhode Island and I’m supporting Judy’s Kindness Kitchen because they have helped changed my life. Can you make a gift to them today? #401Gives YOUR FUNDRAISING PAGE
Videos

Create a quick video with your phone about how your favorite nonprofit has affected you and why people should make a 401Gives gift.

Put on your fundraising page and/or on social media

Download ASU Guide Here

401Gives, a statewide day of giving, on April 1, 2022
QR Codes

QR Code Makers

Flowcode.com

QRcode-monkey.com

401Gives, a statewide day of giving, on April 1, 2022
• Let’s not forget - word of mouth!
• Teams – youth groups, families, friends, staff, sports teams
  • If you have multiple teams, ask your nonprofit for an incentive,
    i.e. t-shirts for those that bring in most donors
• Competition – “everyone that makes a gift will be entered into a raffle and
  the winner – well, I will wash their car!” – wheel of names website, google randomizer
• Incentives – “everyone that makes a gift, I’ll have over for homemade pizza!”
• Challenges – “I challenge all of my Wednesday night trivia teams to make a
  gift! TAG PEOPLE! Or “If you help me raise $500 for xyz nonprofit, I will let
  my teenager do my hair and make-up and post on social media.”
• Ask your friends to share your page on social media
• Be proud of what you’re doing – your nonprofit is so thankful!
• Make it fun (but safe), be creative!
Thank you, thank you, thank you!

**Email:** A thank you email will automatically be sent to your donors and serve as a tax receipt but you can also send them a personal thank you email either via GiveGab’s dashboard or your own email.

[https://support.givegab.com/en/articles/360767-how-do-i-thank-my-donors-as-a-peer-to-peer-fundraiser](https://support.givegab.com/en/articles/360767-how-do-i-thank-my-donors-as-a-peer-to-peer-fundraiser)

**Social Media:** When someone makes a gift – tag the donor and nonprofit in social media and personally thank them!

**Texts:** Thank you videos – phone app - *ThankR*

[https://www.401gives.org/info/fundraiser-guide](https://www.401gives.org/info/fundraiser-guide)
Where to turn for help...

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@unitedwayri.org](mailto:401gives@unitedwayri.org) or 401-444-0612.
HAVE FUN!

Q & A

What are YOUR ideas?

THANK YOU!

401Gives, a statewide day of giving, on April 1, 2022