

The background is a blue-tinted photograph of a city street, likely Times Square in New York City. It features several prominent signs: a vertical sign for 'STADIUM', a horizontal sign for 'MUSIC CENTER', a circular sign for 'SOARING TO THE 70TH YEAR WORLD W...', and a sign for 'MUSIC CENTER'. The buildings are multi-story and have a classic architectural style. The overall scene is captured from a low angle, looking down the street.

# Raise<sup>®</sup>

2024

**Raise**<sup>®</sup>  
2024

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**20+ Simple Fixes** to Unlock the Power

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of the  
**Paddle Raiser**



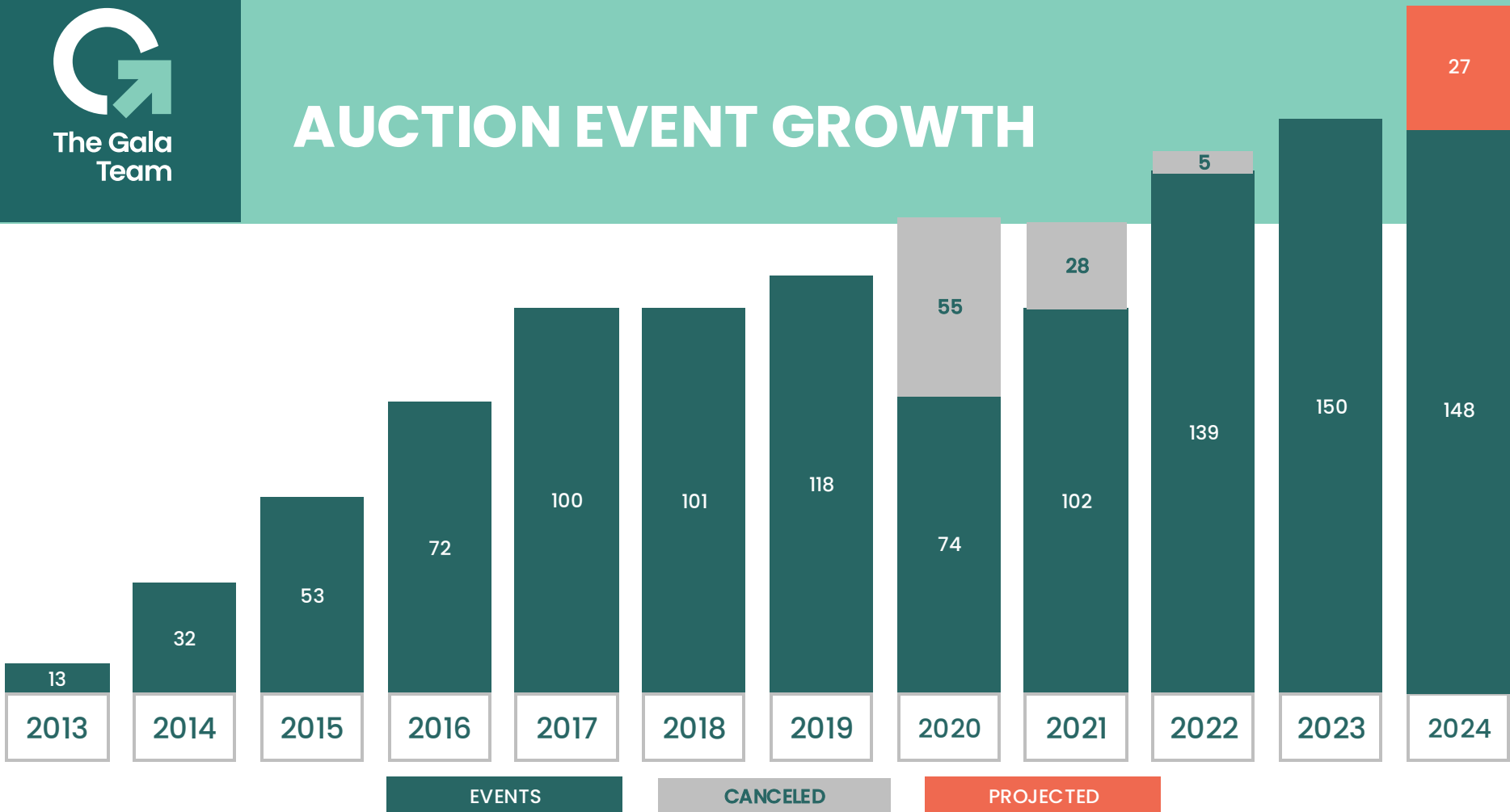
Reggie Rivers  
President

 **The Gala Team**



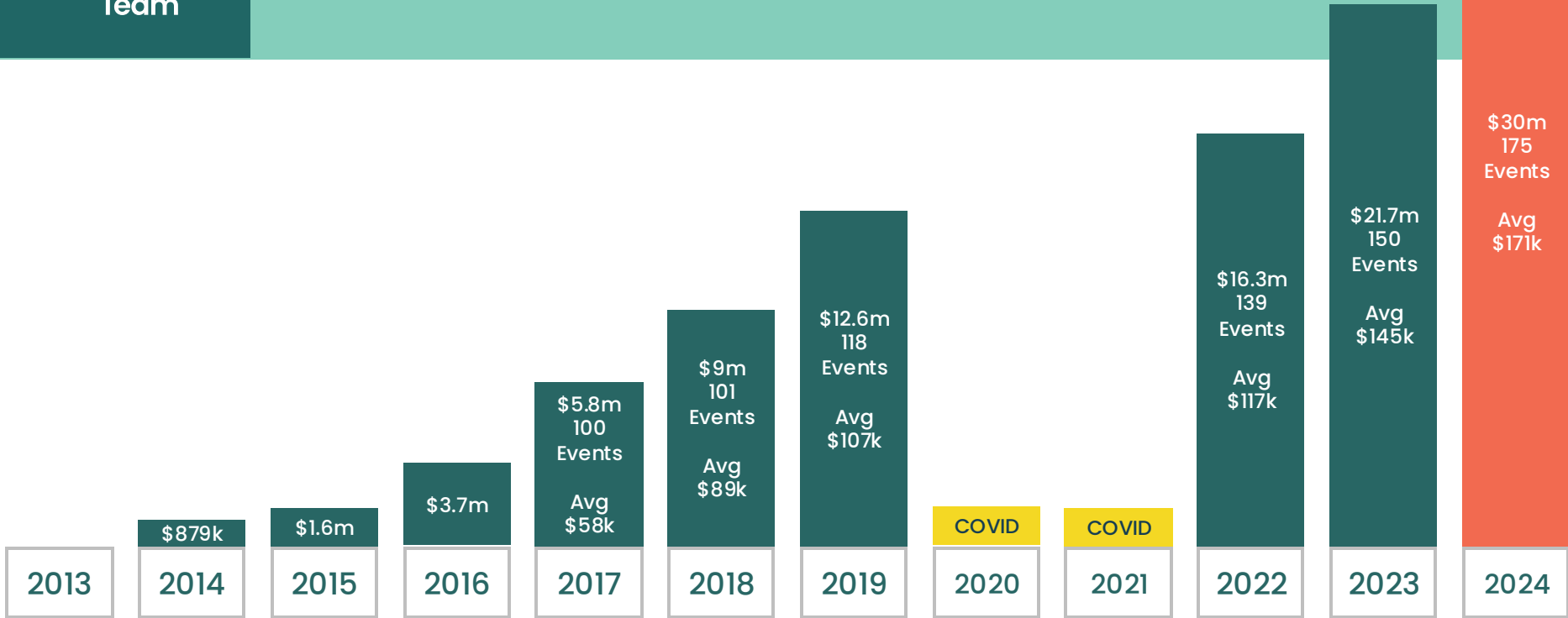
The Gala  
Team

# AUCTION EVENT GROWTH





# PADDLE RAISER FUNDRAISING



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Paddle Raiser

# Tip #1

Do a  
**Paddle Raiser**

**Everything  
else** is retail



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Paddle Raiser

# Tip #2

# DEFINITION OF A PADDLE RAISER

- Ask Everyone to Participate
- AKA Fund-a-Need, Special Appeal, Ask, Cash Call
- Start High and Work Down

It's your single-best night-of-event opportunity



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Paddle Raiser

# Tip #3

# OBJECTION:

IT'S TOO MUCH PRESSURE ON YOUR DONORS

**SQUEEZED TOO HARD**



**SQUEEZE GENTLY**



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# Tip #4

# ISSUE PHYSICAL PADDLES

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# Tip #5



**ASK EVERYONE TO RAISE THEIR PADDLES  
AT THE BEGINNING OF THE PADDLE RAISER**



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# Tip #6

Emphasize  
**TEAMWORK**  
early and often.





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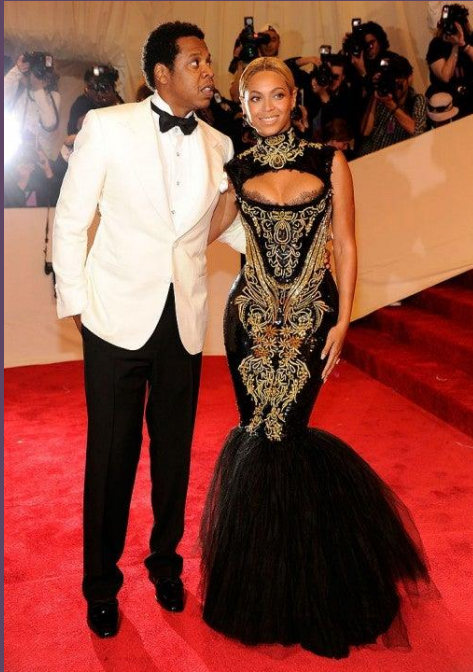
Paddle Raiser

# Tip #7



**FUNDRAISING IS A  
"GROUP" ACTIVITY.  
IT FEEDS OUR NEED  
TO FEEL TOGETHER.**

# GROUP ACTIVITY: getting dressed up



# GROUP ACTIVITY:

waiting in line



# WE CRAVE **GROUP** ACTIVITIES





A ROUND OF APPLAUSE IS A **“GROUP”** ACTIVITY



STANDING FOR THE ANTHEM IS A "GROUP" ACTIVITY



**SINGING HYMNS IS A "GROUP" ACTIVITY**





A MOMENT OF SILENCE IS A **“GROUP”** ACTIVITY

# YOUR GALA IS A **TEAM EVENT** YOUR GUESTS CRAVE **GROUP ACTIVITIES**

➤ THE PADDLE RAISER IS A GROUP ACTIVITY





IT'S 4<sup>TH</sup> DOWN,  
**EVERYBODY  
MAKE SOME NOISE!!!**



IT'S 4<sup>TH</sup> DOWN,  
**EVERYBODY  
SEND A TEXT!!!**



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Paddle Raiser

# Tip #8

# FEAR OF ASKING FOR MONEY LEADS TO PASSIVE “NON-GROUP” ACTIVITY



**The  
Giving  
Tree**

Helping Those  
in Need



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Paddle Raiser

# Tip #9

# FIRST NUMBER SHOULD BE #100

– not #1 or #10

Start at  
100 or 1000

**100**

 The Gala Team

DO NOT START  
AT 1 OR 10



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# Tip #10



# THREE RECORDERS WITH HEADS DOWN



# THREE IDENTICAL LISTS = EASY AUDIT

NUMBERSSS  
456 447  
276. 414.  
478. 374  
338. 444.  
383 444.  
382-383  
418-243  
218. 248.

NUMBERSSS  
456 447  
276. 414.  
478. 347  
338. 444.  
383 444.  
382-383  
418-243  
218. 248.

NUMBERSSS  
456 447  
276. 414.  
478. 374  
338. 444.  
383 444.  
382-383  
418-243  
218. 248.

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Paddle Raiser

# Tip #11

TO RAISE  
SERIOUS  
MONEY,  
YOU NEED  
COUPLES



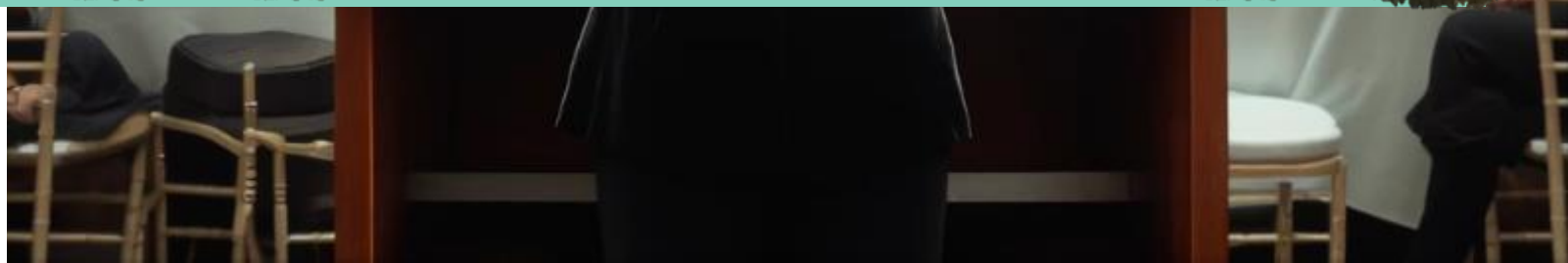
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# Tip #12



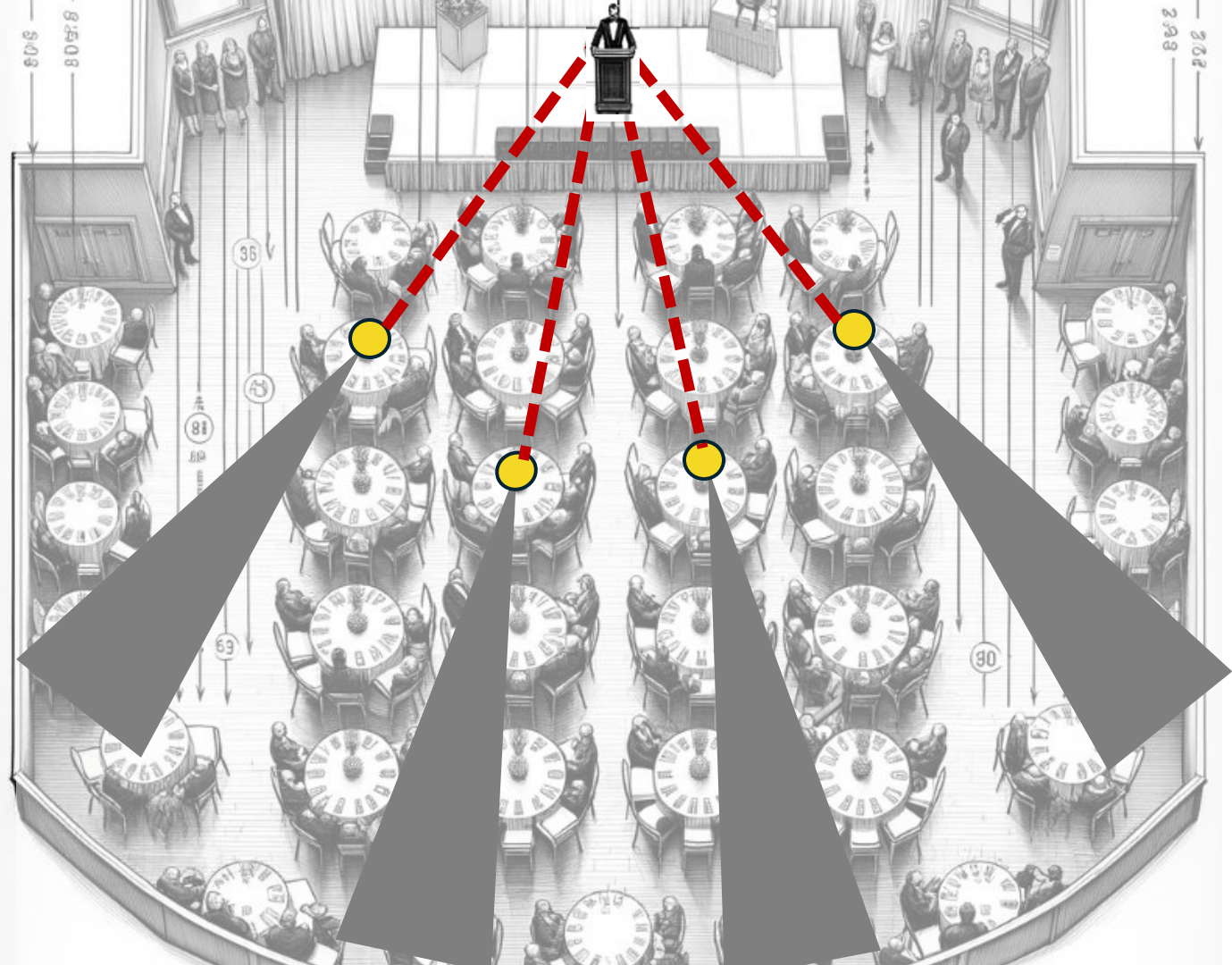
**NO TALL CENTERPIECES**



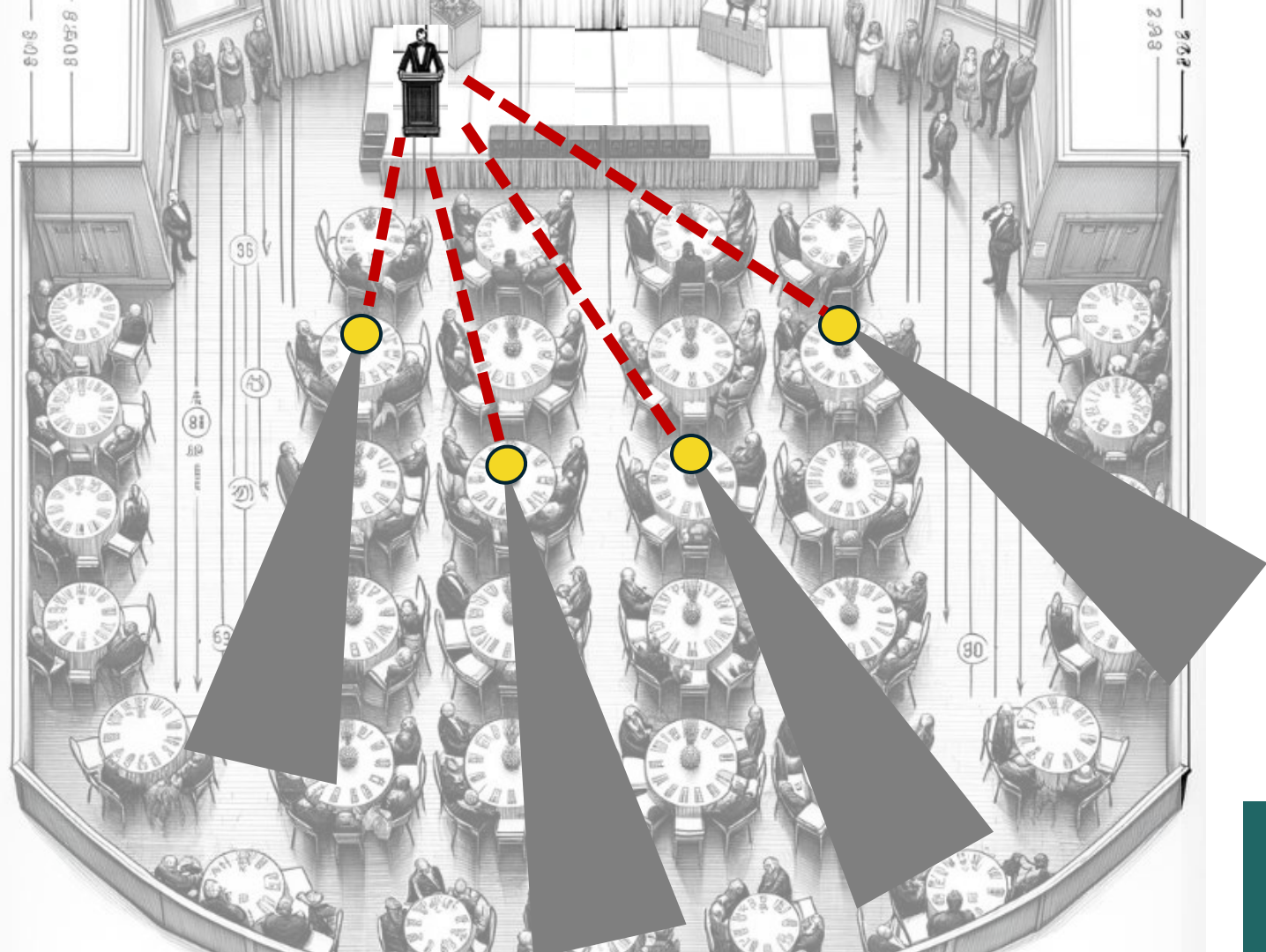


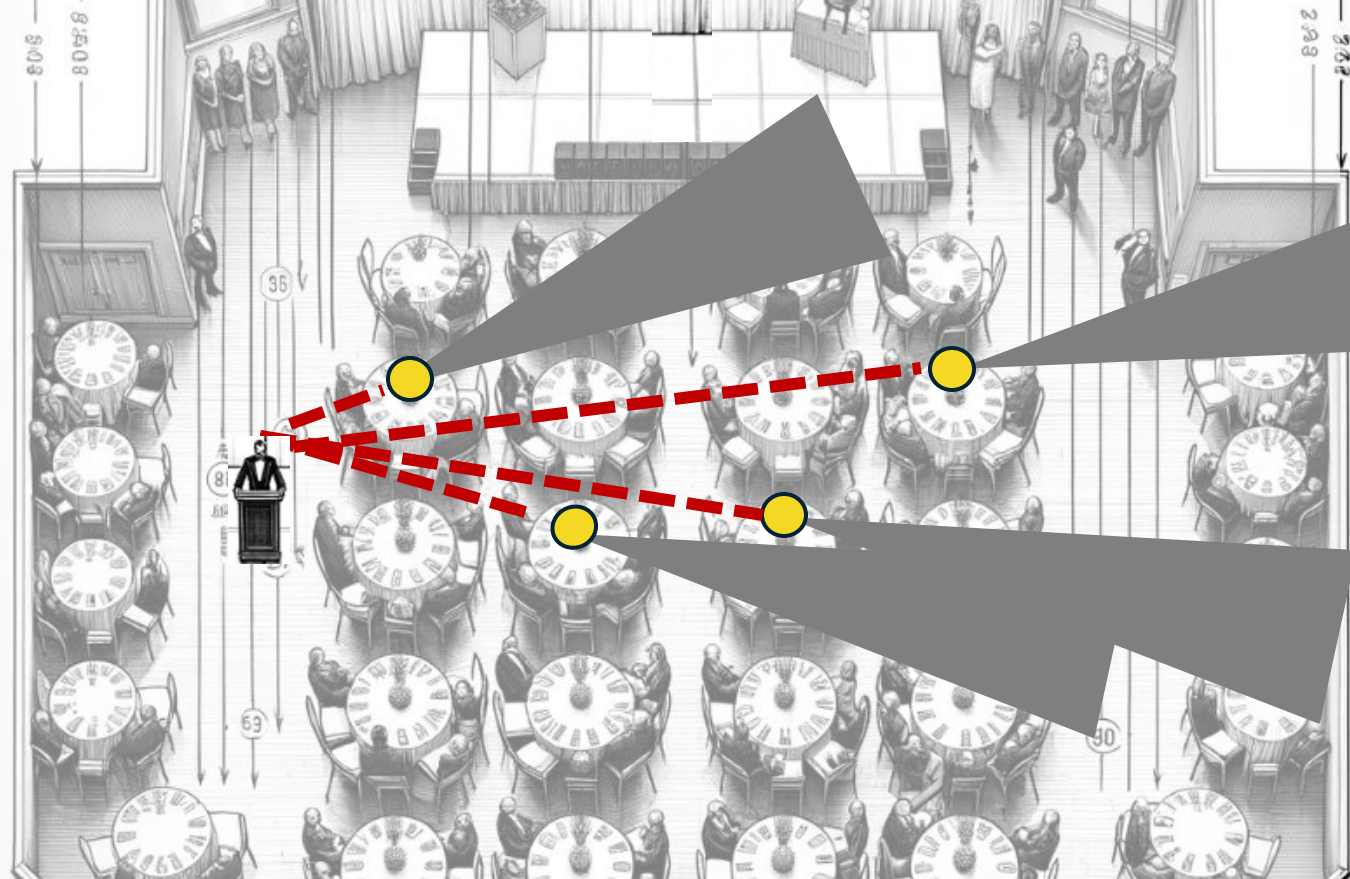
**NO TALL CENTERPIECES**











**BE MINDFUL**

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# Tip #13

# MISSION MOMENT VIDEO

➤ **The story of**  
one person,  
one patient,  
one family



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# Tip #14

# MAKE CLEAR WHICH WAY IS UP ON PADDLES

Read this number  
out loud

801



# MAKE CLEAR WHICH WAY IS UP ON PADDLES

Put a line under your paddle numbers.

801

The number 801 is displayed in a large, bold, dark purple font. A solid horizontal line is drawn directly beneath the entire number, clearly indicating the top edge of the paddle.

Don't use fonts that have no "indicator" on the 1.

108

The number 108 is displayed in a large, bold, dark purple font. A solid horizontal line is drawn directly beneath the entire number, clearly indicating the top edge of the paddle.

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# Tip #15



385

385

385



385

385

385

385

385

NO FANCY FONTS



38

385

385

**385**

385

385

385

**385**

YOUR FONTS NEED TO BE LEGIBLE **AT 200 FEET AWAY**

# NUMBERS DESIGNED TO BE READ AT A DISTANCE



➤ EVERY PART OF EACH NUMBER IS THE SAME WIDTH



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Paddle Raiser

# Tip #16

**Board Member  
& Lead Donor at \$10,000**

**YOU NEED A  
"LEAD DONOR"**

 **The Gala Team**



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# Tip #17



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# Tip #18





“ASSIGN” THE  
PADDLE  
NUMBER,  
**DON’T “ASK”**  
IF THEY’D LIKE  
TO HAVE ONE.

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# Tip #19

# 9PM is the Witching Hour of your gala

➔ Get your  
paddle raiser  
done early



**Bladders are full**

**Smokers must smoke**

**Buzz is fading**

**Parents relieve  
babysitters**

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Paddle Raiser

# Tip #20

# READ EACH DIGIT ON THE PADDLE NUMBER INDIVIDUALLY



There are several ways to say this number

**423**

~~**400 and**~~

~~**20-3**~~

~~**4-20-3**~~

**4 - 2 - 3**

# YOU REALLY CAN HEAR THE PROBLEM WITH A "PAUSE"



**400-20-3**

**4-2-3**

**400-70-1**

**4-7-1**

**400 ... 70-6**

**4...7-6**

**400..40..4**

**4... 4... 4**

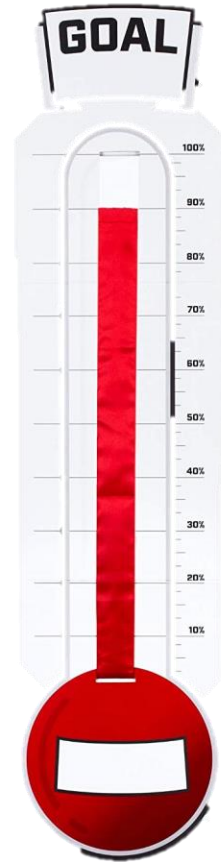
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# Tip #21

# Be **THOUGHTFUL** with thermometers

- Set a goal based on careful analysis.
- Be careful setting it too low.
- Be careful setting it too high.
- Have a bailout plan if things aren't going well.





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# Tip #22

Yes,  
**UPDATE THE  
AUDIENCE**  
on the running  
total.



**“So far, as a  
team,  
we’ve raised  
\$175,000!”**

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# Tip #23

# GENTLE GUILT

➔ Get the “passengers”  
engaged



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# Tip #24

# USE MATCHING GIFTS AT SPECIFIC LEVELS

**\$25k Match**

	\$25,000	\$10,000	\$5,000	\$2,500	\$1,000
Prior Year					
Goal					

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# Tip #25



**DON'T GO BELOW \$100**





# WEDDING REGISTRY EXAMPLE

GIFT	COST
Stand Mixer	\$200
Air Fryer	\$100
Electric Wine Opener	\$75
Quality bed sheets	\$50
Spice Rack	\$25

GIFT	COST
Espresso Machine	\$500
Robot Vacuum	\$400
Cookware Set	\$300
Stand Mixer	\$200
Air Fryer	\$100

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# Tip #26

NICKEL AND DIME  
FUNDRAISING  
ENCOURAGES  
**PEOPLE TO CHECK  
THE "DONATE BOX"  
EARLY.**

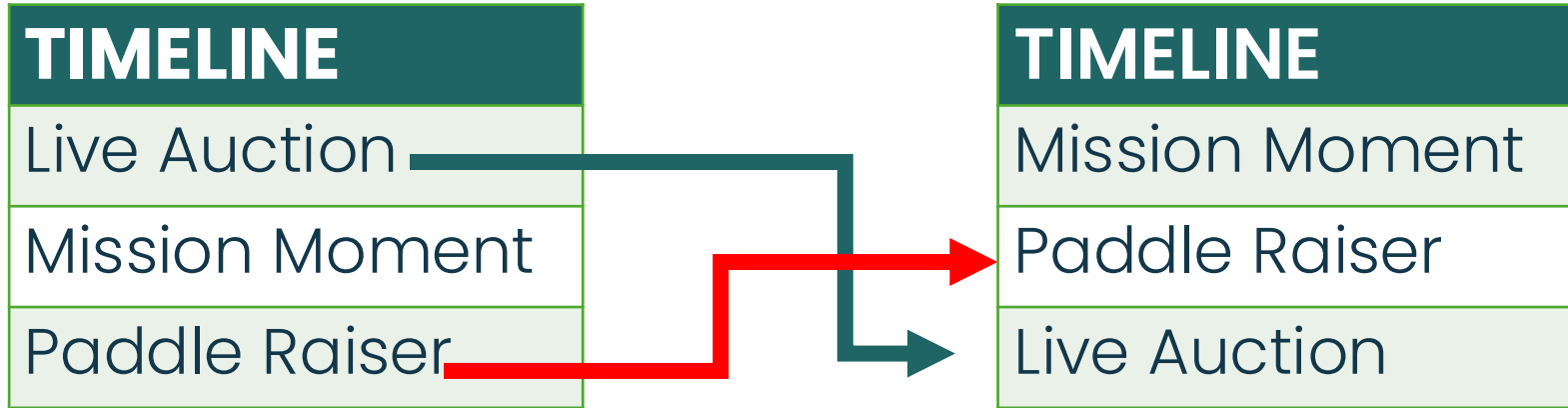


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# Tip #27

# SOMETIMES IT MAKES SENSE TO DO THE PADDLE RAISER BEFORE THE LIVE AUCTION



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# Tip #28

**ENCOURAGE  
INSTANT GIFTS,  
NO I-OWE-YOUS**

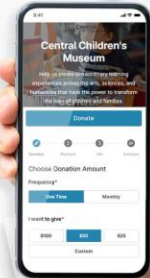


# GET CREDIT CARDS AND/OR EMAIL ADDRESSES AT CHECK-IN

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**Text-to-Give**  
*Raise More* through  
**Mobile Donations**





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# Tip #29

**Total Dollars** \_\_\_\_\_ \$50,000  
**Total Guests** \_\_\_\_\_ 500  
**AVG PER GUEST** \_\_\_\_\_ \$100

HOW DO YOU  
KNOW IF YOUR  
PADDLE RAISER  
IS SUCCESSFUL?

## FUNDRAISING PER GUEST

HOW DO YOU  
KNOW IF YOUR  
PADDLE RAISER  
IS SUCCESSFUL?

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# Tip #30



ASK FOR  
HEROES TO  
"ROUND UP"

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# Tip #31

USE  
INTENTIONAL  
SILENCE  
TO GET MORE  
BIDS



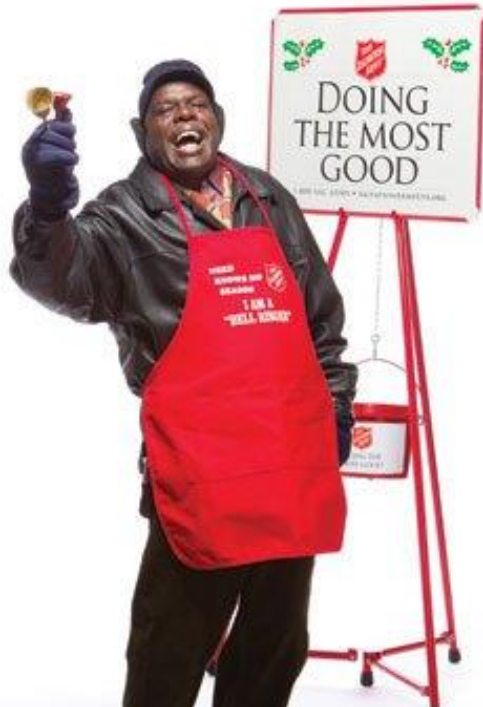
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# Tip #32



# PEOPLE WILL SAY “YES” IF YOU ASK



## Study by

- UC San Diego
- Microsoft
- Yale
- Salvation Army

# SAFEWAY



DOING  
THE MOST  
GOOD

# SAFEWAY



# SAFEWAY



# EYE CONTACT & "PLEASE HELP"

- 55% increase in donors
- 69% increase in dollars



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# Tip #33



STANDING  
PEOPLE  
ARE LOUD  
AND  
DISTRACTED

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# Final Tip

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Do a  
**Paddle Raiser**

**Everything  
else** is retail



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**20+ Simple Fixes** to Unlock the Power

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# Paddle Raiser



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# Follow Us on Social!



fb.com/onecause



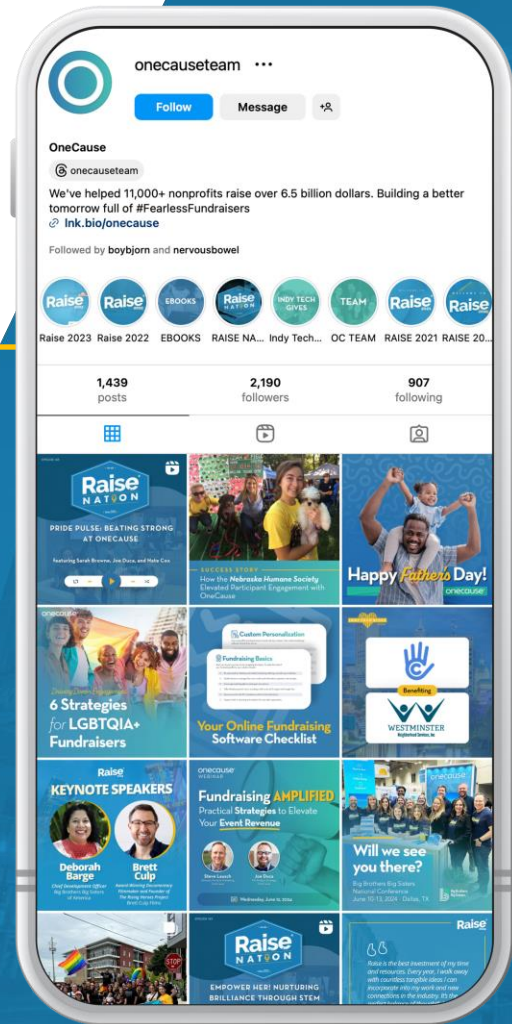
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