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

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- Fees and cost of fundraising for 401Gives
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- Toolkits and Trainings!
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- Where to go from here, links, and where to turn for questions - Q & A

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

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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

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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

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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

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### 401Give 2022 Nonprofits Stats

**Nonprofits**

<table>
<thead>
<tr>
<th>Registered</th>
<th>Received Donations</th>
</tr>
</thead>
<tbody>
<tr>
<td>539</td>
<td>507</td>
</tr>
</tbody>
</table>

- 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

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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.
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 receive 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.

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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 nonprofit 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

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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!**

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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

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

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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

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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