

onecause® | WEBINAR

The Power of the ASK:

Don't Be Shy – Ask & Ye Shall Receive

Wednesday, February 8, 2023

Raise
2022

#FEARLESS SERIES



Presented by: Reggie Rivers
President, The Gala Team

BEYOND THE WEBINAR

- Engage With Us
 - Q & A and Chat (defaults to host/panelists)
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 - Exclusive content
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Learn more about the ALL NEW OneCause Fundraising Platform

HOSTS



Dawn Lynn Lego (she/her)

Director, Brand Engagement &
Channel Marketing
OneCause



Reggie Rivers (he/him)

President
The Gala Team

Agenda

- 1. Mock Paddle Raiser**
- 2. Step-by-Step Explanation of our Paddle Raiser Strategy**
- 3. The paddle raiser is the only non-retail exchange in your event**
- 4. Dump the Passive Ask; Lean into The Power of the Paddle Raiser**
- 5. Do's and Don'ts**
- 6. Q & A**

Poll Question:

Do you conduct a paddle raiser (aka fund-a-need, special appeal) during your gala events?

- 1. Yes! Always**
- 2. Most of the time**
- 3. Rarely**
- 4. No! Never**

Mock Paddle Raiser

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385

 **The Gala Team**

Mock Paddle Raiser

385

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PR Levels

\$10,000

\$5,000

\$2,500

\$1,000

\$500

\$250

\$100

Four Simple Rules

1. \$10,000 is your maximum gift.
2. You can only raise your paddle once.
3. Be somewhat realistic.
4. Write down a level.

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#1 Mission Moment

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**Make it
Personal**



#2 Audience Photo

1. Paddles accessible
2. Get a “Yes”
3. Hold and Wait
4. Look at the Team
5. Call to Action



#3 Lead Donor

- Prominent person
- Someone who gives every year
- Hopefully, willing to be thanked by name.



#4 Inclusive Pronouns

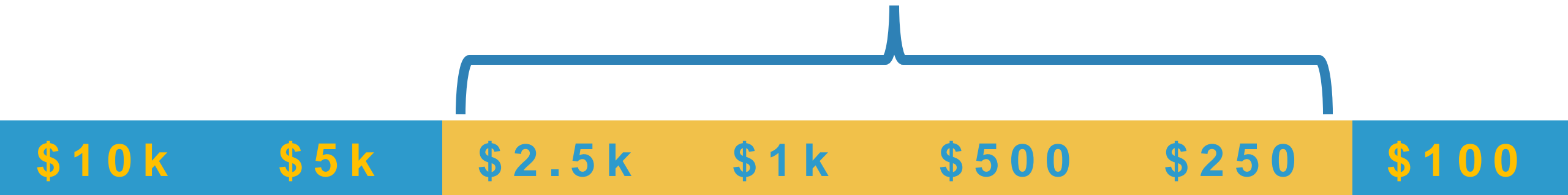
Talk to the
audience as if
they're part of
the team.

We 

#5 Opportunity Zone

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In this zone donors can be persuaded to step up a level



#6 Ask for a Few More



#7 Share the Running Total



In team sports
you can always
look at the
scoreboard to
see how your
team is doing.

#8 Gentle Guilt

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**Engage
the
Passengers**

#9 Sweep at \$100

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Every 100 people is \$10,000.

Poll Question:

Of the Paddle Raiser steps that I named which will be the most useful to you?

1. **Starting with a Mission Moment**
2. **Taking an audience photo**
3. **Having a Lead Donor**
4. **Using Inclusive Pronouns**
5. **Recognizing the \$250 - \$2,500 opportunity zone**
6. **Asking for a few more at each level**
7. **Sharing the running total**
8. **Using the Gentle Guilt**
9. **Sweep at \$100**

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Sell Your Mission

Everything else is
a Retail Exchange





Sponsor bought a table

In Exchange they get:

- 10 seats
- 10 meals
- 10 drinks
- Signage
- Mentions



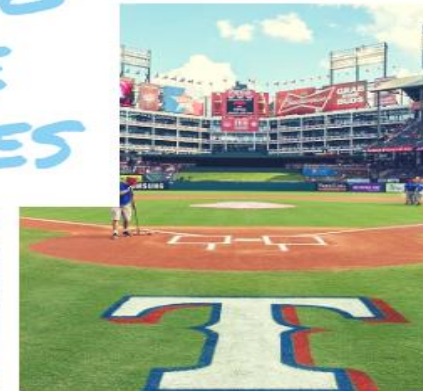
Bid in the Silent Auction

If you pay, it's because
you won the item.

BUY YOUR RAFFLE TICKETS - JUST \$25!



W W W UNMASKED
GALA 2019
**AMAZING
RAFFLE
PACKAGES**




Buy a Raffle Ticket

Possibly win a great prize

Open to everyone - Attendance not required



Auction Item #1
Witness the Winning Putt at the 2018 U.S. Senior Open



- Two tickets for the Saturday and Sunday rounds (June 30 and July 1) of the 39th U.S. Senior Open at The Broadmoor in Colorado Springs
- Access to the Arrow Hospitality Cottage on the 18th green
- Two nights at The Broadmoor in Colorado Springs
- Two spa treatments of your choice at The Broadmoor
- \$1,000 additional room credit

#NJHBall #NJHEvents
Donated by Karen & Mike Long and Arrow Electronics

Bid in the Live Auction

If you're paying, it means
you won the item.



Sell Your Mission

It's the only thing your
guests can't get
somewhere else.

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Dump the Passive Ask

Passive Ask Examples
Donation Envelopes on tables
Giving Tree
Text-to-Give
Retail Exchanges
Presenting multiple giving options
Suggesting anonymity

The Power of Asking

Your guests

WILL GIVE...

IF someone



Poll Question:

How successful will you be at convincing your team to eliminate or greatly reduce passive asks?

- 1. Easy! It's my decision, and it's done!**
- 2. Maybe. Got to convince a few folks.**
- 3. Unlikely. My board resists change.**
- 4. Impossible. The envelopes on the table are a sacred cow.**

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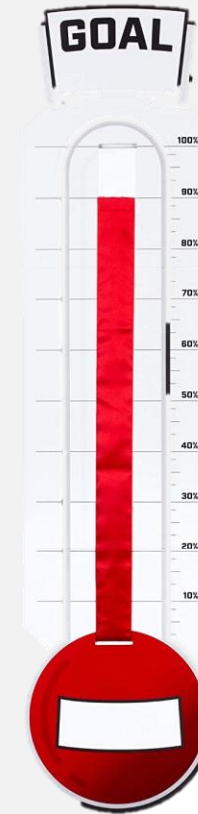
DO

Share the
Running Total



DON'T

Use Fundraising
Thermometers



DO

Start your bidder numbers at 100 or 1,000.

100

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DON'T

Don't start at 1 or 10.



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DO

Read this Number
Out Loud

801

DON'T

DO

Put a line under
your paddle
numbers

801

DON'T

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

108

385

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385

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DO

Use low
centerpieces



DON'T

Don't use tall
centerpieces



DO

Issue a paddle number to each donor.

471

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DON'T

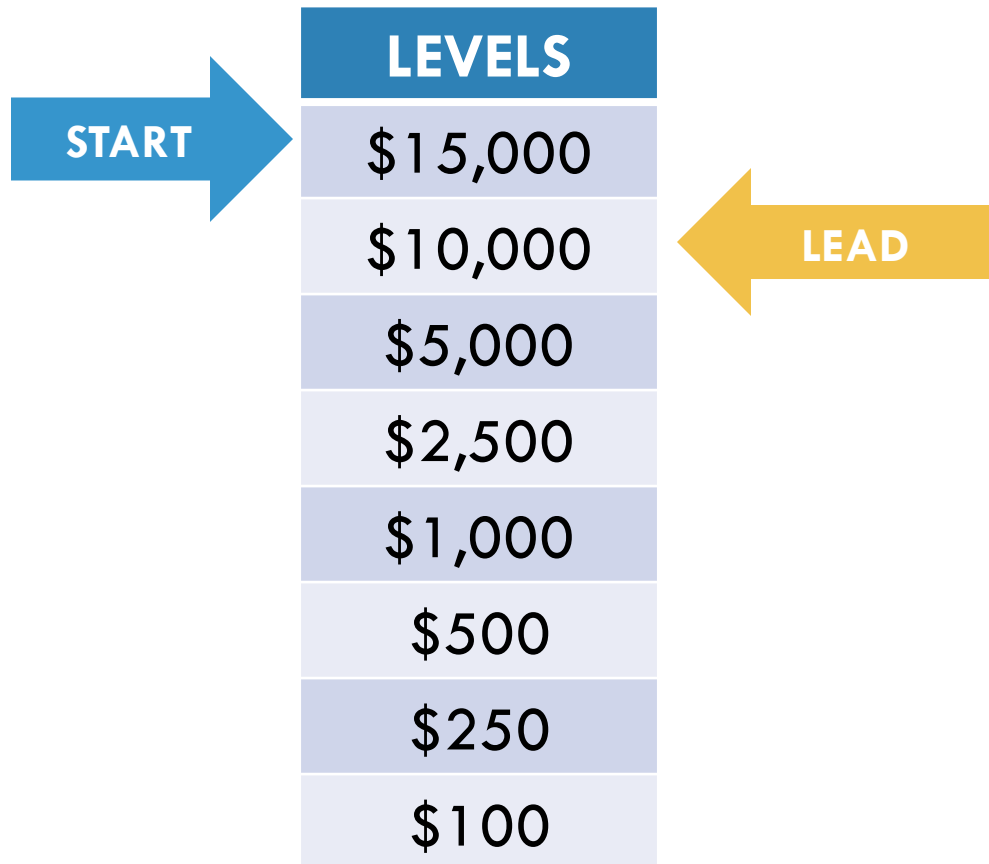
Don't put donation envelopes on the table.



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DO

Start one level above your lead donor.



DON'T

Don't start super high and hear crickets at multiple levels.



DO

Use a big bold sans serif font on white or yellow paper.

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DON'T

Don't use small non-black, serif font on top of an image.



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DO

Create a slide for each level that focuses on a program.

\$1,000

We provide backpacks full of supplies for more than 5,000 students.



DON'T

Don't be super specific, saying "this gift will provide exactly x."

\$1,000

Will provide backpacks full of supplies for exactly 20 students.



Poll Question:

Which of the Do's and Don'ts was most useful?

1. **Share the running total, but no thermometers**
2. **All paddles should have the same number of digits**
3. **Make sure correct-side-up is obvious with your paddles**
4. **Use a Bold San Serif font**
5. **No tall centerpieces**
6. **No donation envelopes**
7. **Don't start your paddle raiser too high**
8. **Plain white or yellow paper for paddles**
9. **More “general” about what x donation will achieve.**



Q U E S T I O N S ?

Now's my time to
hear from you!

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Wednesday, February 15, 2023

Perfecting Your New Events Strategy:

Tips to Maximize Giving in the
Room & After

Presented with: Fladeboe Advancement





Raise Nation Radio

The Podcast for Fearless Fundraisers





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