

onecause® | WEBINAR

20+ Simple Fixes to Unlock the Power of the

# PaddleRaiser



Thursday, May 16, 2024



**Reggie Rivers**  
President, The Gala Team

# Welcome to our Webinar

***Let's Get Acquainted!***

Please share in the chat your name, location, and cause or organization, (and the weather in your area).





## Let's kick things off with a fun question!

If you could teleport anywhere in  
the world right now, where would  
you go and why?



# Beyond <sup>the</sup> Webinar

- Recording and slides will be sent via email.
  - Watch for exclusive Bonus Content!
  - Visit [onecause.com/resources](https://onecause.com/resources) for on-demand webinars.
  - Please share on social!
- 
- Please drop any questions you'd like answered in the Q&A.
  - Feel free to comment and send emojis in the Chat.
- 
- Earn 1 CFRE credit with this webinar!

**THANK YOU FOR COMPLETING OUR WRAP-UP SURVEY!**

- WIN: Amazon gift card!
- Drive future webinar content.



# Meet Our Presenter

Reggie Rivers is the Founder and President of The Gala Team.

He is a talented, quick-witted Master of Ceremonies and Benefit Auctioneer who has helped nonprofits raise tens of millions of dollars. Reggie is a former Denver Broncos running back (1991-1996).

He was a 2-time Broncos NFL Man of the Year in recognition of his civic engagement. He earned a BA in Journalism from Texas State University (1991), and a Master's Degree in Global Studies from the University of Denver (2007). Reggie worked in newspaper, radio, and television for 25 years and has published six books.



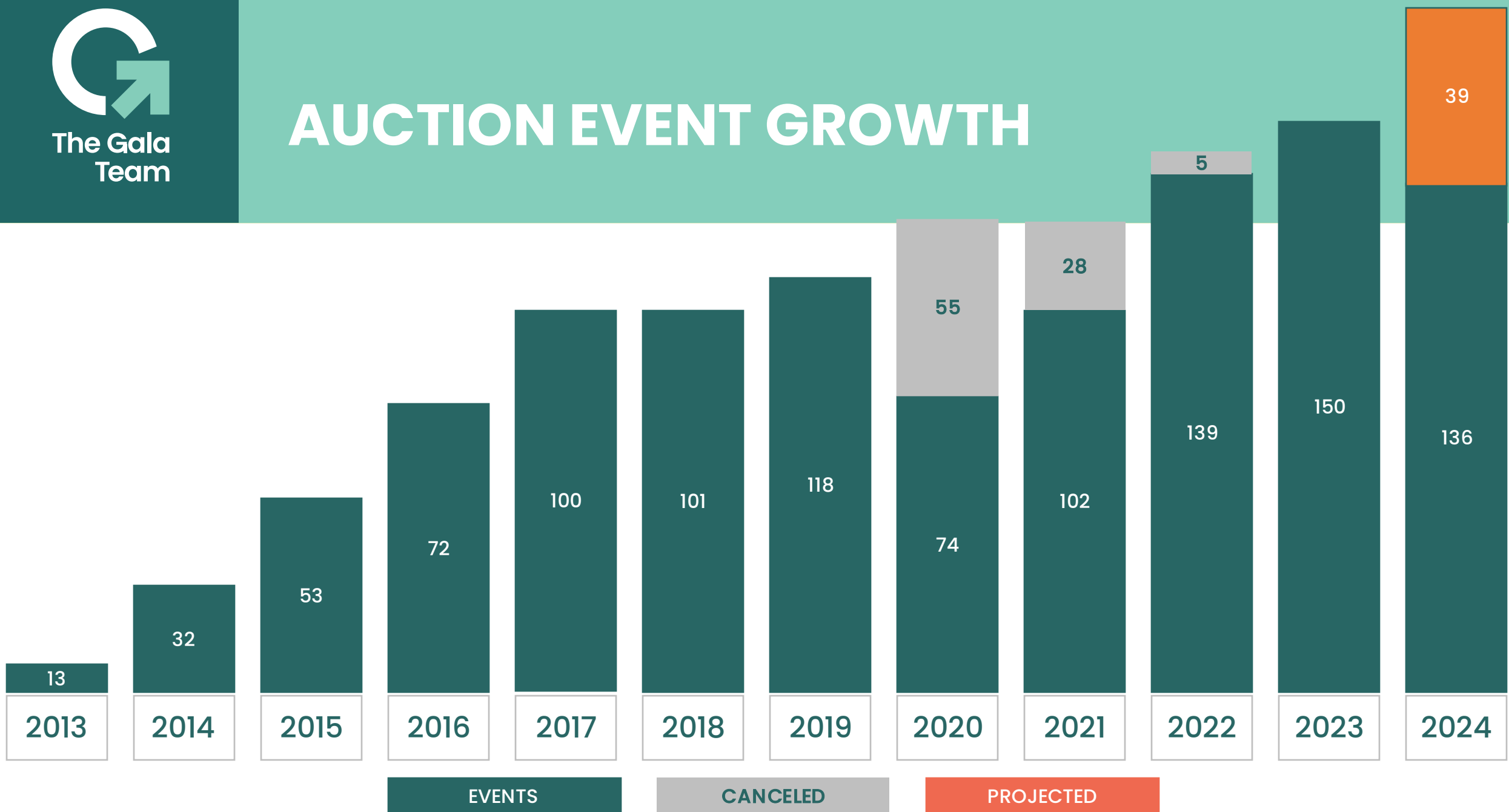
**Reggie Rivers (he/him)**

President

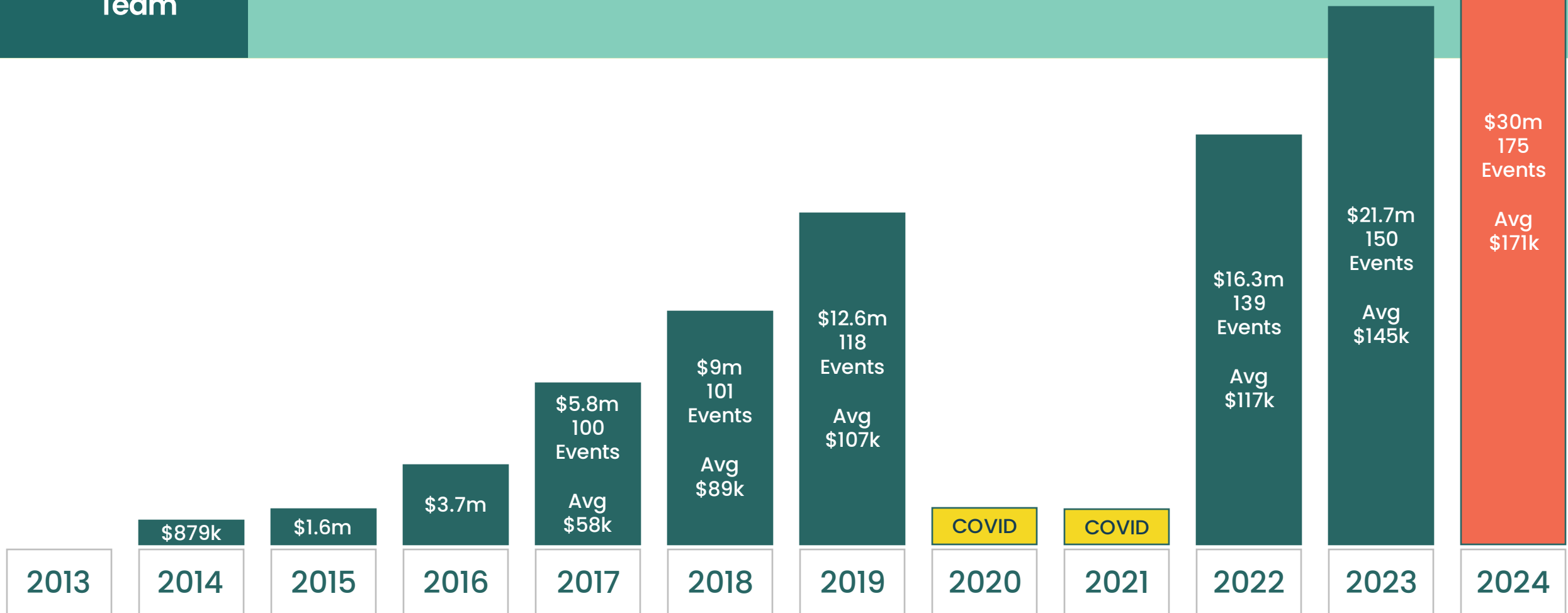
Gala Team

The

# AUCTION EVENT GROWTH



# PADDLE RAISER FUNDRAISING



PADDLE RAISER



# TIP #1



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# DO A PADDLE RAISER



**SELL YOUR MISSION: EVERYTHING ELSE IS RETAIL**

PADDLE RAISER

# TIP #2

QUESTION FROM KAREN:

What is a paddle raiser?



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# **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



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# OBJECTION!

## IT'S TOO MUCH PRESSURE ON OUR DONORS

**SQUEEZED TOO HARD**



**SQUEEZE GENTLY**





PADDLE RAISER

# TIP #4



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# ISSUE PHYSICAL PADDLES



PADDLE RAISER

# TIP #5

A black and white photograph of a man in a suit, seen from the back, holding up a smartphone to take a picture of a large crowd of people seated at tables in a large hall. Many of the people in the crowd are holding up small white signs with numbers on them. The scene is brightly lit by overhead spotlights.

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

PADDLE RAISER



# TIP #6



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# EMPHASIS TEAMWORK EARLY AND OFTEN



PADDLE RAISER

# TIP #7

QUESTION FROM JASMINE:

Are actual paddle raisers still more effective than having donors participate with their mobile devices?



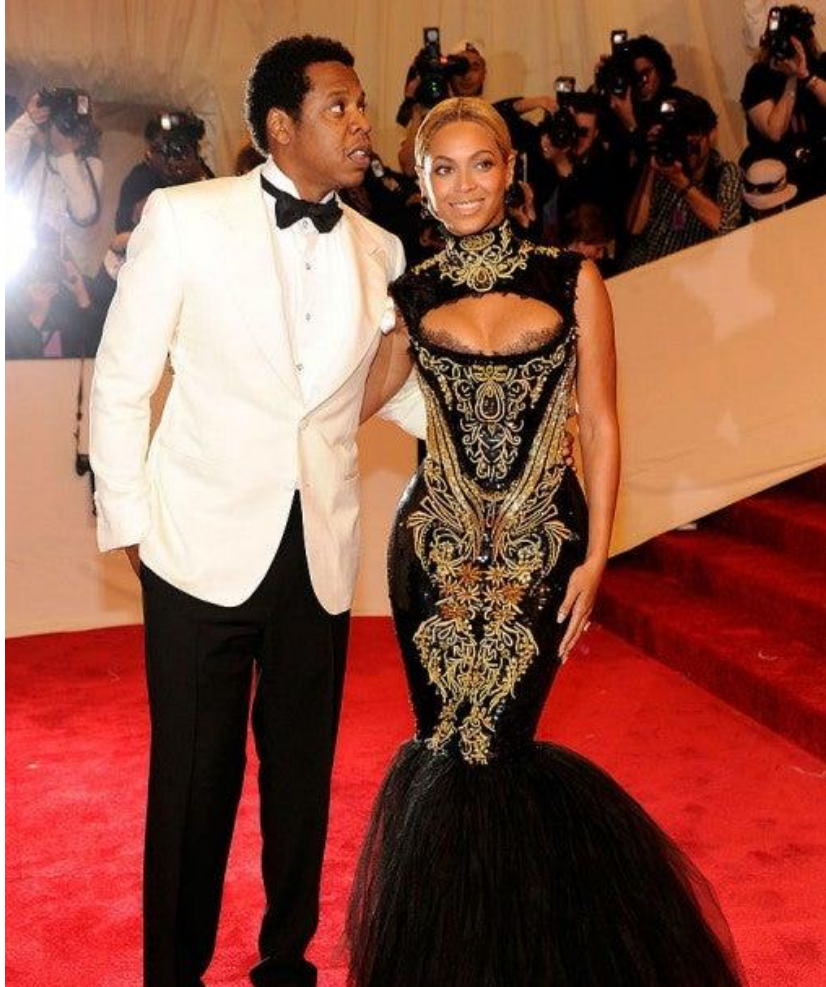
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**FUNDRAISING IS A “GROUP” ACTIVITY.  
IT FEEDS OUR NEED TO FEEL TOGETHER.**





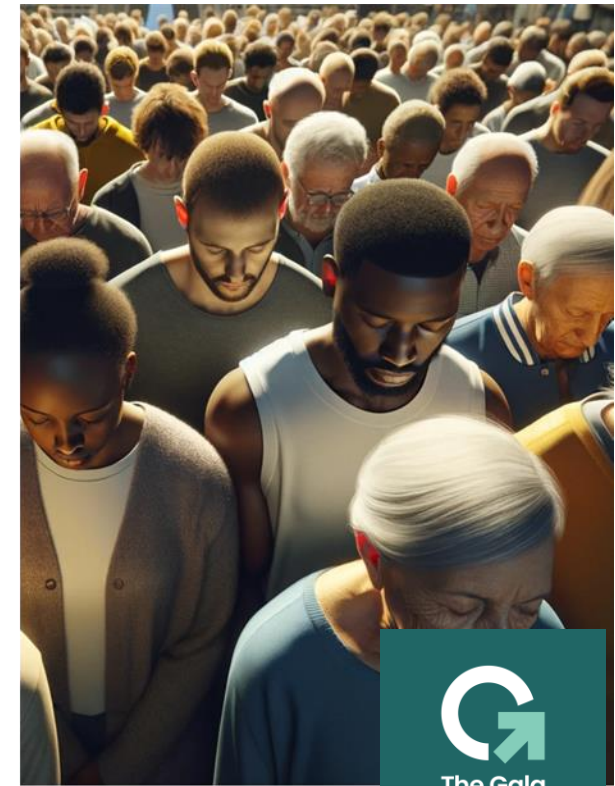
## GROUP ACTIVITY: Getting Dressed Up



## **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**



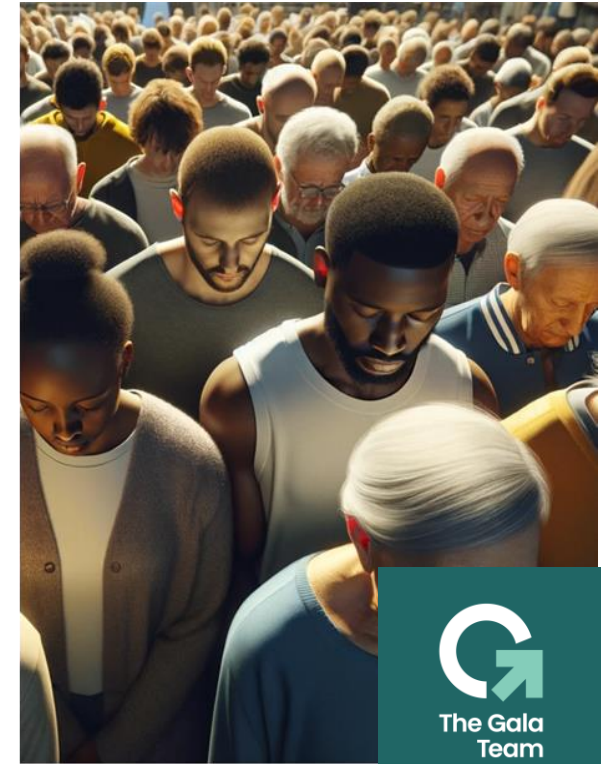


**A MOMENT OF SILENCE IS A GROUP ACTIVITY**



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

**THE PADDLE RAISER IS A GROUP ACTIVITY**





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



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



PADDLE RAISER

# TIP #8



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



**The  
Giving  
Tree**

Helping Those  
in Need



PADDLE RAISER

# TIP #9



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

**Start at  
100 or 1000**

**100**

 **The Gala Team**

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

**41**

**60**

  
**The Gala  
Team**



## PADDLE RAISER

# TIP #10

QUESTION FROM ANGELA:

How can we do the paddle raiser with multiple spotters?



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## **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 #11



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# TO RAISE SERIOUS MONEY, YOU NEED COUPLES





# YOU GET MORE COUPLES AT EVENING EVENTS

**Breakfast Event**

**More Individuals**

**Lunch Event**

**More Individuals**

**Dinner Event**

**More Couples**

PADDLE RAISER

# TIP #12



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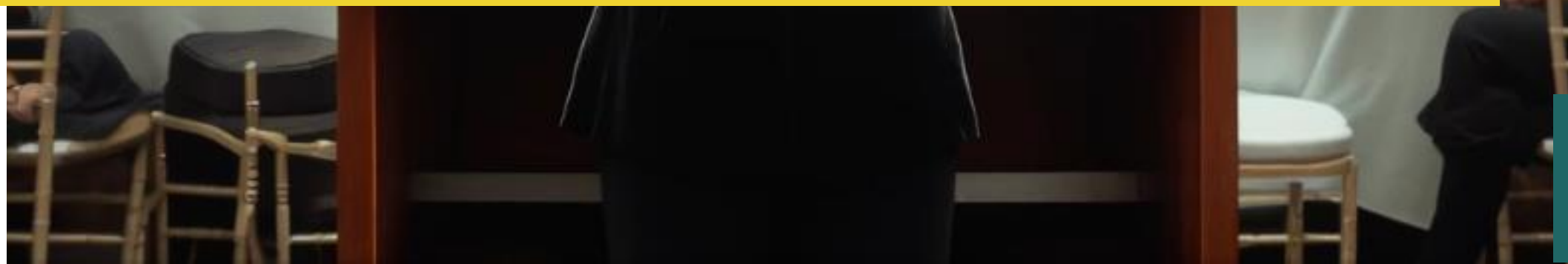
**NO TALL CENTERPIECES**

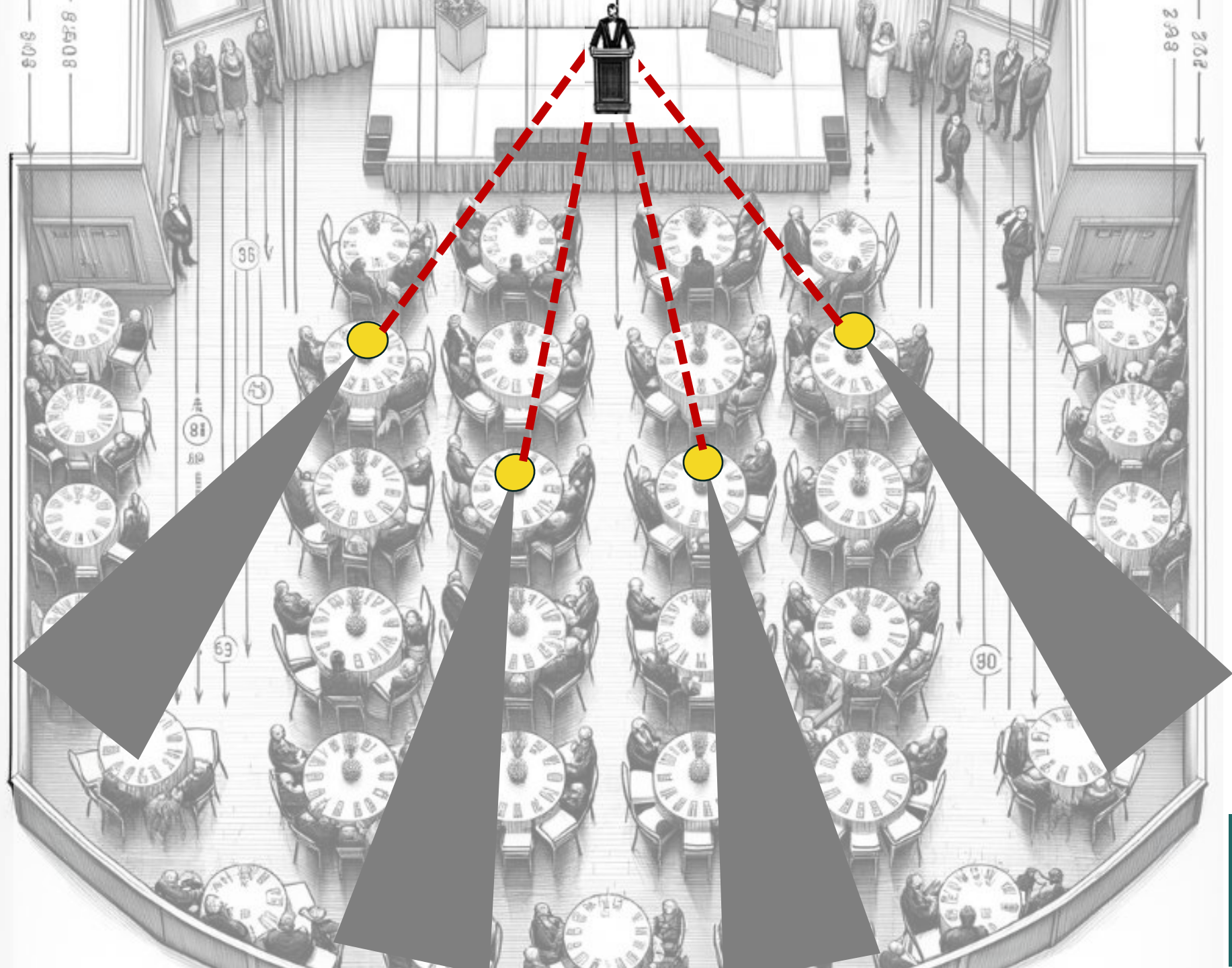




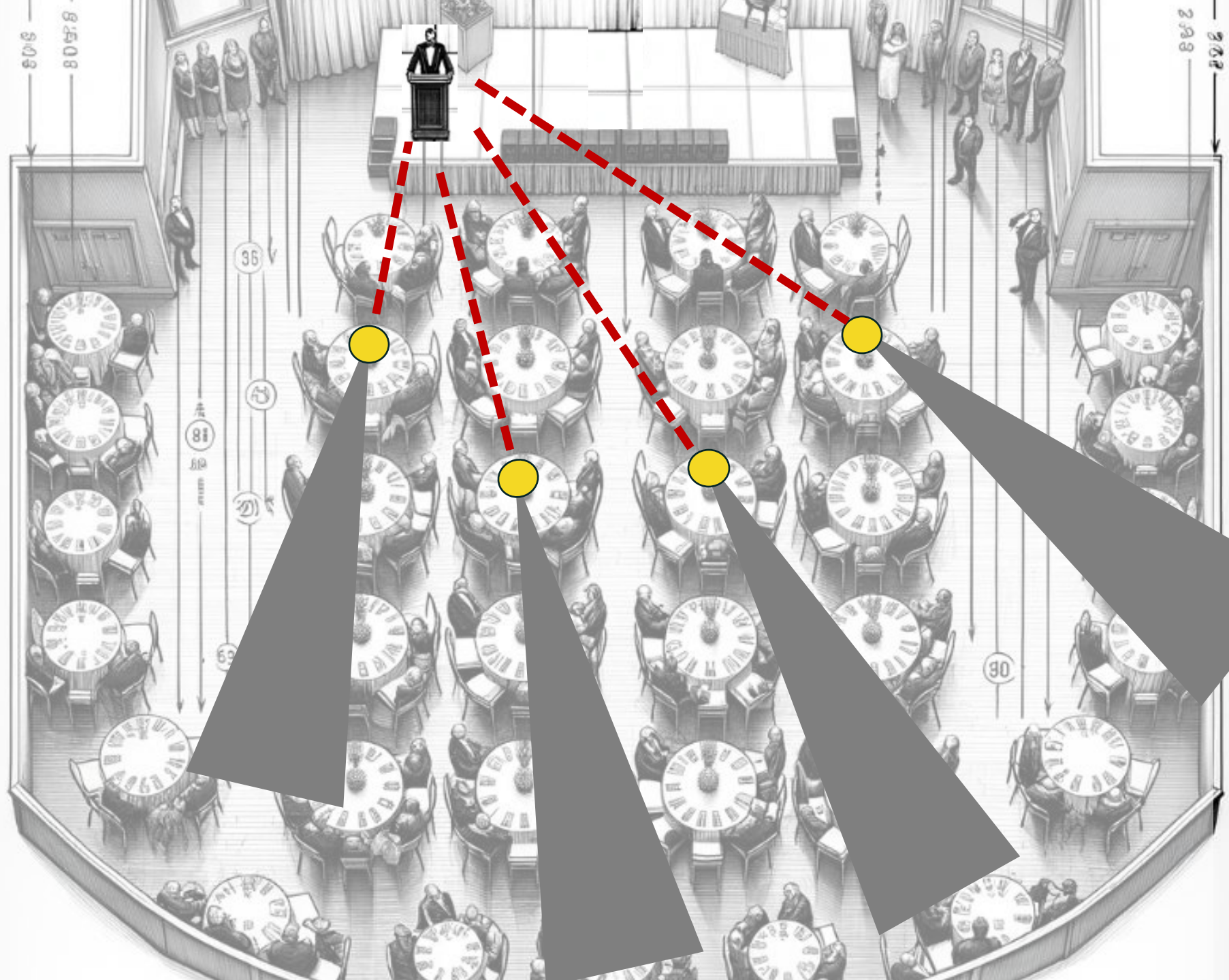


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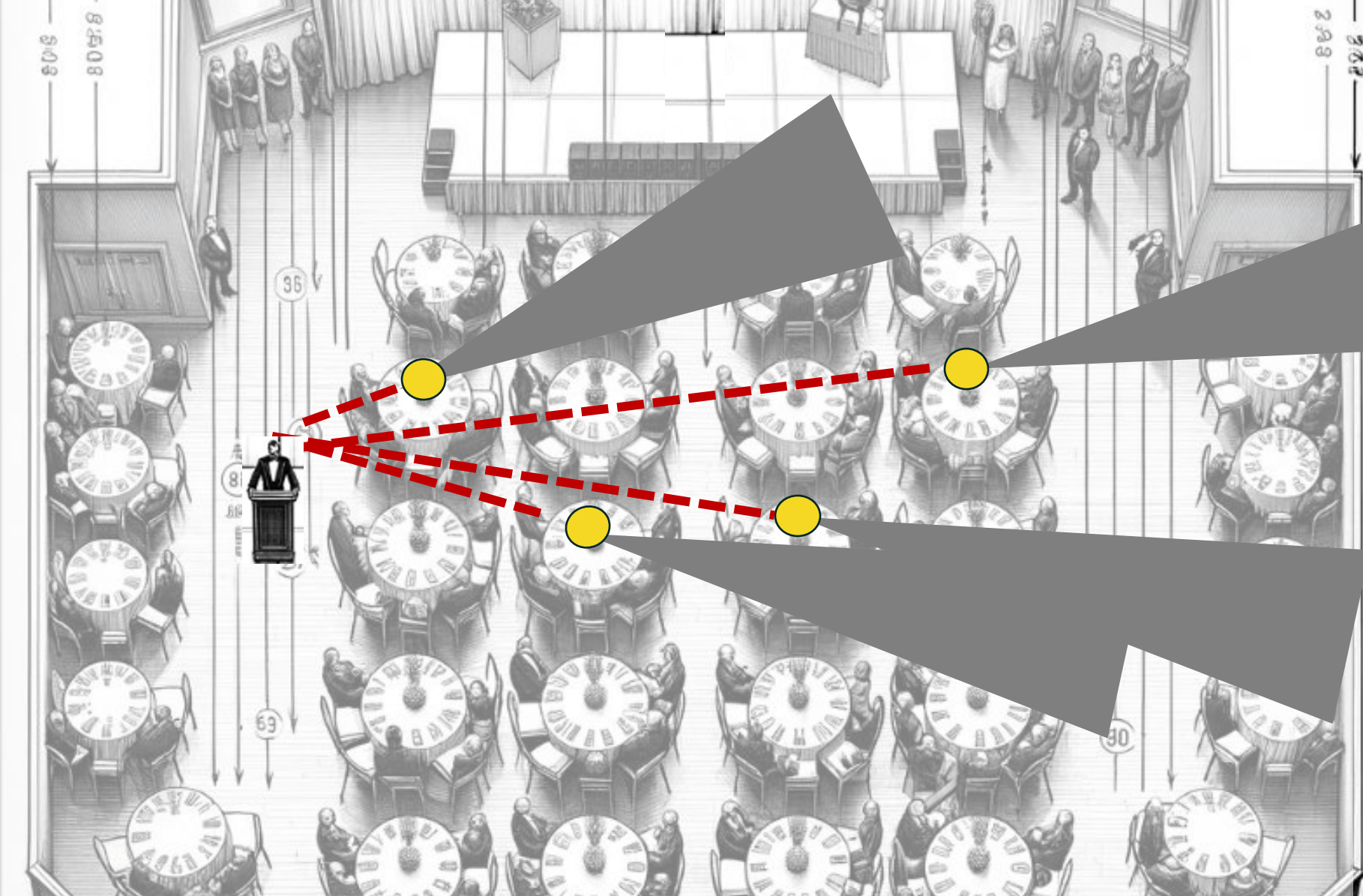












**BE MINDFUL**

PADDLE RAISER

# TIP #13



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A close-up, slightly low-angle shot of a young child with light skin and blue eyes, wearing a white hospital gown and a white head covering. The child is smiling warmly at the camera. The background is softly blurred, showing a hospital room decorated with colorful balloons (yellow, blue, pink), a teddy bear, and a vase of pink flowers. A white hospital bed frame is visible on the right side of the frame.

**MISSION MOMENT VIDEO**

**THE STORY OF ONE PERSON, ONE PATIENT, ONE FAMILY**



PADDLE RAISER

# TIP #14



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# 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

---

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

108

---



PADDLE RAISER

# TIP #15



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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 #16

QUESTION FROM MARY:

DO YOU RECOMMEND HAVING PLANTS IN THE AUDIENCE? IF SO, HOW MANY FOR AN AUDIENCE OF 300 PEOPLE?



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Board Member & Lead Donor  
at \$10,000



**YOU NEED A “LEAD DONOR”**



PADDLE RAISER



# TIP #17



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



PADDLE RAISER

# TIP #18



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



## PADDLE RAISER

# TIP #19

QUESTION FROM AMY, KELLY, NANCY, KIM

Can you speak to the timing of the paddle raiser? Should it be at the very end of the event?



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# 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 #20



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**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**

**400-70-1**

**400 ... 70-6**

**400..40..4**

**4-2-3**

**4-7-1**

**4...7-6**

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



PADDLE RAISER

# TIP #21

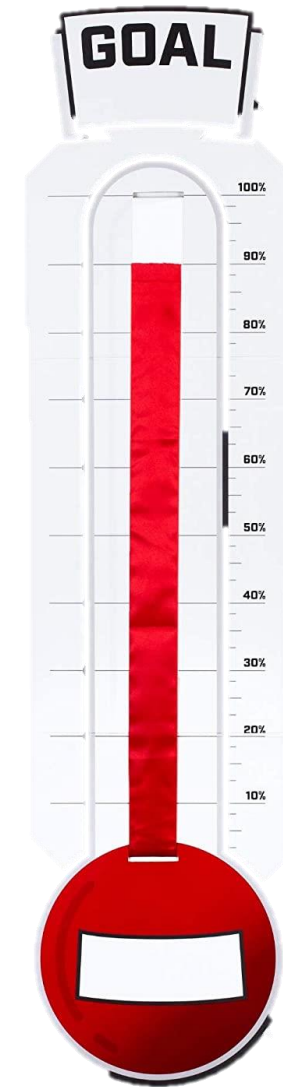
# No Thermometers

You have to estimate  
your target so precisely.

If it's set too low,  
it's bad.

If it's set too high,  
it's bad.

If the fundraising isn't  
going well, it's bad!



PADDLE RAISER

# TIP #22



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**YES, UPDATE THE AUDIENCE ON THE RUNNING TOTAL**

**So far as a team  
we've raised \$175,000!**

## PADDLE RAISER

# TIP #23

### QUESTION FROM GABE:

Many attendees are at their corporate tables. They're not well connected with us. How do we encourage them to donate?



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# Gentle guilt

Get the  
“Passengers” Engaged



PADDLE RAISER

# TIP #24



# TEACHERS ARE NOT A SOURCE OF REVENUE

We want to go down to \$25 in the paddle raiser so our teachers can participate.



PADDLE RAISER

# TIP #25



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**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



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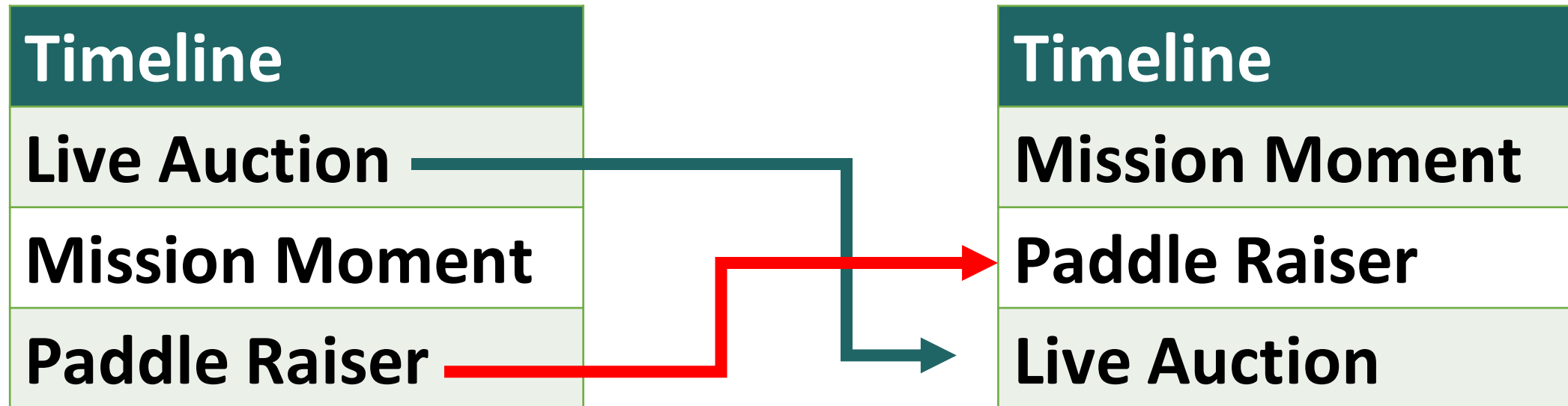
# NICKEL AND DIME FUNDRAISING ENCOURAGES PEOPLE TO CHECK THE “DONATE BOX” EARLY



PADDLE RAISER

# TIP #27

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





## PADDLE RAISER

# TIP #28

QUESTION FROM KIM AND ANOTHER KIM:

How do we collect the money when credit cards aren't on file?

Is adding a recurring payment a good idea?



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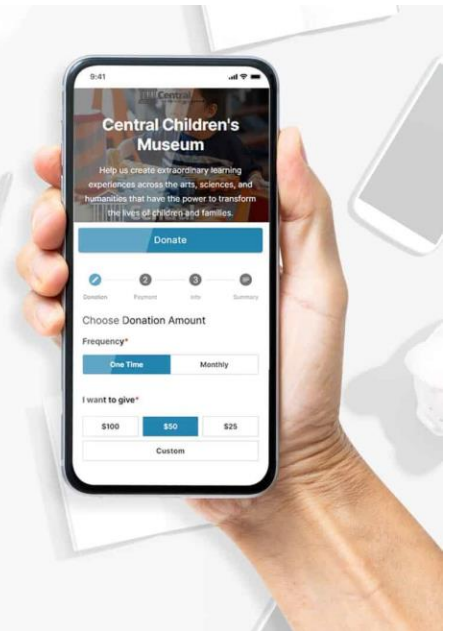
# ENCOURAGE INSTANT GIFTS, NO I-OWE-YOUS

~~I owe you~~

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



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



PADDLE RAISER

# TIP #29



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# HOW DO YOU KNOW IF YOUR PADDLE RAISER SUCCESSFUL?

Total Dollars \$50,000

Total Guests 500

AVG PER GUEST \$100

# HOW DO YOU KNOW IF YOUR PADDLE RAISER SUCCESSFUL?

## Fundraising per Guest

<b>Basically Functional</b>	<b>\$75 per guest</b>
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PADDLE RAISER

# TIP #30



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# ASK FOR HEROES TO “ROUND UP”





PADDLE RAISER

# TIP #31



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# USE INTENTIONAL SILENCE TO GET MORE BIDS



PADDLE RAISER

# TIP #32



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# PEOPLE WILL SAY “YES” IF YOU ASK



## Study by

- UC San Diego
- Microsoft
- Yale
- Salvation Army





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# Eye Contact & “Please Help”

55% increase in donors

69% increase in dollars





## PADDLE RAISER

# TIP #33

QUESTIONS FROM ABBEY & ELISA:

How do we raise money in a paddle raiser when everyone is standing?



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# STANDING PEOPLE ARE LOUD AND DISTRACTED



PADDLE RAISER



# FINAL TIP





# DO A PADDLE RAISER



**SELL YOUR MISSION: EVERYTHING ELSE IS RETAIL**



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# Fundraising **AMPLIFIED**

Practical Strategies to Elevate  
Your Event Revenue



**Steve Lausch**  
Director, Product Marketing  
OneCause



**Joe Duca**  
VP, Product Strategy  
OneCause



Wednesday, June 12, 2024





Raise<sup>®</sup>  
2024

# Your Invitation to Raise

Nashville

September 9 & 10, 2024

Presented by OneCause

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