



**Raise**  
2020

Advance Your Purpose By  
Strategically Sharing Your  
Story

WELCOME



# Shanna Adamic

Executive Director

Cerner's Charitable Foundation, First Hand

**“Road trips require a couple of things:  
a well-balanced diet of caffeine, salt and  
sugar and an excellent selection of tunes—  
oh, and directions.”**

Jenn McKinlay, author





# Let's Hit The Road!

**EXPERIENCE** ignites inspiration

**INSPIRATION** causes action

**ACTION** creates change

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Experience Ignites  
Inspiration

# Experience Ignites Inspiration

The power of a theme









Themes are more than  
décor.

They can underscore  
your story and be a  
powerful tool.

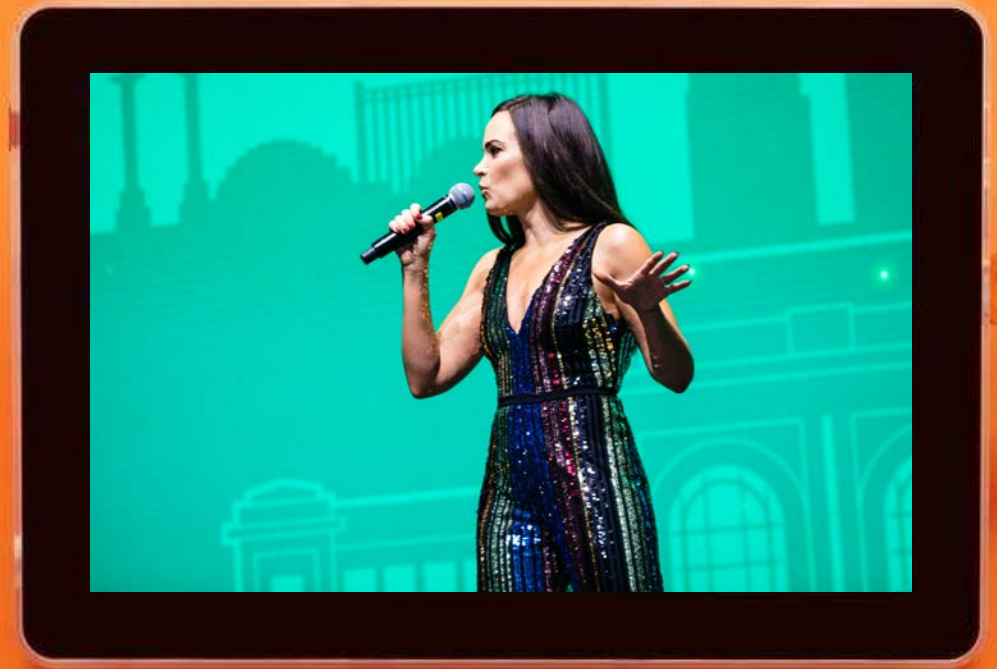
EMEROLD CITY





Captivating your audience  
is KEY to an  
in-person and virtual  
event

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TODAY'S  
IMAGINATION



TOMORROW'S  
REALITY





A woman with long dark hair and glasses is looking upwards and to the right with a thoughtful expression, her hand resting on her chin. The background is a dark grey chalkboard covered in numerous white question marks. A blue diagonal shape is on the left side of the image, containing yellow wavy lines and text.

Great video.

How do I translate a  
theme to a virtual  
event???

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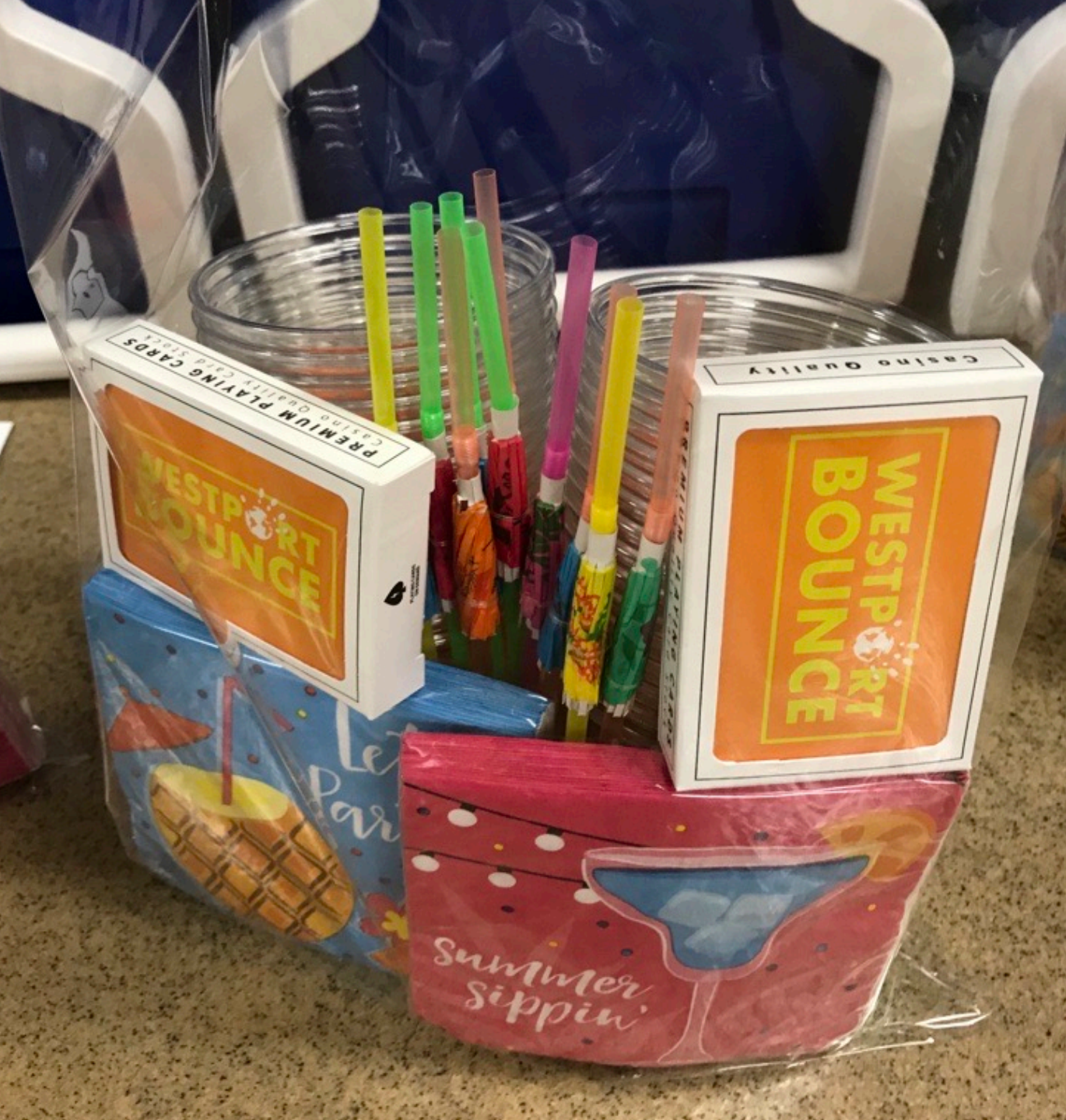
# WESTPORT BOUNCE

*Bubbly. Brunch. Bounce!*

The screenshot displays a professional video production software interface, likely OBS Studio, used for live streaming. The main preview window shows a multi-camera view of two women in a studio setting. The interface includes several key components:

- Top Bar:** Features 'Fullscreen', 'REC' (Recording), 'Pause Inputs', 'Basic', and 'Settings' buttons.
- Left Panel:** Contains a vertical toolbar with editing tools: 'Quick Play', 'Cut', 'Fade', 'Merge', 'Wipe', and 'CubeZoom', along with numbered buttons 1-4.
- Center Preview:** Shows the live video feed with a 'Desktop Capture' source. A red box highlights a timestamp of '01:22:38.7' and the time '11:03 AM'.
- Bottom Panel:** Displays a 'Scene' view with multiple sources:
  - Source 5: 'Desktop Capture' (main video feed).
  - Source 6: 'WB\_PP\_bg\_v1-01.png' (background image).
  - Source 12: 'WB\_show\_poster-01.png' (show poster).
  - Source 13: 'WB\_PP\_logo\_bounce' (logo).
- Right Panel:** Shows an 'Audio Mixer' with controls for multiple audio sources, including 'Call Marc', 'Call Ashley', 'Call Shanna', and 'Call Shanna 2'.
- Bottom Right:** Includes a 'PlayList' section and a system tray showing the time '11:03 AM' and date '7/29/2020'.

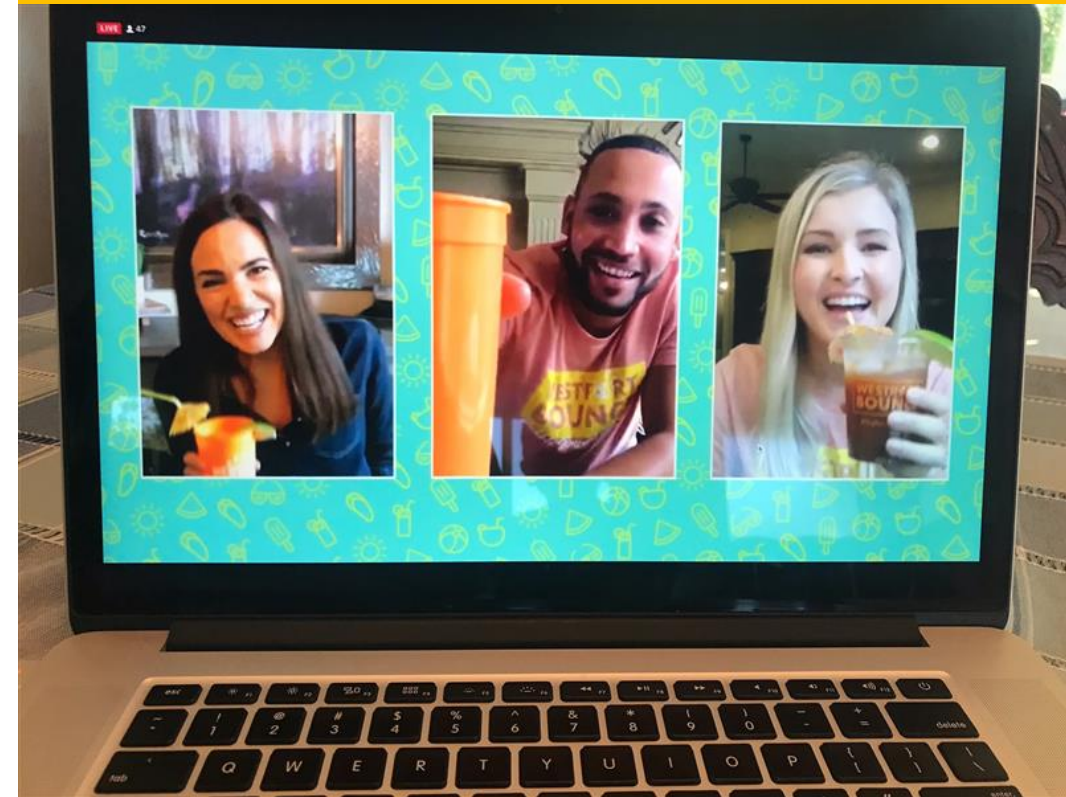






You don't need a venue hall to create the experience.

The experience can be delivered in a cooler with some cold beer!





# Experience Ignites Inspiration

Beware of Novelties







Courtesy Prairie Dog Town



Choose your destination and focus your audience on that ONE goal



# Complicated...

# Simplified...

Sports Raffle

Concert Raffle

Table Raffle

Wine Toss

Mystery Box

Question Game

**Total \$14,000**

Premier Raffle

**Total \$50,000**



# PREMIER RAFFLE

Purchase tickets on your mobile device

## WINNER'S CHOICE:



**Super Bowl LIV  
Tickets**



**Five Nights in Maui  
with Helicopter Tour**

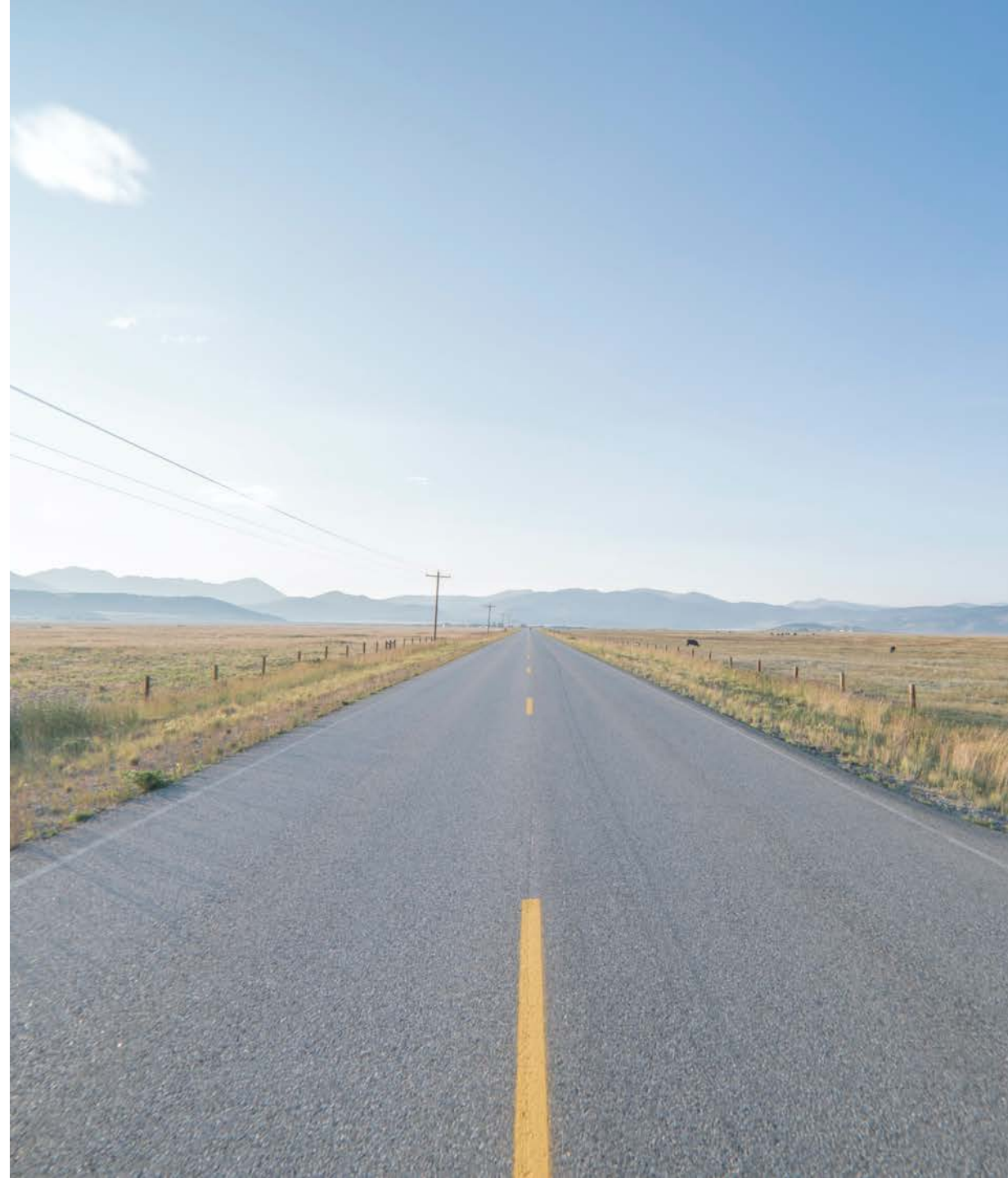


**Lake Tahoe with  
Lift Tickets**



**Three Nights in Vegas  
with Helicopter Tour**

Simplify the journey  
and help your  
audience enjoy the  
experience







The experience matters.

People will remember how they felt at the conclusion of your event, pitch or presentation.

You want them to feel inspired!



We're Almost There!

**Inspiration creates action**

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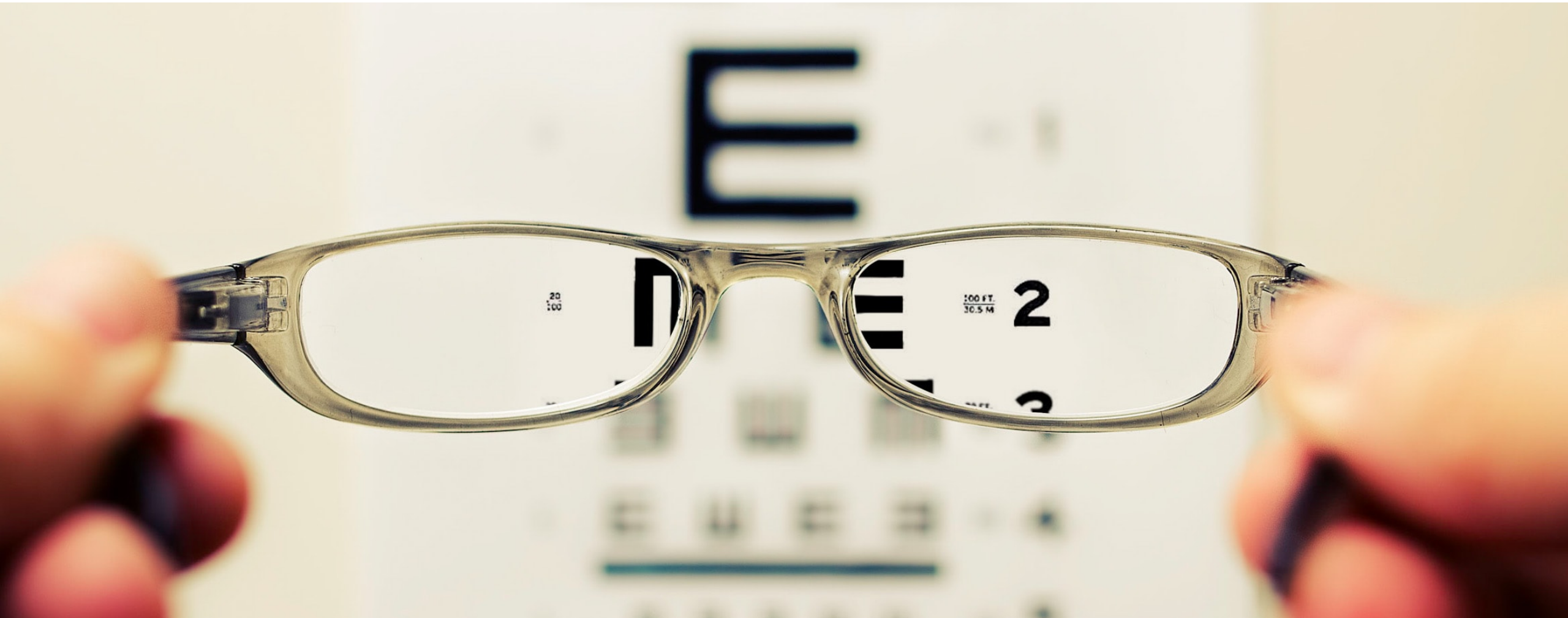
**“We are drawn to leaders and organizations that are good at communicating what they believe.**

**Their ability to make us feel like we belong, to make us feel special, safe and not alone is part of what gives them the ability to inspire us.”**

*Simon Sinek, Start With Why*

# Inspiration Causes Action

Provide a clear vision





Authentic inspiration  
comes from vision

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Great video.

We do not have a  
million-dollar budget.

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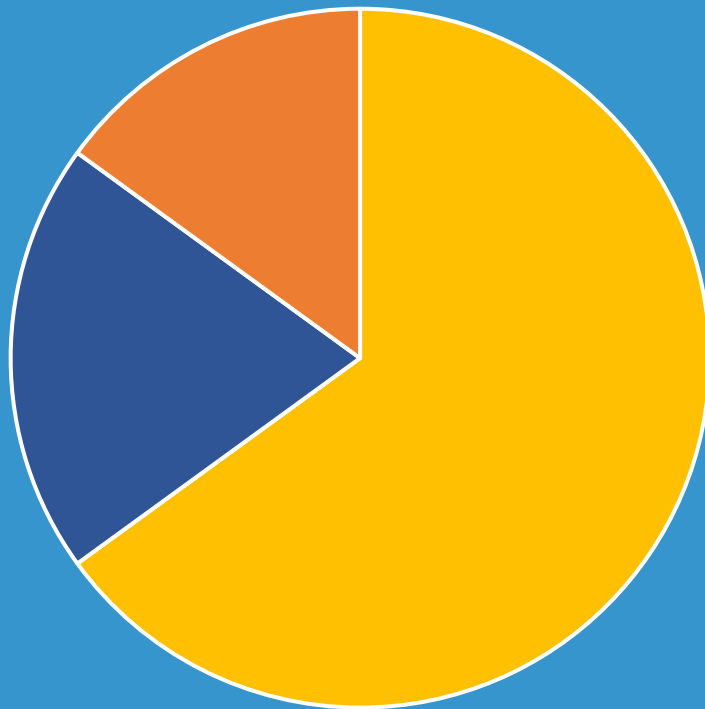
**“There’s nothing more satisfying than proceeding with confidence, knowing your team is aligned and passionate about the future because your vision is clear.”**




**Michael Hyatt, *The Vision Driven Leader***



Vision is providing a clear  
picture of the future.

# Cerner's Charitable Foundation



-  Cerner Employees
-  Kansas City Community
-  Cerner Business Partners







Inspiration Causes Action

No one knows your story better than you!











**“Be an enthusiast in life. If you are interested in something, no matter what it is, go at it full speed!**

**Embrace it with both arms, hug it, love it and above all become passionate about it.**

**Lukewarm is no good!”**

**Roald Dahl**

The background of the image is a dense field of golden glitter, with many small, bright, out-of-focus light spots (bokeh) scattered throughout, creating a shimmering and celebratory atmosphere. The text is centered in the upper half of the image.

Positivity packs a  
powerful punch of  
HOPE



The background of the image is a dense, textured field of dark, jagged, charcoal-like pieces. The pieces vary in size and shape, creating a complex, organic pattern. The lighting is dramatic, highlighting the sharp edges and facets of the charcoal, while the spaces between them are in deep shadow, creating a high-contrast, almost monochromatic effect.

Avoid the  
GUILT





Give your audience the  
sprinkles and sparkles





# Raise 2020

Write down three problems your organization is addressing.

Now for each of those problems write your solution.



## Problem:

There is a gap in health care. Children aren't getting the access to care they need. Without care, pediatric health issues may debilitate them their entire life or, in some cases, it may be fatal.

## Solution:

By providing funding and access to health care for every child who needs it, First Hand is closing the gaps in pediatric care.

First Hand found a way to bring health care to them—identifying potential issues, preventing future problems and connecting individual children to care.





Don't share the  
flies...

Share your  
vision of HOPE!

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What's Next?

Action creates change

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**“Words may inspire, but action creates change.”**

**Simon Sinek**



Provide a clear  
path of action



Timing is everything





Short.

Concise.

Packed With Power.





The background features a blue-tinted collage of various people's faces, overlaid with a series of yellow wavy lines that create a sense of movement and connectivity.

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Who is your audience?

What are the three things you want  
them to know?

What do you want them to do?

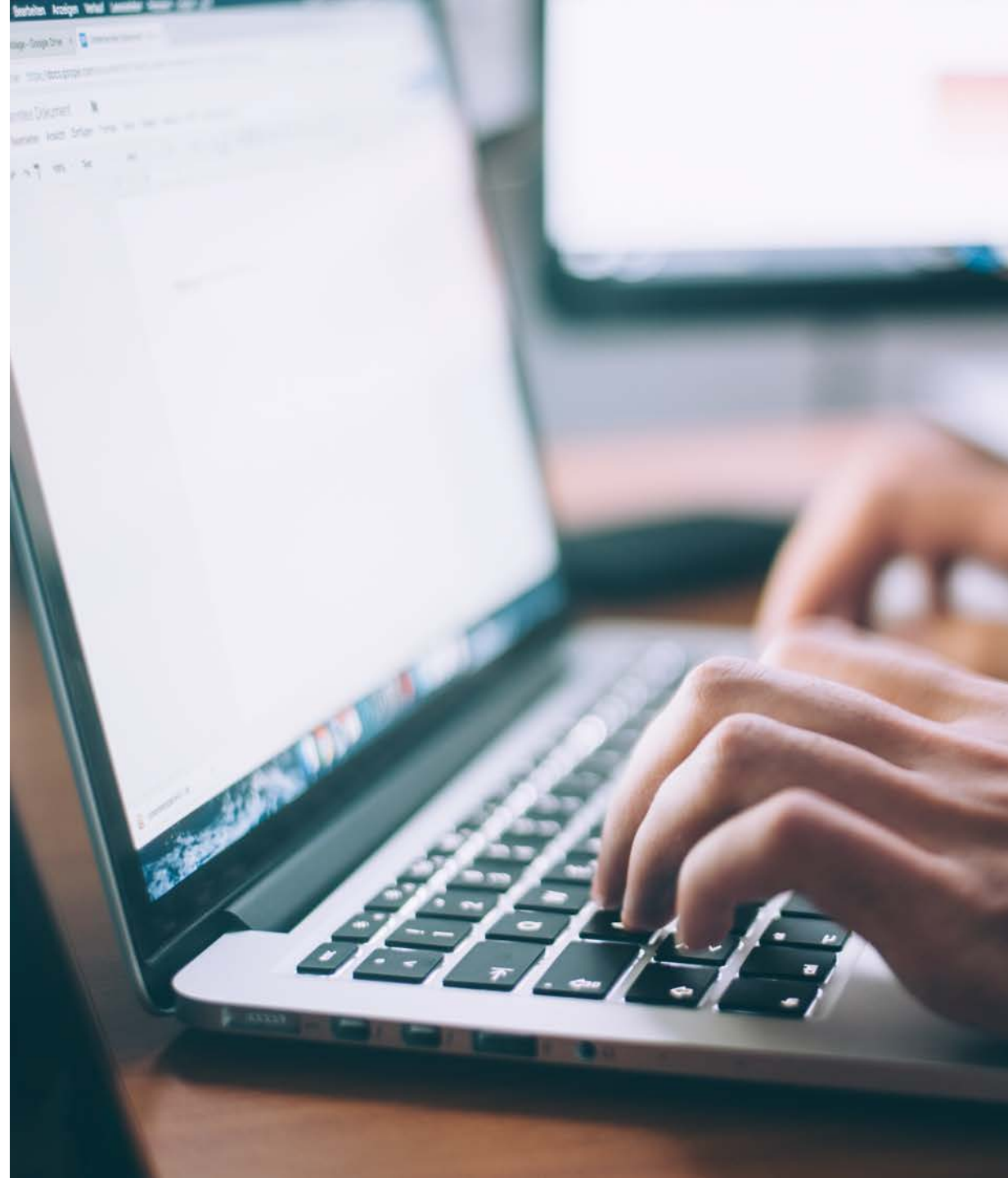
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*Simon Sinek, Start With Why*



Thank you  
is a powerful tool





“I Believed You”

**Ed, Senior Vice President of Finance**

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Experience. Inspiration. Action







# Advance Your Purpose By Strategically Sharing Your Story

**Now let's hear from you!**

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# #2020RAISE

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shannaadamic



@AdamicShanna



@firsthandfoundation

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