

**Raise**<sup>®</sup>  
2025

# **30+ SIMPLE FIXES**

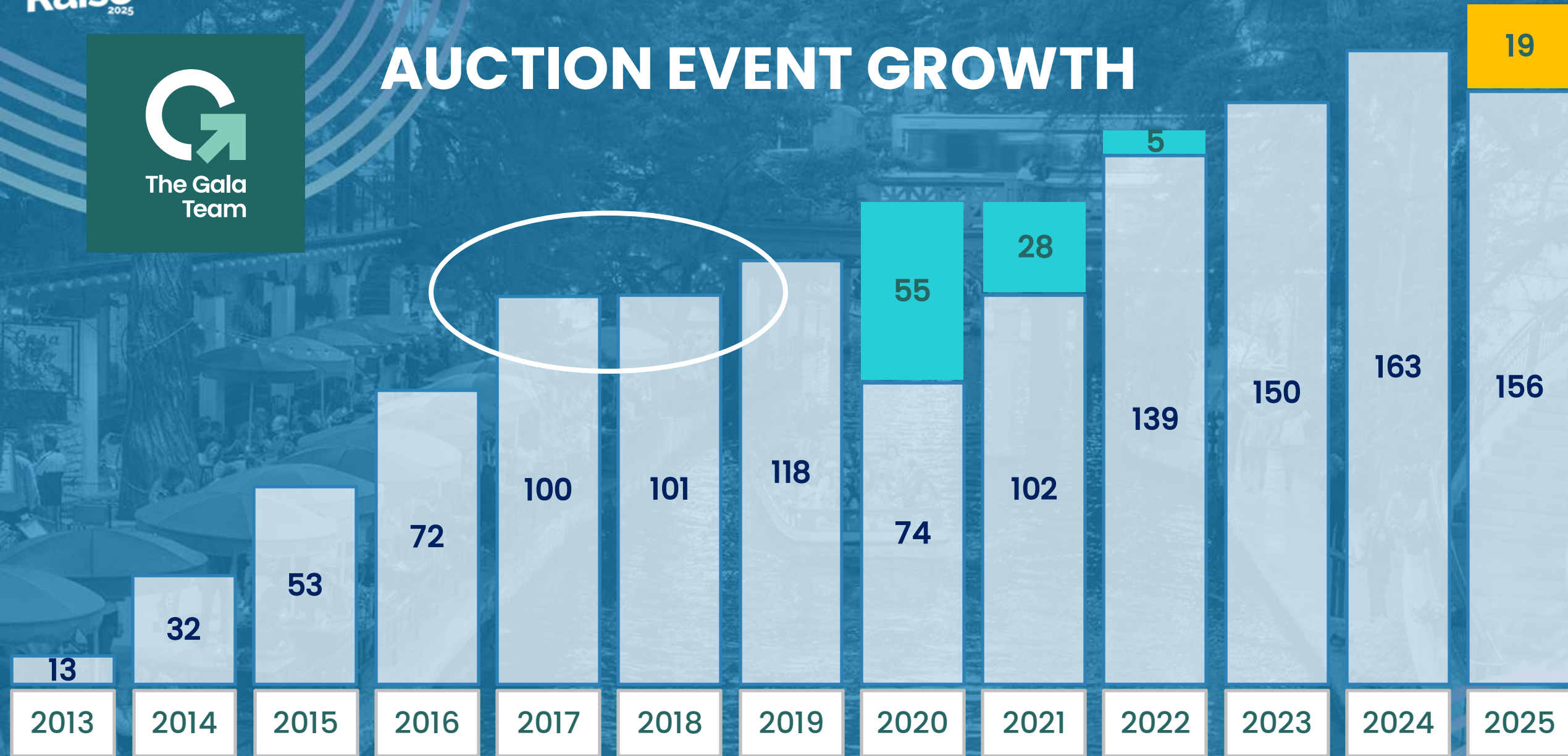
To Maximize  
Paddle Raiser Revenue



 **The Gala Team**  
Reggie Rivers | President



# AUCTION EVENT GROWTH

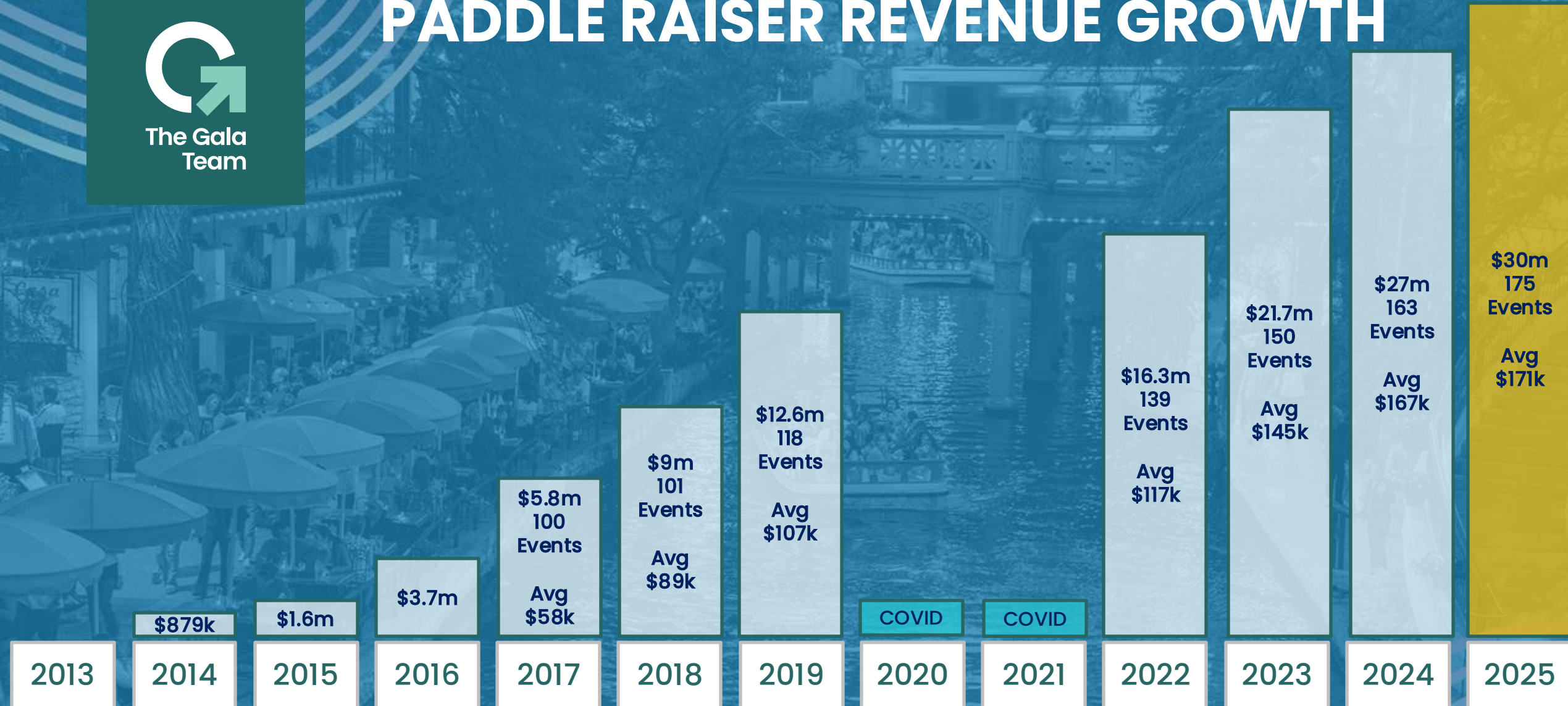






The Gala  
Team

# PADDLE RAISER REVENUE GROWTH





# PADDLE RAISER TIP #1



# DO A PADDLE RAISER



Everything else is a retail exchange



# 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**



# PADDLE RAISER TIP #3



# OBJECTION!

## IT'S TOO MUCH PRESSURE ON OUR DONORS

**SQUEEZED TOO HARD**



**SQUEEZE GENTLY**





# PADDLE RAISER TIP #4



## ISSUE PHYSICAL PADDLES





# PADDLE RAISER TIP #5

# THE POWER OF OUR FACES



**THE NAMES OF 5 PEOPLE I MET TODAY**



# PADDLE RAISER TIP #6

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

**Locate their  
paddles**

**Model the  
behavior**

**See the Team**

**First Call-to-  
Action**





# EMPHASIS TEAMWORK EARLY AND OFTEN





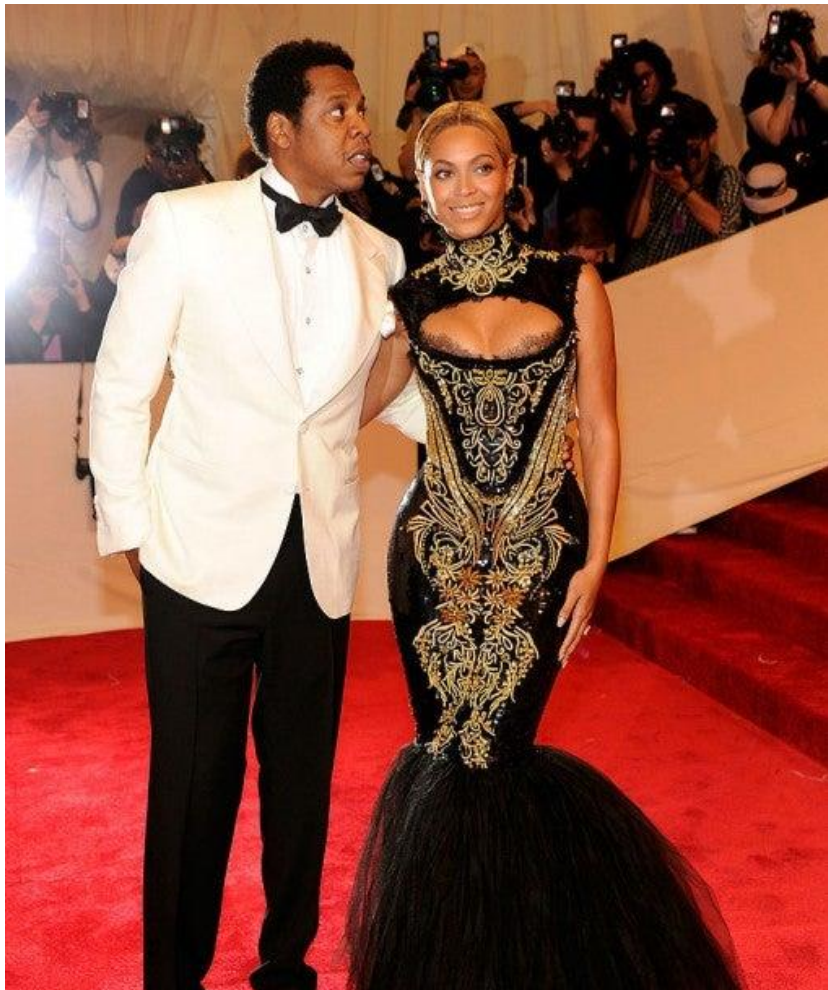
# PADDLE RAISER TIP #7





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





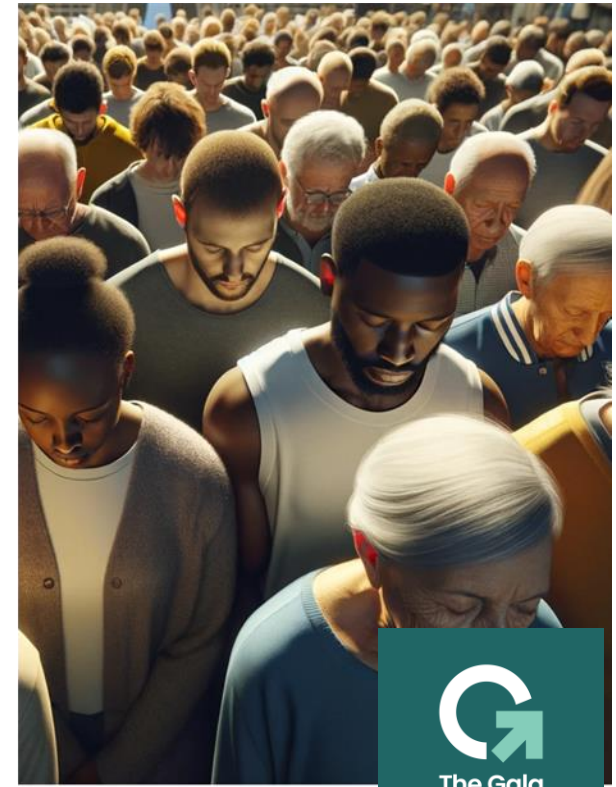
## GROUP ACTIVITY: Getting Dressed Up





## 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 AT CHURCH IS A “GROUP” ACTIVITY**

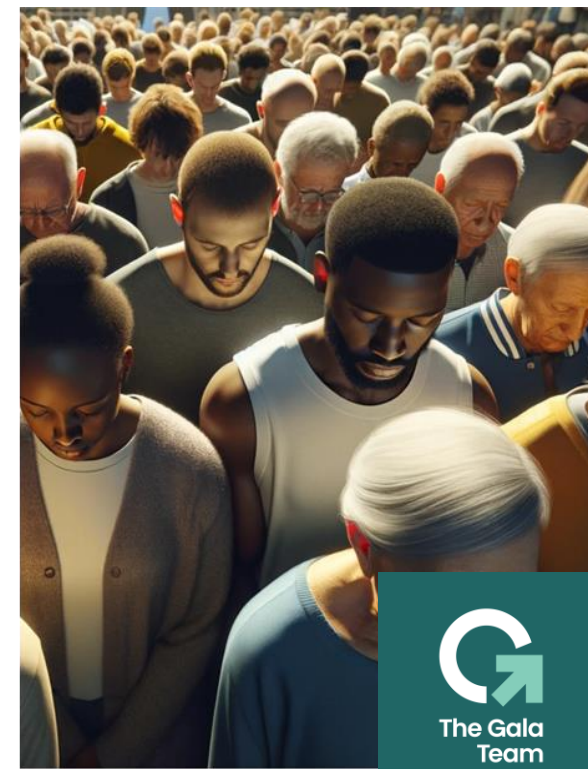


**A MOMENT OF SILENCE IS A GROUP ACTIVITY**



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

**THE PADDLE RAISER IS A GROUP ACTIVITY**





# PADDLE RAISER TIP #8



**1<sup>ST</sup> NUMBER SHOULD BE #100 – not #1 or #10**

**Start at  
100 or 1000**

**100**

**Do Not start at  
1 or 10.**





# PADDLE RAISER TIP #9





## THREE RECORDERS WITH HEADS DOWN



## THREE IDENTICAL LISTS = EASY AUDIT

NUMBERS  
456 447  
276. 414.  
478. 374  
338. 242  
383 444.  
382 - 383  
418. 243  
218. 248.

NUMBERS  
456 447  
276. 414.  
478. 347  
338. 242  
383 444.  
382 - 383  
418. 243  
218. 248.

NUMBERS  
456 447  
276. 414.  
478. 374  
338. 242  
383 444.  
382 - 383  
418. 243  
218. 248.



# PADDLE RAISER TIP #10

# TO RAISE SERIOUS MONEY, YOU NEED COUPLES





# PADDLE RAISER TIP #11



**NO TALL CENTERPIECES**

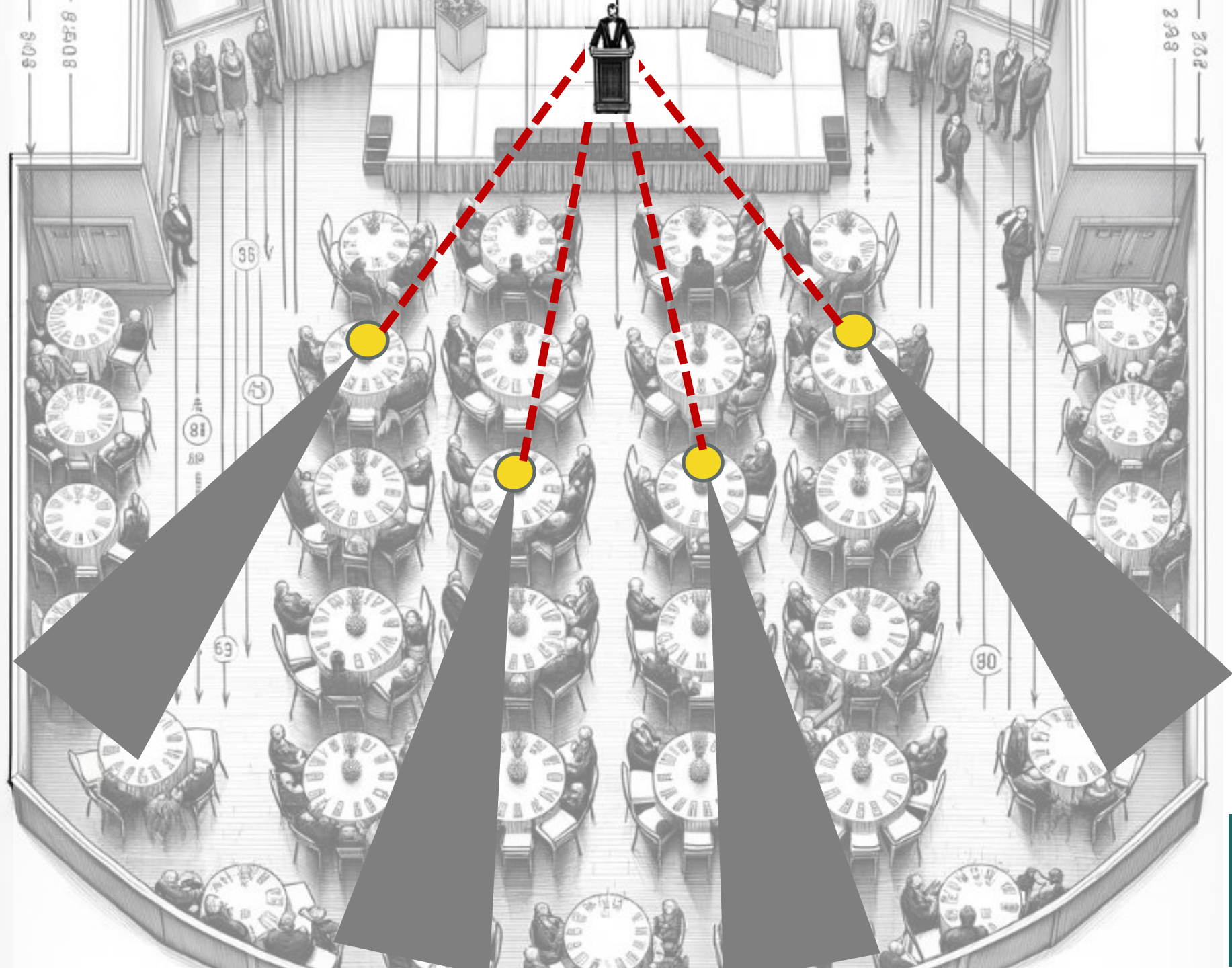






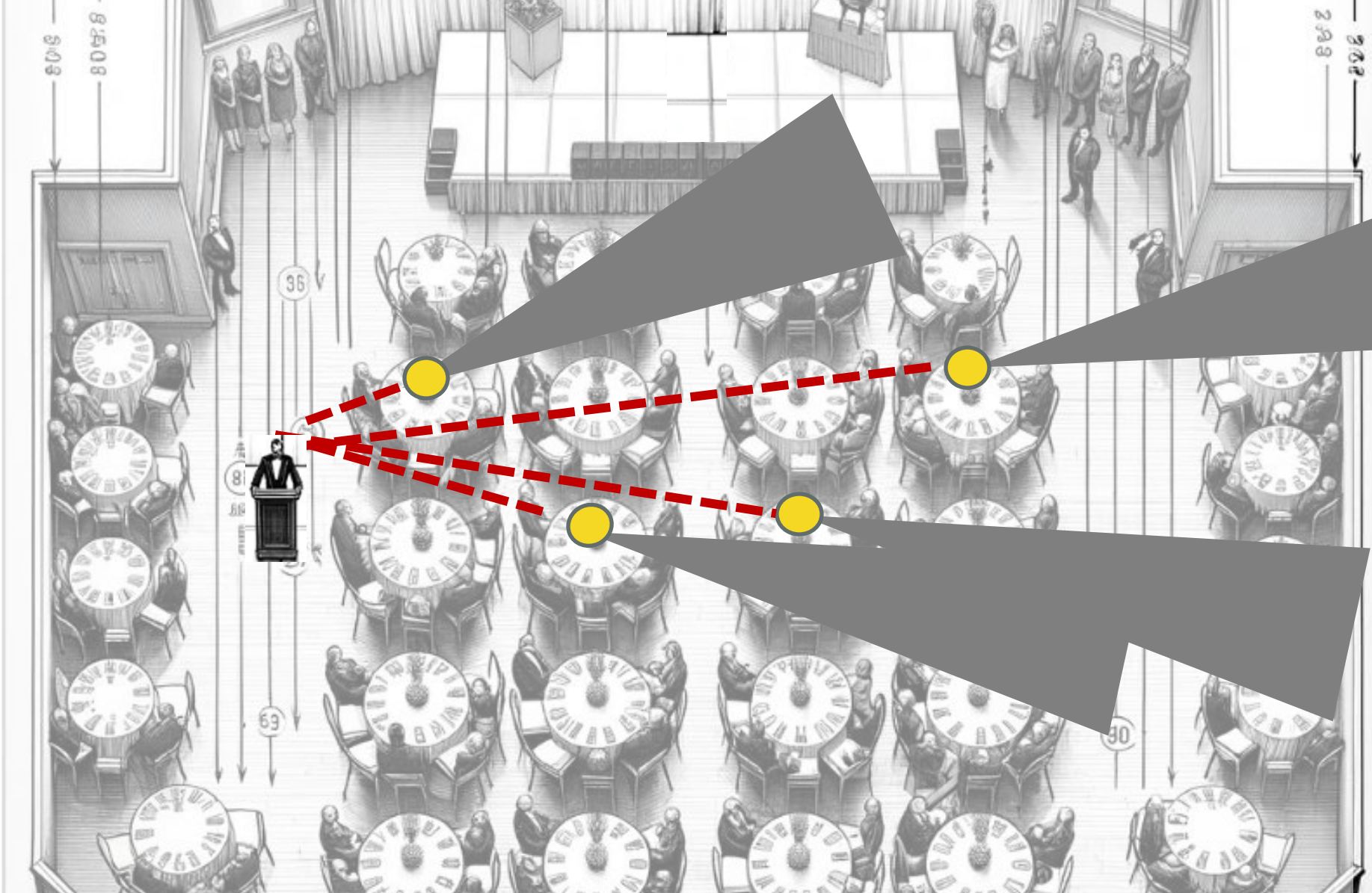
**NO TALL CENTERPIECES**











**BE MINDFUL**



# PADDLE RAISER TIP #12



## MISSION MOMENT VIDEO

THE STORY OF ONE PERSON, ONE PATIENT, ONE FAMILY

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# PADDLE RAISER TIP #13

# 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

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Don't use fonts  
that have no  
“indicator” on the 1

108

---

# PADDLE RAISER TIP #14



385

385

385

385

385

385

385

385

NO FANCY FONTS

385

385

385

385

385

385

385

385

YOUR FONT NEEDS TO BE LEGIBLE AT A 200 FEET



## NUMBERS DESIGNED TO BE READ AT A DISTANCE



EVERY PART OF EACH NUMBER IS THE SAME WIDTH



# PADDLE RAISER TIP #15



# 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 can really 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**



# PADDLE RAISER TIP #16

## SAY THESE NUMBERS WITH ME

**341**

**342**

**343**

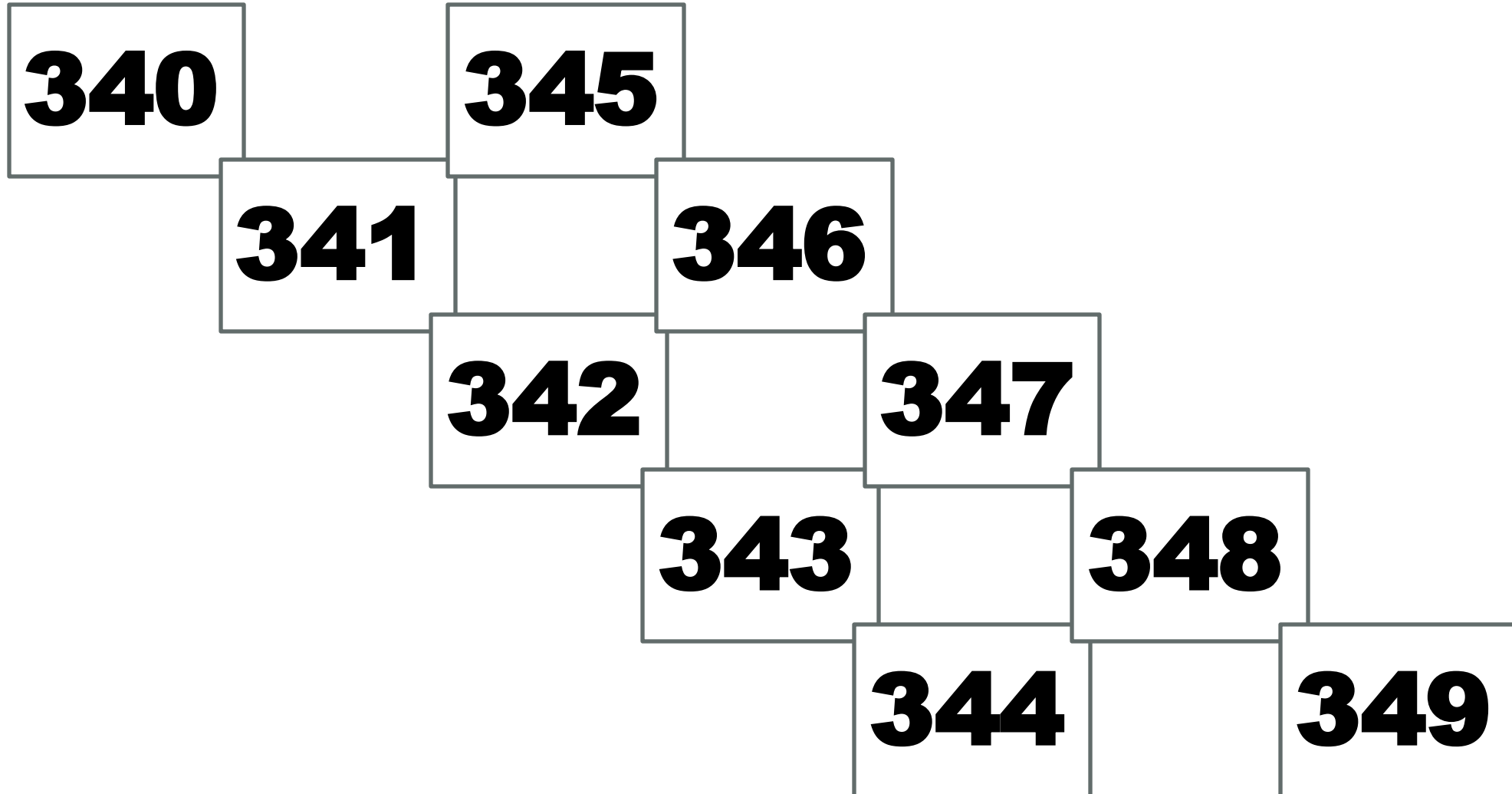
**344**

**???**

YOUR BRAIN WANTS TO “SAY” THE NEXT SEQUENTIAL NUMBER  
WHEN YOU’RE READING A LIST OF SEQUENTIAL NUMBERS.



## DON'T DELIBERATELY PLACE SEQUENTIAL NUMBERS AT THE SAME TABLE



# SIMILAR NUMBERS BACK-TO-BACK-TO-BACK ARE CONFUSING FOR YOUR RECORDERS

**693**

**694**

**691**

**698**

**695**

**690**

**697**

**696**

**699**





# YOUR DONORS LOWER THEIR PADDLES TOO EARLY



**342**

**344**

**341**

**343**



# PADDLE RAISER TIP #17

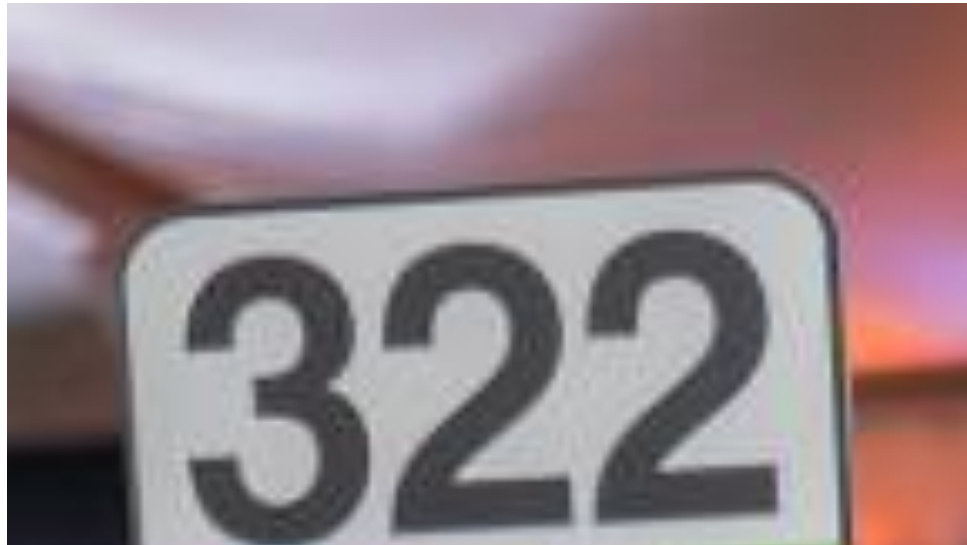


Board Member Leads at  
\$10,000



**YOU NEED A “LEAD DONOR”**

# Should a Staff member raise a proxy paddle at a high dollar amount?



**It can be off-putting to others who have that capacity.**

**Better to just call out the absent donor's name.**



# PADDLE RAISER TIP #18

**Start no more than 1 level above your lead donor.**

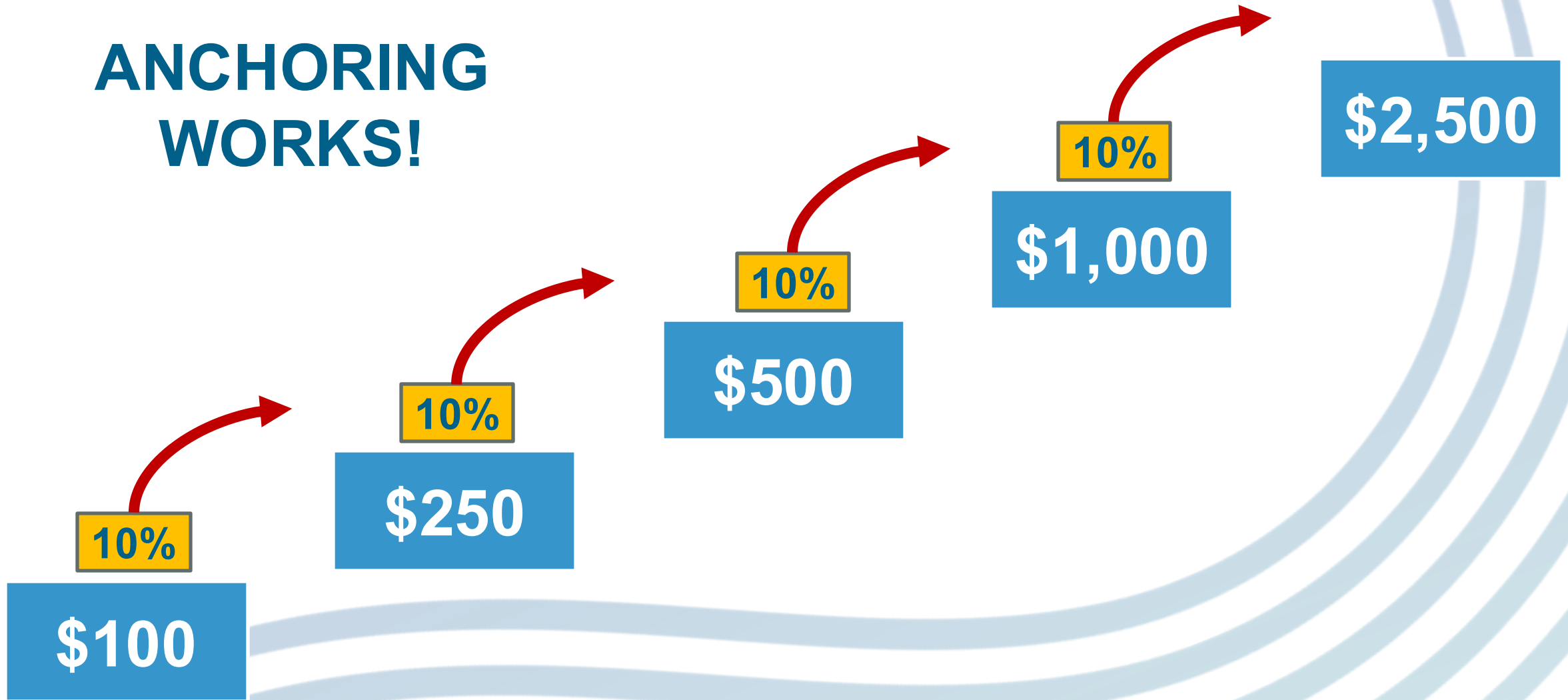




# PADDLE RAISER TIP #19

Why does the paddle raiser go from high to low?  
Why not low to high?

**ANCHORING  
WORKS!**





# PADDLE RAISER TIP #20

**“ASSIGN”  
THE PADDLE NUMBER.**

**DON’T “ASK” IF THEY’D  
LIKE TO HAVE ONE.**





# PADDLE RAISER TIP #21



# 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.**



# PADDLE RAISER TIP #22

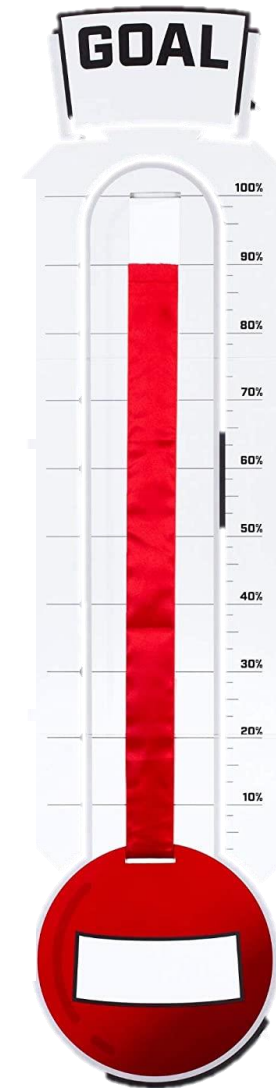
# Be Thoughtful with Thermometers

Set goal based on careful analysis.

Don't set it too low.

Don't set it too high.

Have a bailout plan if things aren't going well.





# PADDLE RAISER TIP #23

# Gentle guilt

Get the  
“Passengers” Engaged





# PADDLE RAISER TIP #24

## USE MATCHING GIFTS AT SPECIFIC LEVELS

**\$25k Match**

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



# PADDLE RAISER 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

# PADDLE RAISER TIP #26



# NICKEL AND DIME FUNDRAISING ENCOURAGES PEOPLE TO CHECK THE “DONATE BOX” EARLY



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# PADDLE RAISER TIP #27



# ENCOURAGE INSTANT GIFTS, NO I-OWE-YOUS

~~I owe you~~



# PADDLE RAISER TIP #28



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



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



# PADDLE RAISER TIP #29



# HOW DO YOU KNOW IF YOUR PADDLE RAISER SUCCESSFUL?

## Fundraising per Guest

**Basically**

**\$75 per guest**

# HOW DO YOU KNOW IF YOUR PADDLE RAISER SUCCESSFUL?

Total Dollars \$50,000

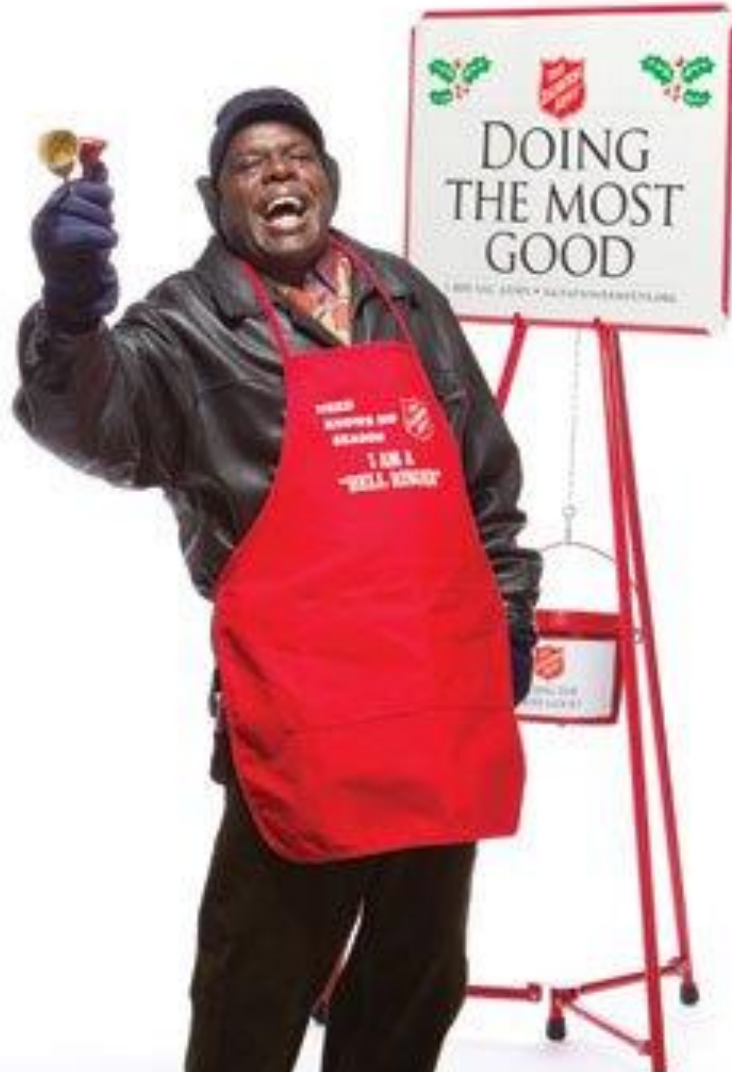
Total Guests 500

AVG PER GUEST \$100



# PADDLE RAISER TIP #30

# PEOPLE WILL SAY “YES” IF YOU ASK



## Study by

- UC San Diego
- Microsoft
- Yale
- Salvation Army















# Eye Contact & “Please Help”

55% increase in donors

69% increase in dollars





# PADDLE RAISER TIP #31



# DO A PADDLE RAISER



Everything else is a retail exchange



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2025

**Have  
Questions?**

**Please reach out to me at**

**Reggie@TheGalaTeam.com**



 **The Gala Team**  
Reggie Rivers | President



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