



Raise[®]
2024

Raise[®]
2024

Move Your Mission Forward with Events

Samantha Swaim

www.swaimstrategies.com

www.elevatenonprofit.com





258

The Fundamentals



Relationship + Experience



Connection + Community

Level Set

- ^ But we've always done it that way
- ^ Pandemic taught us new ways to gather
- ^ Rethink why + how we gather

Level Set

- ^ Online Platforms
- ^ Hybrid Events
- ^ Time
- ^ Connection
- ^ Content



Why Do People Give?

BE A PART OF
SOMETHING

TO BE KNOWN

TO MAKE A
DIFFERENCE

Susan Howlett
Boards on Fire



Belonging





Experience



Connection



Collective Action





What Has Changed?





Budget Decisions

Costs

Increases

Food Costs / Labor Costs

Venue Costs

Decreases

Technology

AV Production





Food Service





Alternative Venues

Spending

DO

Technology Event Platform

- ^ OneCause
- ^ Guest Management
- ^ Bid Cards
- ^ Auction Management
- ^ Online Auction / Giving
- ^ AI Integration

Fundraising Host / Auctioneer

- ^ Consulting

Sound

- ^ Video
- ^ Microphones
- ^ Audio

Mission-Centered Themes



Event Design

DO

Plan time for socializing

- ^ Pre-program reception
- ^ Post-program fun

Short program

- ^ 60-90 minutes
- ^ Focus on your story
- ^ Focus on fundraising

Fundraising

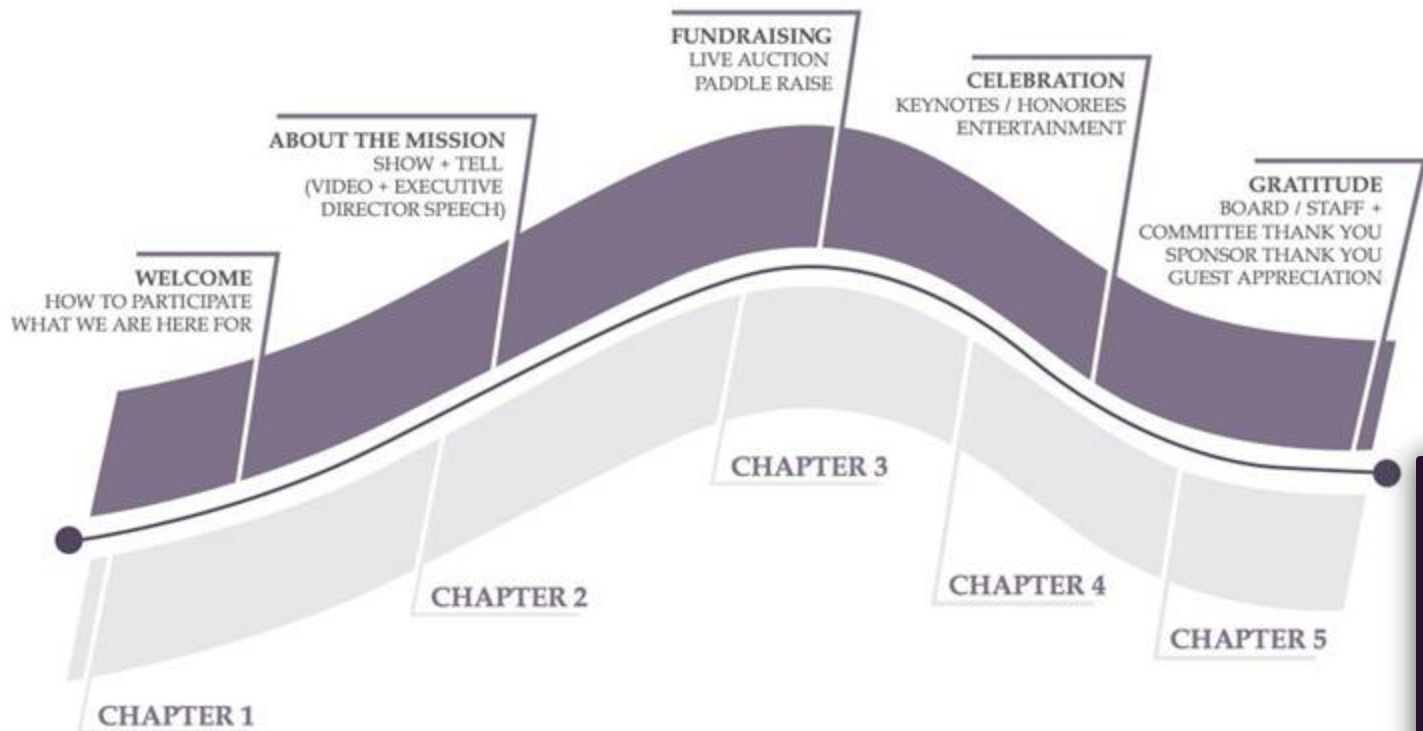
- ^ Paddle Raise
- ^ Mission-centered auction

Mission-centered themes





Donor Connection



Speak From the WHY

Neocortex

- ^ Rational
- ^ Analytical
- ^ Language center



*Simon Sinek's Golden Circle,
www.startwithwhy.com*

Speak From the WHY

- ^ Why: belief
- ^ How: actions to realize belief
- ^ What: results of actions to realize belief

*Simon Sinek's Golden Circle,
www.startwithwhy.com*

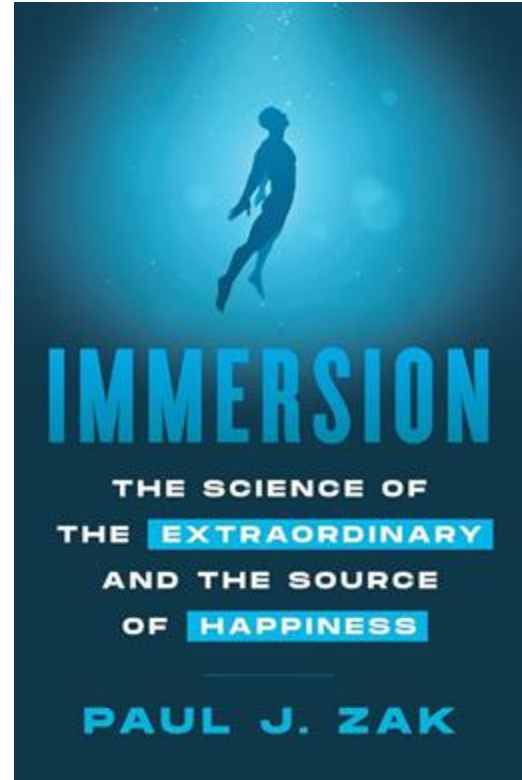




Active Giving During the Event

*“Immersion creates action,
sharing with others,
enjoyment, happiness,
emotional bias.”*

- Paul Zak, Immersion



Extraordinary

- Staging = psychological safety
- Immersion = attention + emotion
- Relevance = know your audience
- Action = call to action at peak

- Paul Zak



Wish Ball

A ROYAL AFFAIR

Make-A-Wish.
OREGON

Case Study:

Mission-Centered
Theme

Staging



Chapter 1 Welcome



Chapter 2 About Us Show/Tell



Chapter 3 Fundraising



Chapter 3

Fundraising

Mission Based Auction

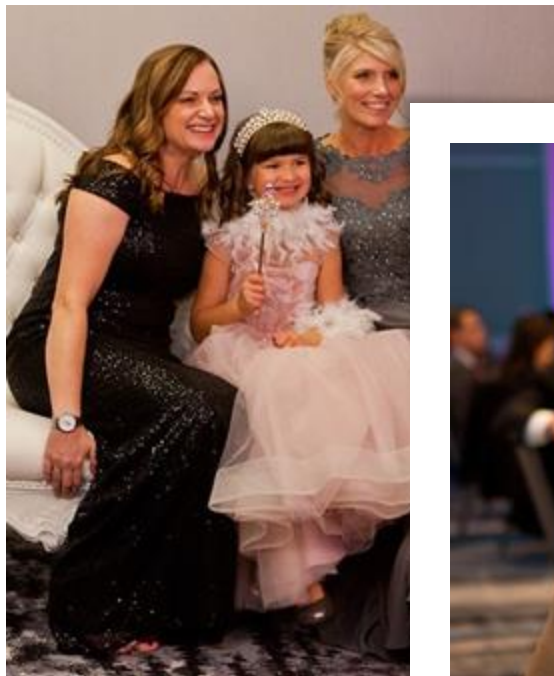
Wish to have, wish to be, wish to do

- ^ Wish to have an Apple Watch
- ^ Wish to be an NBA player
- ^ Wish to go to Hawaii
- ^ Join a wish crew

Paddle Raise

- ^ Story
- ^ Ask
- ^ Collection
 - ^ Lead Gift
 - ^ Create Momentum
 - ^ Matching Gift Challenge

Chapter 4 Celebration



Chapter 5 Gratitude



Connection





Hybrid Events



Tech Support:
503-564-3044

Mary Elizabeth

5 hours ago

\$25

\$327,990 of \$1,000,000

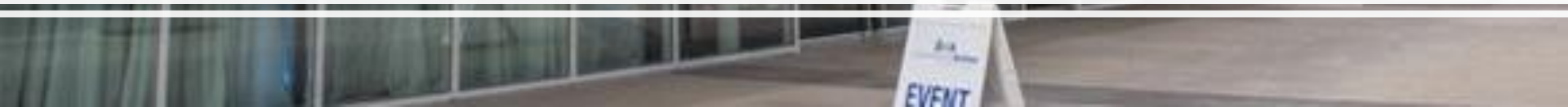
5 Donors



Access + Accessibility



Case Study: Hybrid Event





Wurst-Bratlinge "Trotter"
mit Sauerkraut, Kartoffel und
Brotkrumen
100,-



WISHING TREE

What is your wish or words of encouragement for a family staying at our shelter?



KALIBRO.COM







316

192

179

146

172

179

226

284

150

226

100

200

111

311

103

216

237

209

163

322

325

267



To donate, text
HOPEHELP to 44-321

Swain Strategies

\$251,110 of \$210,000

253 Donors



Move Your Mission Forward

- Design for purpose
- Short programs
- Use technology
- Create immersion
- Active paddle raise



How can I help?





Raise[®]
2024