100% of the Big Give fees go directly to support and improve the event. The money is used to supplement prizes, produce marketing and sponsorship materials, offer trainings, buy advertising and help cover the extensive staff time required to present Big Give. The Nonprofit Council dedicates over 2800 hours annually to ensure the continued growth and success of Big Give. Without the financial support generated through fees this event would not be possible.

Many of the valuable benefits for Big Give participants are made possible because of the money we raise through fees. Some of these benefits include live, on-demand tech support leading up to and during the day of giving (try that with Facebook), multiple online and in-person trainings, increased visibility to the event (and your agency) through PR and advertising, plug-and-play materials to help you market to your donors and supporters, a secure, reliable donation platform as well as an exciting giving experience for agencies AND donors with new, fun, creative prizes each year.

Our fees are actually less than many other online giving days and significantly less than other types of fundraisers. A 65%-75% net profit is standard for events such as galas, golf tournaments, luncheons, races/runs etc. During Big Give 2019 the average net profit was OVER 99% because so many donors covered the fees. More specifically, this means it cost approximately .86 cents for every $100 raised. This is less than it would cost you to run the same donation through your own credit card processor! (The average credit card processing fee is between 2% and 3%.)

A 99% net profit isn’t the only reason to be excited about Big Give. Each year we raise tens of thousands of dollars for the prizes we give away throughout the event. Prizes that benefit agencies of all sizes. The money you raise through GiveGab is deposited in your bank account within days (not months). And best of all, donors LOVE Big Give (see reverse).
Since 2014 Big Give has raised over $25 Million to support local nonprofits

Donors LOVE Big Give. Here’s why:

This gives me an opportunity to support organizations that I do not support the rest of the year.

You make it easy!

I can hit several non-profits at the same time. And although I can only give a little, because I can give to so many agencies I end up giving more overall.

It’s an easy way to donate to multiple organizations at one time. This year was the best so far!

I work for a nonprofit whose youth participants benefit from funds raised during the Big Give, and I want to pay it forward. It feels good to make a positive impact in my community.

It’s a fantastic opportunity to showcase non-profits and their mission to a community that may not realize the non-profit exists. And for those who do know, it’s a great conversation started to get others involved in support or volunteering.

I’m not a recurring giver, but Big Give reminds to support the organizations that I love.

The name says it all...to give big. This was an easy way to become aware of a need and make a donation quickly to support a much needed cause.

First, it is truly convenient—the process is friendly and I appreciate the opportunity to donate to several agencies/organizations in one sitting. Second, and important, it permits me to become familiar with many of the non-profits in the area.

It is a wonderful reminder to give to organizations I may not consistently give to on a monthly basis.

*Donor responses are unedited and were provided voluntarily in the 2019 donor survey

For more information about Big Give please contact us
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