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

Marketing & Engagement Bootcamps

April 1, 2022
Papitto Opportunity Connection

401Gives, a statewide day of giving, on April 1, 2022
THANK YOU SPONSORS!

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3rd YEAR
401Give’s 2022 Goals

$4.01 MILLION

500 Nonprofits | 20,000 gifts from | 15,000 donors

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Today’s Session

➤ Storytelling in a Virtual World
   ◆ Why, How, What?
➤ Social Media Tips and Tricks
➤ Making Videos
➤ QR Codes

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

➔ Why?
➔ How?
➔ What?

401Gives, a statewide day of giving, on April 1, 2022
401Gives Day Aims to Raise $1.5M for Local Nonprofits on April 1

Wednesday, March 03, 2021
GoLocalProv News Team

The United Way of Rhode Island announced Wednesday that in four weeks, Rhode Islanders will have the opportunity to support any of more than 300 local nonprofits when 401Gives, the state’s largest single day of giving, returns on April 1.

After exceeding the $1 million mark for the effort’s first-ever year, United Way of Rhode Island has upped the ante, setting a goal to raise $1.5 million for nonprofits across the Ocean State in a span of just 24-hours.

“When we launched this new statewide giving campaign one year ago, the pandemic had just begun and I don’t know that anyone could have predicted the ways our nonprofit community would respond to the needs we’ve seen over the past 12 months – and so much of that need still exists,” said Cortney Nicolato, United Way’s president and CEO. “Rhode Islanders have been incredibly generous, and 401Gives is a chance to channel that energy into a single day and support the organizations whose work...
Earned Media

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Food for Kids on Weekends - EBCAP's 401 Gives Focus

Funds raised by East Bay Community Action Program during 401 Gives on April 1st will feed Pell Elementary students in need.
Letter: A chance to help each other on April 1

By Matt Levy  Mar 24, 2021 Updated Mar 24, 2021  0

401Gives, a statewide day of giving, on April 1, 2022
401 Gives Day goal is $1.5M for nonprofits on April 1

By James Bucko - March 30, 2022

PROVIDENCE – In early March 2020, United Way of Rhode Island officials were in the final stages of planning a unique day-long event to help support and celebrate Rhode Island’s nonprofit sector and the work it provides the community.

Then COVID-19 paid the Ocean State a harsh visit that has turned into an
You and 15,000 friends can raise $4.01 million for Rhode Island nonprofits in just one day.

United Way of Rhode Island hosts 401Gives, a statewide day of giving, on April 1, 2022. The 24-hour online fundraising campaign brings a collective voice to Rhode Island’s nonprofit community and deepens our state’s culture of giving.

To become a sponsor or to receive information about registering your nonprofit, contact us at 401gives@unitedwayri.org.
Display Ads

401GIVES

APRIL 1, 2022
powered by
United Way of Rhode Island

GET READY TO GIVE
On April 1, you can thank Rhode Island nonprofits for their work.

GET READY TO GIVE
On April 1, you can thank Rhode Island nonprofits for their work.
401Gives, a statewide day of giving, on April 1, 2022.
Social Media

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Gives tomorrow is the start of #401Gives, the biggest day of giving in Rhode Island history! We have over 434 nonprofits participating on #401Gives that need your help, including our neighbors from Esperanza-Hope. Listen to their team share their important mission (and show off some great #401Gives swag)!

Visit 401Gives.org for more information.
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The Rhode Island Foundation $50,000 Match goal was hit in a flash today! Thank you to everyone who set their alarms and were up early and feeling generous.

h/t Christopher Donovan

TSwift concert selling out in 2 minutes

#401Gives $50k match reached in 60 seconds

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Radio and TV

➔ The Rhode Show
➔ Studio 10
➔ The Public’s Radio
➔ RI PBS
➔ 92Pro FM
➔ Lite 105
➔ Latino Public Radio

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Maximizing Your Message

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

Ditch the Elevator Pitch

➔ Pushes people away.
➔ No one likes elevators.
➔ You are so much more than 30 seconds.

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

Messaging that Moves People

➔ Answer a question
➔ Pull people in
➔ Avoid jargon
Social Media Tips

What does your organization do?
What is your project about?

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Follow us @401Gives
Technical Tips

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Download ASU Guide Here
Technical Tips

QR Code Maker

Flowcode.com

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Technical Tips

➔ Video Apps
  ◆ InShot

➔ Scheduling Apps
  ◆ Buffer
  ◆ Hootsuite
  ◆ Sprout Social

➔ Graphic Apps
  ◆ Canva
  ◆ Adobe Spark

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

NONPROFIT TOOLKIT
- Peer-to-Peer Fundraisers
- Communication Guide
- Building Board Support
- Social Media Tips & Tricks
- Sample Email Content
- Graphics & Downloads
- Stewardship Email Thank Yous
- Sample Stewardship Social Media Posts
- Stewardship Tips
- 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

RESOURCES TOOLKIT (FOOTER)
- Peer-to-Peer Fundraisers Toolkit
- Business Members Toolkit
- Board Member Toolkit

401Gives, a statewide day of giving, on April 1, 2022
WEDNESDAY, FEBRUARY 9, 4:30–5:30 PM
Peer-To-Peer (P2P) Fundraising for the Fundraisers

FEBRUARY 15, 2–3PM
Nonprofit Panel Discussion (Large Nonprofits – Over $500k Budget)

FEBRUARY 22, 8–9:30 AM
Engagement & Goals

Trainings
View details and sign-up:
https://www.401gives.org/info/trainings

Drop-In Virtual Office Hours: See Next Slide

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Office Hours / One-on-Ones

401Gives Key Dates

**401GIVES 2022 KEY DATES:**

- Early bird nonprofit registration ($35) 11/8/21 through 2/15/22
- Nonprofit registration ($50): 2/16/22 – 3/18/22
- Nonprofit Registration deadline: 3/18/2022
- “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)
- Donations Officially Close: 4/4/2022 at 6PM

**VIRTUAL 401GIVES DROP-IN OFFICE HOURS:**
An open Zoom session for you to drop in at any time during the hour and chat, ask questions, or brainstorm with a 401Gives team member about your campaign.  
February 10, 11AM–12PM | February 24, 1:30–2:30 PM | March 11, 11AM–12PM

**ONE-ON-ONE MEETINGS**
To set up one-on-one meetings with Jenn Remmes: email 401Gives@unitedwayri.org or call 401-444-0612.

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Where Do I Go From Here?

- Check Out The 2021 Community Report And Share With Your Board And Constituents
- Register On WWW.401GIVES.org
- 12 Week Planning Guide
- View Resources And Nonprofit Toolkits
- View Training Videos And Slides
- Get Your Board Involved
- Plan/Update Your 401GIVES URL/Website (Use https://bitly.com/ if too long)
- Look For Your Own Matching Gifts
- Make A Plan For Peer-To-Peer Fundraisers (Start A Communication For P2P Training)
- Plan Social Media and Communications for February and March 2022 (and 4/1/2022)
- Keep an Eye Out for 401GIVES Newsletter with Upcoming Trainings and Information
- Make Sure Your Team Receives Newsletters – Send Contact Info to 401GIVES@unitedwayri.org
- Sign Up for Trainings When They Become Available
- Recruit Interns – 401GIVES Marketing Project

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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
- Support Center: https://support.givegab.com/en/collections/89615-highlight-your-fundraising-efforts-through-your-giving-day

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