

# Welcome to our Webinar

## Let's Get Acquainted!

Share in the chat your name, location, and cause or organization, (and the weather in your area)!



**YOUR HOST**  
**Dawn Lego**  
Director, Brand Engagement



onecause®

W E B I N A R



*Beyond Bids & Paddles:*  
**Fun Strategies to Boost  
Event Revenue**



**Seth Weiner**  
Your Rocktioneer®

WEDNESDAY, OCTOBER 22, 2025

# Let's Get Started!

**If your event were a TV game show, which one would it be?**



# Beyond the Webinar

- Recording and slides will be sent via email.
- Look out for exclusive Bonus Content!
- Visit [OneCause.com/Resources](https://OneCause.com/Resources) for on-demand webinars.
- Add questions, comment or send emojis in the Chat.
- Earn 1 CFRE credit with this webinar!
- Help share on social!



**YOUR FEEDBACK MATTERS: WRAP-UP SURVEY**

**WIN: Amazon Gift Card  
Help drive future webinar content!**



# Meet Seth

Seth Weiner is an Entertainer, Emcee, Podcast Host, and Licensed Auctioneer whose dynamic personality and humor shine through every microphone. Known nationally as Your Rocktioneer®, Seth has helped countless nonprofits and corporations create unforgettable, high-energy events.

He is the co-host of Inside Out w/ Turner and Seth, a podcast exploring the music business and performing artists, and also hosts Coffee Connections, a series highlighting nonprofit leaders and the impact of their missions.

In addition to his fundraising work, Seth produces and hosts interactive corporate game shows and team-building experiences for conferences and special events across the country. Drawing from years of experience performing at major music festivals and galas, Seth's creativity, humor, and vibrant energy make him one of the most engaging emcees and auctioneers in the business—bringing people together through laughter, purpose, and connection.

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**Seth Weiner**  
Your Rocktioneer®

**YOUR  
ROCKTIONEER**®  
SETH WEINER



# WHAT WE' LL COVER TODAY

- Types of Games - From quick wins to large revenue generators – what works best and when to use each.
- Run-of-Show Placement - Where to insert games for maximum impact and donor energy.
- Pricing & Capacity Math - How to calculate buy-ins, participation goals, and potential revenue.
- Staffing & Sales Plan - Who sells it, how they sell it, and how to track results in real time.
- Prize Strategy - What makes a great prize, how to repurpose or underwrite them for bigger ROI.
- Sponsorship Integration - How sponsors can fund prizes or activations for added visibility.
- Donor Fatigue Guardrails - Keep it short, fun, and fresh without overwhelming guests.



# WHY GAMEIFICATION MATTERS

## Challenges

- Guests who think their ticket is their donation.
- Moving people from cocktail hour to the ballroom.
- Increasing engagement for those who may not know the mission.
- Making the event feel different and more interactive.



# WHY GAMEIFICATION MATTERS

The Solution: Gamification

#1: Transitions energy

#2: Revenue Generators: \$1K - \$50K+

#3: Engages Everyone

#4: Shares Mission

Pro Tip: Sponsorship Opportunities!!!



# WHY GAMEIFICATION MATTERS

## THINGS TO CONSIDER

- Revenue Goals
- How many games to implement
- Where to place them in the ROS
- Donor Fatigue



# REAL GAMES. REAL IMPACT

## Types of Games That Fuel Generosity

### ENGAGING

- Heads or Tails
- Rock Paper Scissors
- 52-Card Shuffle
- True/False

### Quick Win Games

- Balloon Pop
- Booze Pull
- Gift Card Frenzy
- Desert Dash

### LARGE REVENUES

- Paddle Drop
- 100-200 Yard Dash
- Last Paddle Up
- All or Nothing



# THE POWER OF PRIZES

## Good Prizes Drive Great Participation

- Choose prizes that have high perceived value – something guests actually want.
- You don't always need to buy new prizes – repurpose from your silent auction or bundle items together to make a bigger draw.
- Great time to use consignment packages – especially if you have a sponsor or underwriter covering the cost.
- The right prize can make a \$25 game raise \$5,000+.

### Examples of Effective Prizes:

- Trip to Mexico (consignment)
- Beach House (donated package)
- Booze
- Concert Tickets or Festival Passes
- YETI Cooler
- Curated Wine or Spirits Basket
- Wrestling Belt

# SELLING THE GAMES

- Who is selling the game?
- ROI of hiring a professional
- Sponsors as seller (ie: real estate agent)



# LET'S TALK NUMBERS

## Engaging Games

### Challenges They Solve:

- Transition Energy – Smoothly move guests from mingling to focused fun.
- Engaging – Builds excitement and connection across the room.
- Low Buy-In – Easy entry point; everyone can participate.
- No Pressure – Keeps the giving lighthearted, not intimidating.
- Entertaining – Adds laughter and energy to the program flow.
- Mission Awareness – Opportunity to weave in facts or impact moments
- Inclusivity – Involves guests who might not plan to donate.

# LET'S TALK NUMBERS

## Engaging Games



Prize Value	Price	# of sales	Total
\$500	\$30	100	\$3,000

Enteries	Prize Value	Price	# of sales	Total	
1 entry	\$500	\$50	40	\$2,000	\$3,250
3 enteries		\$50	15	\$750	
10 enteries		\$100	5	\$500	

# LET'S TALK NUMBERS

## Quick Win Games

### Challenges They Solve:

- Instant Revenue Boost
- Easy Setup
- No Risk for Guests, you pay - you win!

### ASK YOURSELF - WHAT'S THE ROI?

- Is the juice worth the squeeze with these games???

# LET'S TALK NUMBERS

## Quick Win Games



Game	Prize Value	Price	# of sales	Total
Balloon Pop	\$50 - \$250	\$50	50	\$2,500
Wine Pull	\$20-\$100	\$30	50	\$1,500

# LET'S TALK NUMBERS

## Large Revenue Generators



### Challenges They Solve:

- Potential to Raise a LOT of money
- Can fund, and promote, a specific impact (ie: Horizon's Swim Program)

### WATCH OUT FOR

- Overcomplication
- Execution
- Timing

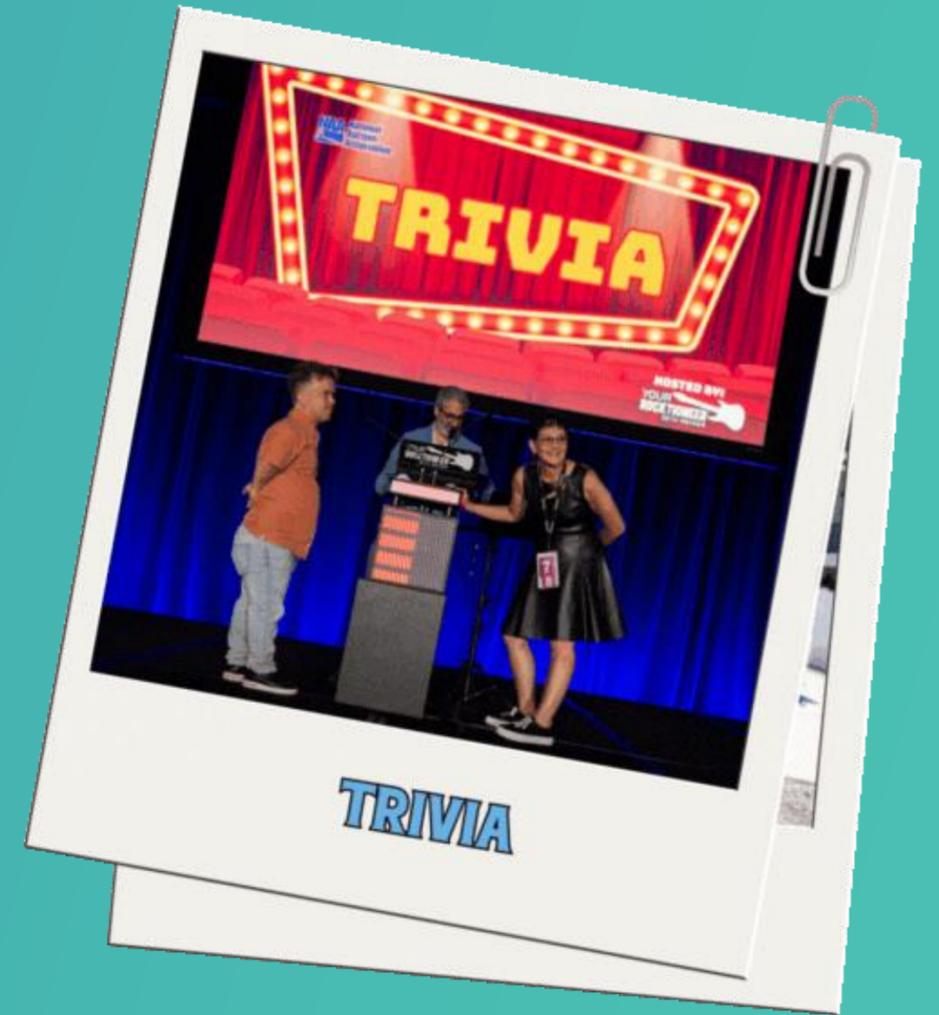
# LET'S TALK NUMBERS

## Large Revenue Generators



Last Paddle Up	\$800	\$100	36	\$3,600	\$25,000
Last Paddle Up	\$800	\$200	27	\$5,400	
Last Paddle Up	\$800	\$500	32	\$16,000	
150 Yard Dash	\$500	\$1 to \$150	150	\$11,325	

# MISSION FOCUSED GAMES



# THE GAME SHOW EXPERIENCE

A NEW TYPE OF GALA



# QUESTIONS????

GAME SHOWS  
THE STYLE OF  
**TEAM  
TRIVIA**



GAME SHOWS  
THE STYLE OF

**LET'S  
MAKE A  
DEAL**



GAME SHOWS  
THE STYLE OF

**NAME  
THAT  
TUNE**



GAME SHOWS  
THE STYLE OF  
**THE  
PRICE IS  
RIGHT**



GAME SHOWS  
THE STYLE OF

**FAMILY  
FEUD**

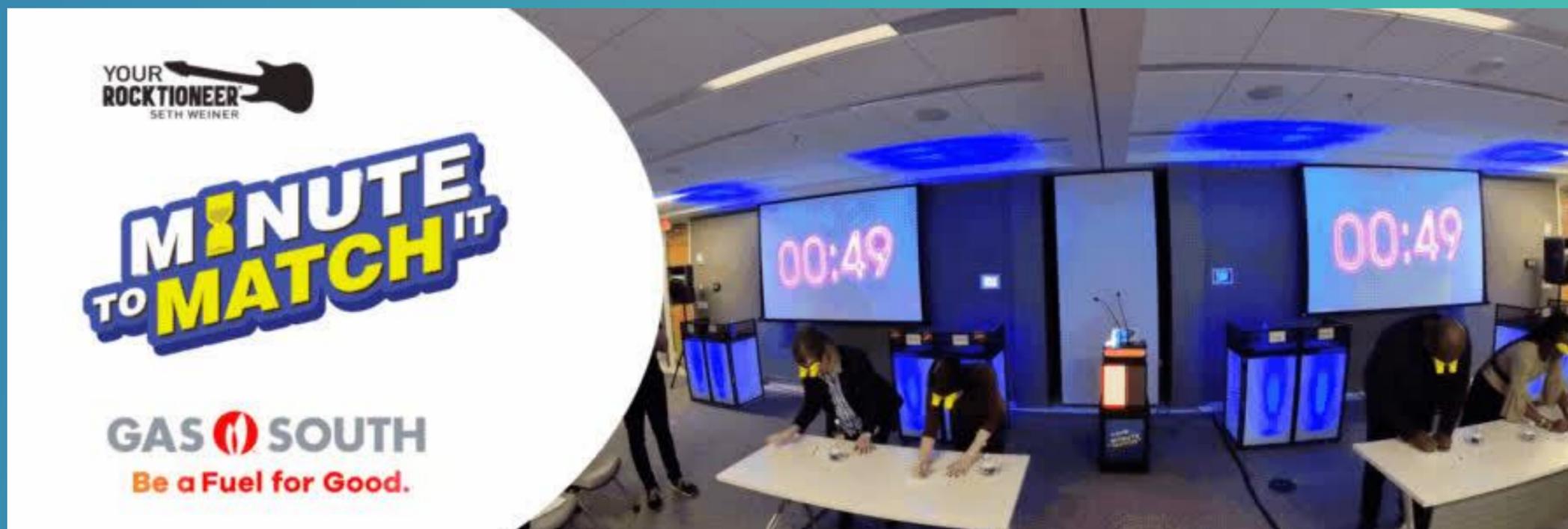


# RESOURCES

**Website:** [YourRocktioneer.com/game-shows](http://YourRocktioneer.com/game-shows)

**Blog:** [YourRocktioneer.com/blog](http://YourRocktioneer.com/blog)

**YouTube:** [Youtube.com/@YourRocktioneer](https://www.youtube.com/@YourRocktioneer)





# MAKE YOUR NEXT BENEFIT ROCK!



CONTACT SETH  
FOR A FREE 30 MIN  
CONSULTATION

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# Upcoming Webinars

Registration is Now Open!

“This was one of the best webinars that I’ve attended. I love that it was super practical and not sales-pitchy!!”

“Thank you for sharing a ton of invaluable information today. I am writing a report to share with my team!”

“This was seriously one of the best webinars that I have attended. It was relevant, packed with great information, lots of energy, and lots of great questions from the attendees.”

onecause® WEBINAR

## Raise More, Every Time!

Smarter Fundraising Made Simple with OneCause

WEDNESDAY, NOVEMBER 5, 2025

**Joe Duca**  
VP, Product Strategy

**Melissa Merriam**  
Director, National Accounts

**Steve Lausch**  
Director,  
Product Marketing

**Mitch Stein**  
Head of Strategy,  
Chariot



CELEBRATING

2000  
EPISODES

# Raise Nation Radio

The Podcast for Fearless Fundraisers



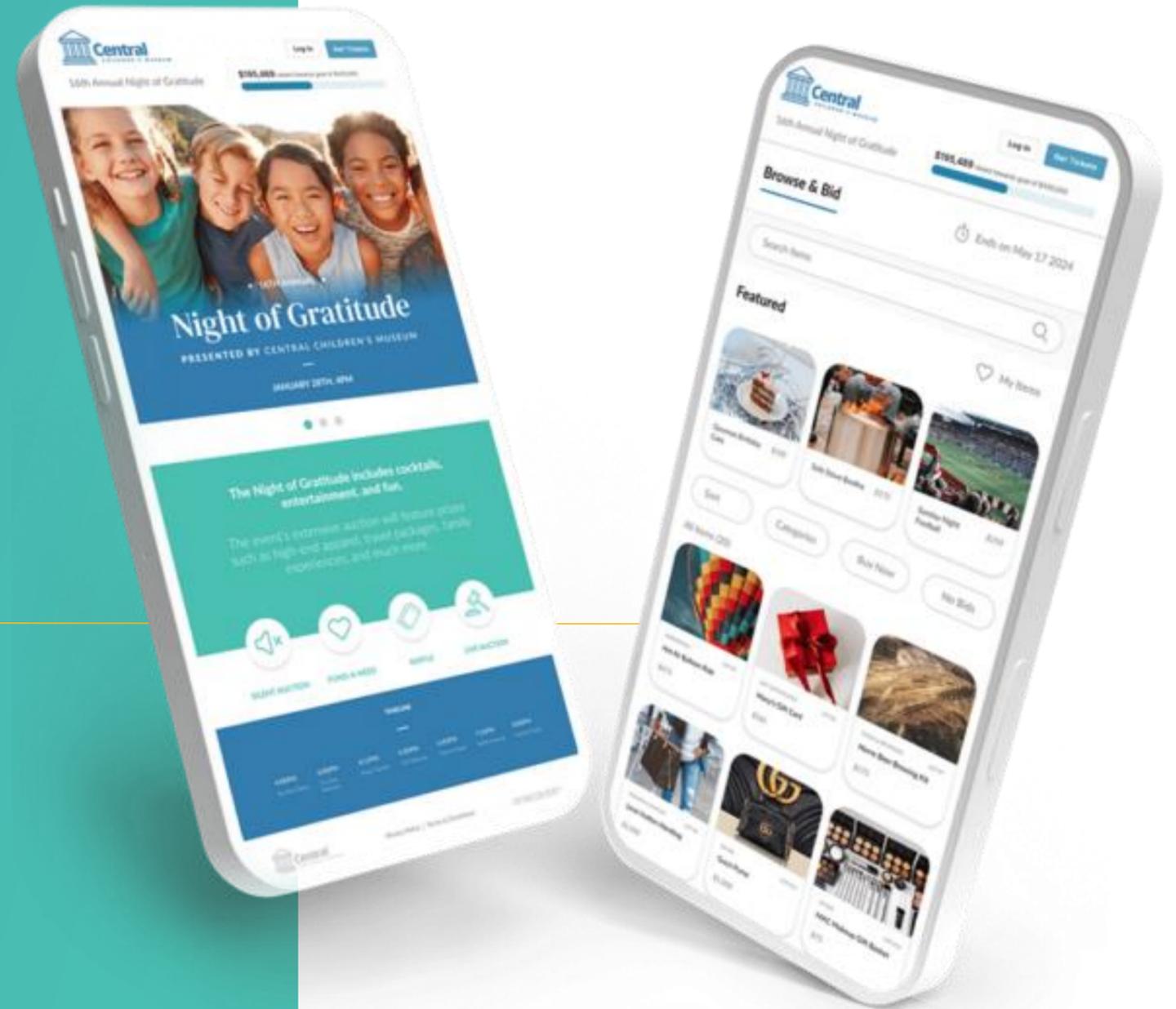
# Thank you!

Fundraising Software  
to Raise and Reach More

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Full participation in *Beyond Bids & Paddles: Fun Strategies to Boost Event Revenue* presented by OneCause for 1.0 points in Category 1.B – Education of the CFRE International Application for initial certification and/or recertification.

Recording and presentation slides will be emailed to all webinar registrants.



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