NH GIVES

An initiative of NH Center for NONPROFITS

June 9 – 10, 2020
6pm – 6pm
Housekeeping

• This webinar is scheduled to last 75 minutes, but may go as long as 90 depending on the number of questions.
• Today’s webinar is being recorded and will be available on the NH Gives Training page along with the slides within 48 hours.
• All participants have been muted to keep background noise to a minimum.
• Questions for the panelists can be submitted using the questions panel at any time. We will be holding questions for each presenter until they have completed their presentation.
Agenda

9:30 – Introduction
9:40 – Jennifer Remmes – 401 Gives
9:55 – Karen Hatcher - Cornucopia Project
10:10 – Holly West - Friends of Mascoma
10:25 – James Tresner - Wanakee
10:40 – Q&A
# History of NH Gives

## Total Dollars

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>$188,164</td>
<td>$310,676</td>
<td>$426,693</td>
<td>$549,695</td>
</tr>
</tbody>
</table>

## # Online Donations Total

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>2134</td>
<td>3632</td>
<td>4610</td>
<td>5961</td>
</tr>
</tbody>
</table>

## # Unique online Donors Total

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>1824</td>
<td>3148</td>
<td>3991</td>
<td>4841</td>
</tr>
</tbody>
</table>

## # Organizations Raising Funds

<table>
<thead>
<tr>
<th></th>
<th>2016</th>
<th>2017</th>
<th>2018</th>
<th>2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>281</td>
<td>292</td>
<td>257</td>
<td>275</td>
</tr>
</tbody>
</table>

## Total

$1,475,229$
Jennifer Remmes

Manager of Digital Resource Development
United Way of Rhode Island

First ever giving day April 1, 2020
366 nonprofits raised $1.3 Million
401Gives Results

• Inaugural Year  - April 1, 2020
• 388 nonprofits eligible for donations
• $1,184,688 from 7,097 donors for 364 nonprofits
• Total (4/3/20 5pm): $1,310,480 from 7,545 donors and 366 nonprofits.

Nonprofits

• Slightly anxious – we “gave them permission to fundraise.”
• Mix of ‘stayed the course,’ and some switched to Covid-19 fundraising.
• Overall – both did well by using marketing tools available.
• Ask for help – but offer help also.
During this global emergency, Amos House never stopped. As the largest soup kitchen in the state, typically serving meals to up to 900 people a day, we also provide social services to over 15,000 people each year and house approximately 350 men, women, and children every night. Our services are needed more now than ever for our neighbors who are homeless, living in deep poverty, unemployed, or battling substance use disorder.

Now, in the wake of a global pandemic, our role in the community has never been more important. In order to offer the safest setting possible, we need to shift our model to provide meals to those who need them. Amos House traditionally:

https://www.401gives.org/organizations/amos-house
401Gives, a statewide day of giving, on April 1, 2020

The Village Common of RI

$25 Support our Health & Wellness initiatives
$50 Support the cost of a background check for one of our new volunteers
$100 Support training for volunteer drivers and Home Help crews
$250 Support organizing a new Village in a community near you

Our Coronavirus Response:
We are working hard to insure that Social Distancing does not mean Social Isolation for older adults

At the Village Common of RI
We believe that a better experience of growing older is possible

https://www.401gives.org/organizations/the-village-common-of-ri
Thank You
Our team at Sail Newport thanks you for your support of 401GIVES, particularly at a time when so many in our community, country and the world have been impacted by the COVID-19 Pandemic. Like many organizations, we closed our facility in mid-March and converted to a virtual work environment. Sail Newport’s budget relies on program/service fees and fundraising, which have been significantly impacted by the current crisis. All funds raised through 401Gives will offset our immediate organizational needs in the coming weeks and months, such as more funding for our financial aid and outreach programs, paying the utility bills or contributing to our employee’s healthcare premiums.

https://www.401gives.org/organizations/sail-newport
We appreciate all of the support you have provided in the past and wanted to let you know that we have not relented during the Covid-19 crisis. In fact; our work has become even more relevant to our community. With your support, these are some of the Progreso Latino programs that continue to help people during these difficult times:

- Food Pantry
- Immigration Services
- Social Services
- Adult Education

TOMORROW, April 1, 2020, we will be taking part in the state-wide day of giving, 401 Gives. It couldn't come at a better time. As we all enter these trying and uncertain times, arts-based non-profits are struggling to keep our doors open, and RIOT RI is no exception. (Arts program)

134 Collaborative’s building has remained open during the COVID-19 pandemic in order to support our community. Small groups of Alcoholics Anonymous members have gathered to offer support to each other during this stressful time. Instead of a dine-in soup kitchen on Friday, bag lunches are handed out at our front door. I feel that it is necessary to provide a small bit of normalcy in this time of uncertainty. Therefore, 134 Collaborative continues to provide limited services to those who are homeless, low income, in recovery or challenged with mental illness. At times of crisis, they will suffer the most without basic human needs and the support of a community.

134 Collaborative needs your financial support to keep our doors open. Right now, we are one of few places still open in a barren downtown Providence. Please consider helping us.

Tomorrow is 401Gives Day, where nonprofits from all over Rhode Island are coming together to raise money to support many important causes throughout the community. Here at the College Crusade, we are asking you to support our state’s first-generation college students with emergency expenses as a result of COVID-19.
Media / Social Media

Amanda Baker
April 1 at 10:27 AM · 401 Gives

We're at $4,645 can you help us get to $5,000 before 12pm?...
Don't forget, donations aren't always monetary. A quick share on Facebook or via email can boost our views and help us as well!!
Thanks to everyone that has donated!

Paul Cuffee School @PaulCuffee · Mar 31

To effectively deliver new distance learning programs & resources to our K-12 students while our buildings are closed, every gift to PCS (up to $15,000) will be matched dollar for dollar. Make a gift at 401gives.org/organizations/... & have your friends join you #401Gives #supportPCS
Habitat for Humanity of Rhode Island - Greater Providence, Inc.

March 23 at 4:47 PM

We are all in very difficult times but our mission to provide affordable housing will continue. This year on April 1st Habitat for Humanity of Rhode Island - Greater Providence, Inc. will be participating in the 401 Gives campaign. Our current build is on hold until it is safe for our volunteers to continue but we need your financial support. We encourage and thank you for your donation. https://www.401gives.org/.../habitat-for-humanity-of-rhode-is...

Sweet Binks Rescue, Inc.

March 31 at 4:24 PM

So I know it is a tough time to request donations but we have to ask! We had planned this big donation day long before covid-19 showed up. We have wildlife coming in and are in process of building an outdoor fawn enclosure which is a huge job and should be completed by the end of April. We are hoping on Wednesday, April 1st, you will consider supporting us in United Way's 401Gives fundraising campaign at https://www.401gives.org/organization.../sweet-binks-rescue-inc On behalf of the many, many babies and injured adult wildlife that will be rehabilited and released, we THANK YOU! 100% of donations can also be made directly via our website at sweetbinks.org or here on our Facebook page or good old check in the mail. We also seek paper towel donations!!!
I’m reflecting today on my @liveunitedri @401Gives experience. I’m no stranger to online shopping, but have never filled a shopping cart with more wonderful & priceless things: housing for all, economic opportunity, equity, quality data & advocacy, basic needs & dignity for all!

6:06 PM · 4/2/20 from Providence, RI · Twitter for iPhone

Jenn Remmes
United Way of Rhode Island
401-444-0612
jennifer.remmes@uwri.org
Q&A
Karen Hatcher

NH Gives – 2017, 2018, 2019
More than $48,000 raised online

Executive Director
Holly West

Board Member

NH Gives – all four years
More than $60,000 raised online
Friends of Mascoma Foundation

BUILDING A COMMUNITY WITH NH GIVES
About Us

- Founded in 2014
- Serves Mascoma Valley Regional School District (Canaan, Dorchester, Enfield, Grafton, Orange)
- Fosters educational development and nutritional well-being for our students and their families
- Board of Directors is comprised of eight people
  - 87.5% Live In-District
  - 75% Graduated from MVRHS
  - 50% Have Children
- Three main programs:
  - Scholarships – scholarships for graduating seniors pursuing educational opportunities after high school
  - Mini-Grants – funds to support and encourage great ideas that would not be possible within the existing school budget
  - Friends Feeding Friends – food pantry program to reduce food insecurity and increase food access
- Hired first Executive Director in 2019, still have a working board and rely heavily on volunteers
Reasons for Success

How is a little nonprofit in a sparsely populated area of NH able to raise so much money so many years in a row?

- Working Board of Directors
- Grass roots approach resonates with area residents and supporters
- Residents saw immediate positive results and changes in the community upon our launch
- Everyday connections due to small town living
- Donor base has worked hard for their money and was ready to give back
What characteristics (or characters) are present on your board that fuels the competitiveness and excitement?

- High energy
- Group of “doers”
  - Vision
  - Ready for change
- Eclectic group
- We all like to win
How have you leveraged tools like P2P fundraising and matches/challenges to continue to grow your giving day?

- Tapped past scholarship recipients for P2P fundraising in 2019
- Engaged other competitive community members
- Informal matches and challenges
- Partnered with other Mascoma-area nonprofits
  - Cross-promotion
  - Reciprocal giving
What Works For Us?

- Involved Board of Directors
- Focused fundraising
- Ask for small donations
- Build community
  - Maintain contact throughout year
  - Donors
  - Volunteers
  - Partners
  - Other community members
- Student focus and involvement
- NH Gives prizes
Contact Us

Friends of Mascoma Foundation

info@friendsofmascoma.org

http://friendsofmascoma.org/

https://www.facebook.com/friendsofmascoma/
Thank You!
Q&A
James Tresner

Executive Director

NH Gives - 2019
More than $20,000 raised online
Summary

1) At least 1 “large” (in your context) matching gift
2) Buy-in from 5 (or more) leaders
3) Preview, a bit (and develop your social presence 12 mos/year)
4) Live videos day of
5) Make donations
6) Who could you call?

Questions?
james@wanakee.org
linkedin.com/in/jamestresner/
Check out other Giving Days

These days have happened recently or are happening soon. Find organizations with similar missions to yours and see how they’ve adapted their messages this year. (We’ll send you this list.)

- https://www.spring2action.org/
- https://www.givelocalccf.org/
- https://www.idahogives.org/
- https://www.givegreatfalls.org/
- https://www.missoulagives.org/
- https://www.givebiggv.org/
Get Support

• nhgives@nhnonprofits.org
  – Request member registration discount code
  – General questions about the day

• customersuccess@givegab.com
  or blue chat bubble
  – Login issues
  – Help with technical aspects of the day
More Webinars

Using NH Gives to Tell Your 2020 Story
May 6 at 10:00AM

In 2020, NH Gives has taken on new meaning as New Hampshire’s nonprofits face the impact of a global pandemic and confront the recovery ahead of them. Join the NH Gives team and Presenter David Deziel for a no-cost webinar focused on telling your organization’s story in the midst of this extraordinary time. We will cover the fundamentals of storytelling that moves your audience to take action and tips for crafting a powerful and concise story about the work of your organization. Once this content is developed, it can be used – in various forms – across email and social media platforms to drive your NH Gives campaign.

Engaging your Community with NH Gives
Thursday, May 14th at 10:00AM

With only a few weeks until NH Gives, there’s still plenty of time to make sure your NH Gives campaign is ready to go. In this webinar we’ll go over tips and best practices to engage with your supporters and be successful on NH Gives. We’ll highlight some of the engagement features available to you to make the most out of your participation in NH Gives. The NH Gives team will also be available to answer any and all of your last minute questions.

Visit [www.nhgives.org/info/trainings](http://www.nhgives.org/info/trainings) to register
Thank you

• Thank you for everything you’re doing to support your communities

• Thank you for everything that you’re NOT doing in order to keep your communities safe and healthy

• Thank you for joining us today
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