



Pepper Presents:

Fun Facts About Fundraising Fees

WHAT IF YOU COULD SPEND 86¢ TO MAKE \$100?

So what's up with these fees anyway??



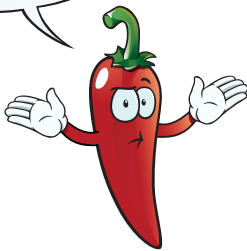
100% of the Big Give fees go directly to support and improve the event. The money is used to supplement prizes, produce marketing and sponsorship materials, offer trainings, buy advertising and help cover the extensive staff time required to present Big Give. **The Nonprofit Council dedicates over 2800 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.

But I don't care! What's in it for me???



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.

Those things ARE great. But why are the fees so HIGH?



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).

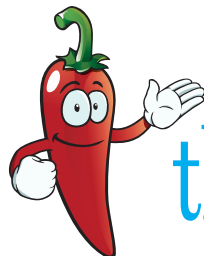
Ok fine. I get it. Fees support the event.



I do like prize money... and tech support...



Why didn't you just say so? I'm in!



#GiveWithPepper

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