

WELCOME TO

Raise[®]

2024



REGGIE RIVERS
Former Running Back
for the Denver Broncos



TOM RILES
Former Crowd Warm-Up
for Ellen DeGeneres



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Former Running Back
for the Denver Broncos



TOM RILES
Former Crowd Warm-Up
for Ellen DeGeneres

Thank YOU

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AFP®
Association of
Fundraising Professionals

bloomerang

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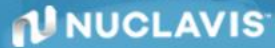
Feathr

virtuous

VONAGE
Part of Ericsson

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WITH JESS CAMPBELL & CINDY WAGMAN



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NASHVILLE
COUNTRY MUSIC HALL OF FAME

RAISE
WELCOME
Fearless Fundraiser Party
powered by ONECOURSE



Meet

#FearlessFundraisers

Join the fun in
the RAISE App



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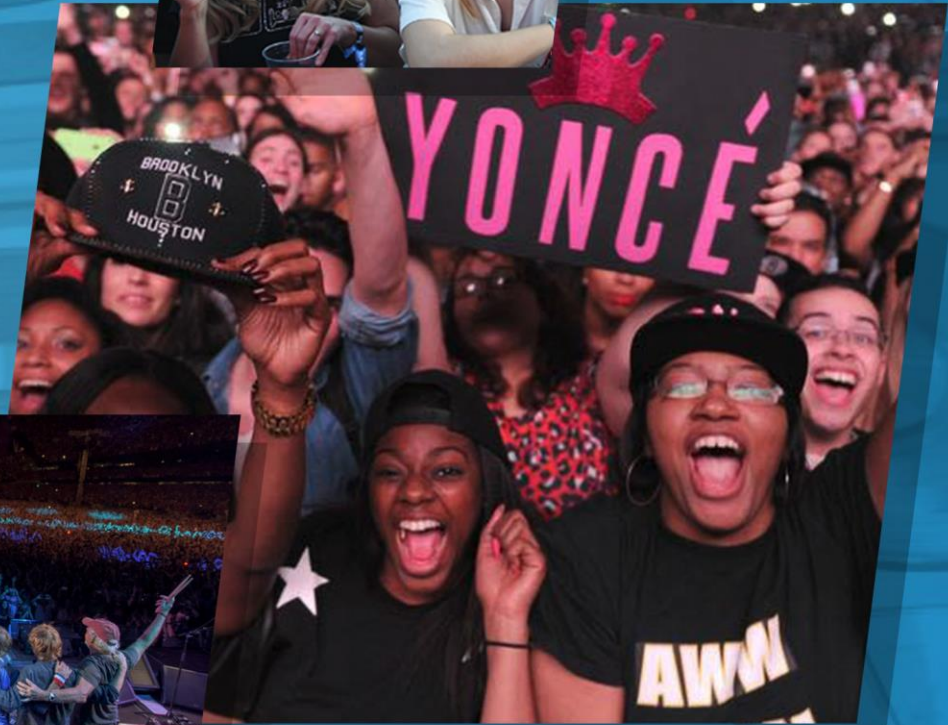


Raise[®] 2024



SECOND WAVE MUSIC





Taylor Swift



Music is an *explosive expression of humanity*. It's something we are all touched by. No matter what culture we're from, everyone loves music.

BILLY JOEL



Music is a
unifying force

ZIGGY MARLEY



GROW

your impact

Average Hours Spent with Friends Per Week

6^{1/2} hours

BEFORE 2014

4 hours

2019

2^{3/4} hours

2021





D. and
enter



BUILD

better tomorrows





TRUST



IMPACT



MISSION



EASE



SOCIAL CAPITAL



Change in Nonprofit Trust

52%

2023

57%

2024



Source: Independent Sector -
Trust in Nonprofits and
Philanthropy Report

**Music has a unifying effect on the people
of the world.**

They find common meeting ground.

**When they find themselves enjoying &
loving the same music, they find
themselves loving one another. Music has
a great role to play in establishing the
brotherhood of man [sic].**

JULIA PERRY
COMPOSER



Attract



Engage



Retain



Giving Experience Study



27%

FIRST-TIME DONORS

Haven't ever donated to the organization.



30%

REPEAT DONORS

Previously donated in the last 12 months.



39%

LAPSED DONORS

More than 1-10+ years since their last donation.

Attract



Engage



Retain

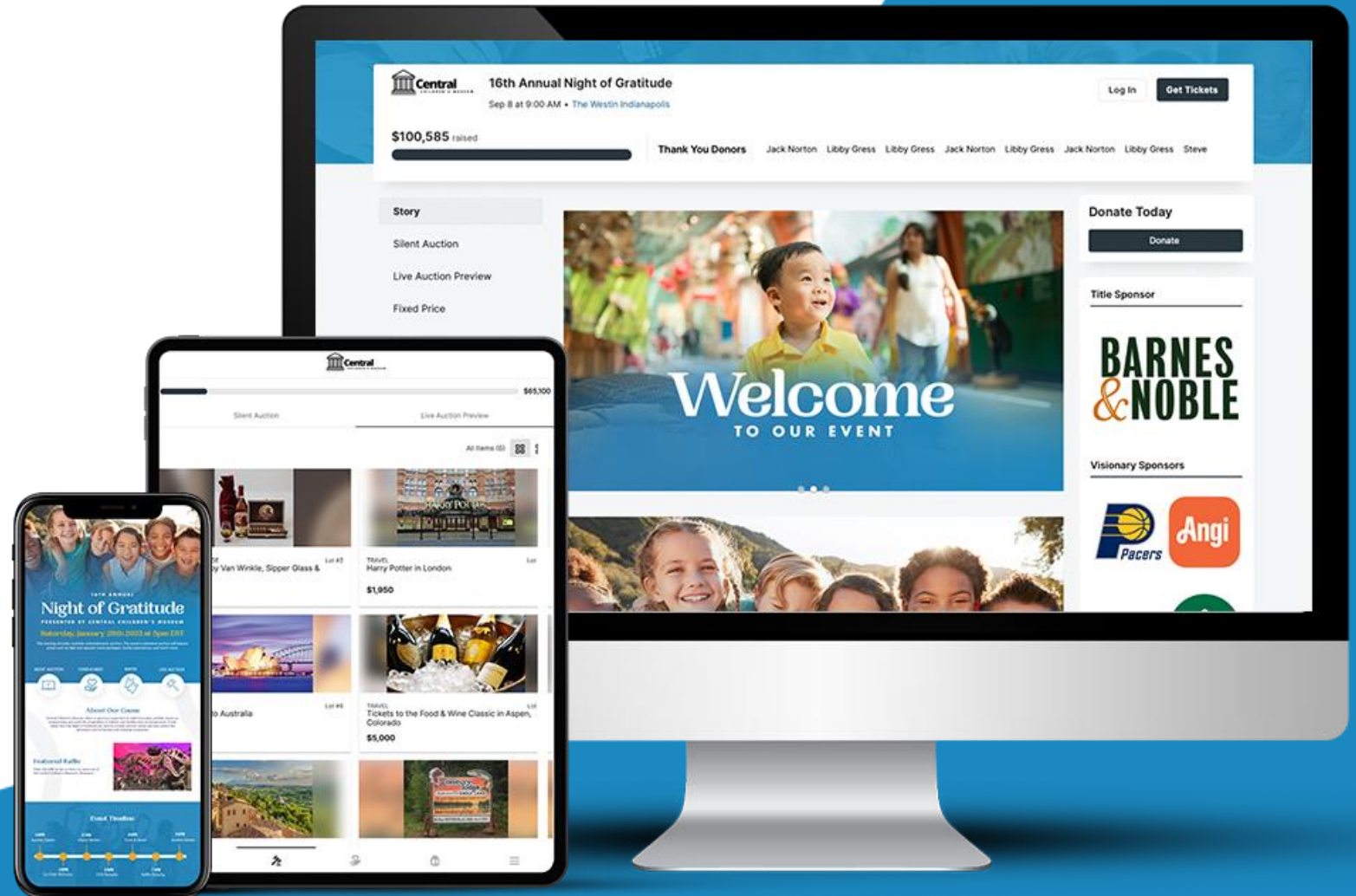


Reengage



Grow Your Impact

OneCause Fundraising Platform



2023 TOTAL GIVING

\$557 BILLION

Raise[®]
2024

INDIVIDUALS

\$374 BILLION

Giving USA 2021-2023



2021

2022

2023

As originally
reported

\$484.85

\$499.33

\$557.16

Revised and
adjusted for
inflation

\$621.29

\$569.11

??

Everyday Donors



Unite

People



A vibrant, celebratory scene featuring a crowd of people with their hands raised in the air. The background is a mix of blue and red lighting, creating a dynamic atmosphere. Numerous colorful confetti pieces (red, orange, yellow, green, blue) are falling from the top, adding to the festive mood. The overall image conveys a sense of achievement and community.

Grow *Your* Impact



Celebrate
Donors



Lean *on your* Community



Thank You
Fearless Fundraisers

W E L C O M E T O

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NASHVILLE
COUNTRY MUSIC HALL OF FAME

BRETT CULP SPEECH SLIDES- USE HIS
LAPTOP

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Lunch Locations

GRAND FOYER



FLOOR 4

EVENT HALL



FLOOR 6

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Event App

Networking & Navigating



Visit Our Sponsors &
**WIN BIG
PRIZES**



Red Rocks Experience

Donated by



The Red Rocks Amphitheatre
Experience & 3 Night Stay in
Denver and Dinner for 2

Donated by **winspire**

Jackson Hole Lift Tickets
with 3-Night Stay for 2 at
Alpine House



Jackson Hole

Fearless Fundraiser PARTY

MONDAY 9/9/2024 | 6:30-9:30 PM

Friends in Low Places Bar & Honky Tonk
411 Broadway, Nashville, TN 37203

*See you there for dinner, drinks, music,
and line dancing.*



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COUNTRY MUSIC HALL OF FAME

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Ahead of the Curve: Navigating Future Fundraising Trends

PANEL SESSION



Moderator

Shawn Olds

CEO boodle.AI



Matt Bitzegaio

CEO
DonorDock



Nathan Chappell

Senior Vice President
DonorSearch



Sabrina Walker Hernandez

President & CEO
Supporting World Hope



Cherian Koshy

VP, Product Strategy
Kindsight



Samantha Swaim

Owner & Strategic Director
Swaim Strategies

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