



powered by United Way of Rhode Island

Year 4

2023

401Gives, a statewide day of giving, on April 1, 2023

401Gives 2023 Information

- What is 401Gives?
- Why fundraise with 401Gives
- 2020, 2021, and 2022 results
- 2023 goals
- Sponsors, prizes, and matching gifts
- How does 401Gives works?
- Fees and cost of fundraising for 401Gives
- Nonprofit registration
- What's New? **WEEKEND EDITION!**
- Toolkits and Trainings!
- One-on-One meetings and key dates
- 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, 2023; similar to Giving Tuesday, specific to 501c3 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. We look to increase philanthropy in Rhode Island. R.I. is currently [45 in the country for giving](#).
- Through prize sponsors, 401Gives also offers opportunity for nonprofits to win additional unrestricted, in-kind and monetary prizes throughout the day.

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Why Fundraise with 401Gives?

- Increased Awareness: Your nonprofit will receive more attention as a result of this collective effort in the largest giving day in Rhode Island.
- Inspired Support: Sharing your story with a larger audience will help you connect with more people.
- New Donors: Exposure from being part of a statewide giving movement attracts donors.
- A Stronger Team: Your team will create stronger bonds by participating in this exciting and rewarding challenge.
- Amplified Fundraising: Other nonprofits have found that participating in giving days increases fundraising.
- PRIZE & MATCHING MONEY! During the event, there will be challenges and unrestricted grant prizes.
- Training and toolkits to help you raise money – not only on April 1 but throughout the year.
- Over \$70,000 in marketing and advertising!



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

401Give 2021 Results



- \$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)
- Most raised by a nonprofit: \$176,831
- Average raised per nonprofit: \$4,205 (30% increase from '20)
- Average # of donors per nonprofit 28 (40 increase from '20) – highest 382

401Give 2022 Results



- \$3,137,336 raised (36% increase from '21)
- 507 nonprofits received donations (20% more than '21)
- 18,615 gifts (8.2% increase from '21)
- From 13,019 donors (7.6% increase over '21)
- Most raised by a nonprofit: \$202,505
- Average raised per nonprofit: \$5,820 (44% increase from '21)
- Average # of donors per nonprofit 24 (-14% decrease from '21) – highest 441

401Give 2022 Nonprofits Stats



Nonprofits

539 registered

507 received donations

- 2 nonprofits raised over \$100,000 (\$161K and \$209K)
- 7 nonprofits raised \$50,000 – \$99,000
- 8 nonprofits raised \$30,000-\$49,999
- 13 nonprofits raised \$20,000 - \$29,999
- 37 nonprofits raised \$10,000-\$19,999
- 64 nonprofits raised \$5000-\$9,999
- 73 nonprofits raised \$3000-\$4999
- 48 nonprofits raised \$2000-\$2999
- 37 nonprofits raised \$1500-\$1999
- 50 nonprofits raised \$1000-\$1499
- 50 nonprofits raised \$500-\$999
- 87 nonprofits raised \$100+ - \$499
- 31 nonprofits raised under \$100
- 32 nonprofits didn't raise any money

Out of 539 nonprofits registered

148 were 1st year participants

122 were 2nd year participants

269 were 3rd year participants

2022 Nonprofit sizes

104 large (over \$2M operating budget)

115 Medium (\$500K-\$2M operating budget)

320 small (under \$500K operating budget)

401Give 2023 Goals



\$ 4.01 Million

575 Nonprofits
20,000 gifts from
15,000 donors

2022 Sponsors, Prizes, and Matching Gifts



In 2022, \$50,000 in matching gifts from RI Foundation that depleted in approximately one minute Hope Global matched last \$1,500 in gifts.

Matching money and prizes went to 196 nonprofits.

In 2022, Cash prizes and in-kind prizes – over \$107,000.

Stay tuned for 2023 prize and matching gift 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 and communication templates, and customer service from the GiveGab platform.
- Giving options include credit / debit card, ACH, Apple pay, Google pay, Microsoft Pay. “Offline gifts” checks/cash and Donor Advised Fund, i.e. MyFund
- Peer-to-peer fundraising, prizes and matching gifts and individual nonprofit matching gift capabilities, as well as recurring gifts.



In 2022 Peer-to-Peer (P2P) fundraisers helped 117 nonprofits raise \$392,454 from 3,375 donors (5.7X more than non P2P NPs)

Average amount raised by organizations with P2P = \$17,169

Average amount raised by organizations without P2P = \$2,973

Registration, Credit Card & Platform Gift Fees

- Nonprofit registration fee for 2023: \$35 for nonprofit registration (\$50 after 2/13/22). Fees are used to help defer website, training, and especially media costs.
- Website and credit card fees: Website fee 2.5%. Credit card fees additional 3.0% fees (*increased from 2.2%*) +.30 for each transaction. **Donors have the option of paying fees.**

2022 Cost of Fundraising for Nonprofits

- Donors covered fees for 92% of gifts, and 87% of the total fees charged
- Calculate Effective Rate: 0.64%
 - This is the 'true' cost to fundraise online for the giving day. If the effective rate was .64%, it cost an org \$0.64 for every \$100 raised to fundraise on the giving day.
- Donation Realization Rate: 99.36%. *This is how much each nonprofit took home on average*
- How much did each nonoprofit actually pay (on average) in fees? **\$24.89**



2023 Nonprofit Registration



- Go to 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 2/13/2023 / \$50 after 2/13/2023
Volunteer Center members received free registration – code was emailed or email 401Gives@unitedway.org


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

401Gives 2023 What's New?

- [e-CARDS](#)
- "Give a Little More!"
- Library of past [trainings](#) (coming soon)
- Nonprofit Community [Facebook Page](#)
- Enhanced search feature
- NEW Registration Questions
 - Added microsize nonprofit grouping:
 - *Microsize NEW (<\$250), Small (<\$500K), Medium (\$501K-\$2M), and Large (over \$2M)*
 - Mentor/Mentees
 - Optional: Sending email to lapsed donors on Monday
 - Optional: Cortney Nicolato reaching out to E.D.'s and Board Chairs
- More prizes in smaller denominations and BIPOC specific prizes
- Matching gifts - \$20 match for every gift, no matter the size, i.e. during certain hour, all gifts are matched by \$20; \$5 gift becomes \$25. (pending sponsorships)



WEEKEND EDITION!

GiveGab is becoming  Bonterra.

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Trainings & Toolkits

- Anticipated sessions - Dates/Times coming soon on Training [Link](#)
- *TRAINING LIBRARY FROM PAST THREE YEARS COMING SOON!*
- [401Gives Open House](#) – Tuesday, December 20, 10-11am
- Nonprofit Panel discussion (small nonprofits – under \$500K budget)
- Nonprofit Panel discussion (large nonprofits – over \$500K budget)
- Peer-to-Peer (P2P) Fundraising - advice from successful individual P2P Fundraisers
- Social media and emails
- Engaging Your Board
- Attaining your own matches
- One-on-One meetings with 401Gives staff



One-on-Ones and 401Gives Key Dates



One-on-One Meetings

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

Calendly Link coming soon in newsletters.

401Gives 2023 Key Dates:

- Early bird nonprofit registration (\$35) 11/8/22 through 2/13/23
- Nonprofit registration (\$50): 2/4/23 – 3/17/23
- Nonprofit Registration deadline: 3/17/2023
- “Soft” opening for donations: 03/31/23, 6am
(all online donations included for prize specifications unless otherwise indicated)
- 401Gives Weekend edition 3/31/23, 6am – 4/3/23, 6pm
- Donations officially close: Monday, 4/3/23, 6pm

Where do I go from here?

- Register on www.401Gives.org
- Make sure your team receives newsletters – send contact info to 401Gives@unitedwayri.org
- Keep an eye out for 401Gives newsletter with upcoming trainings and information
 - Sign up for trainings when they become available
- Get your board involved now!
 - Check out the 2022 Community Report and share with your board and constituents
- [Visit the 12 week planning guide](#)
- View all training resources, resource toolkit & nonprofit toolkits on the website (top menu & bottom menu)
- Plan/update your 401Gives URL/website (use <https://bitly.com/> if too long)
- Look for your own matching gifts
- Make a plan to recruit peer-to-peer fundraisers
- Plan social media and communications for February and March 2023 (and weekend of 4/1/2023)
- View youtube videos (next page) and plan your “What’s Your Why?”
- Recruit volunteers and interns



Various 401Gives Links

GiveGab [Support](#)

401Gives [FAQ's](#)

401Gives [2022 Community Report](#)

2022 [YouTube videos](#)

2021 [YouTube videos](#)

[Business Fundraisers](#)



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

For other questions, please contact: 401gives@uwri.org

Jenn Remmes, 401-444-0612
Caity Douglas, 401-444-0720

