



**Raise**<sup>®</sup>  
2022

# The Power of the Paddle Raiser

REGGIE RIVERS

# Welcome!



# Reggie Rivers

President

The Gala Team

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2022

# Agenda

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## 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

# Mock Paddle Raise

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**385**

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# Agenda

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6. **Q & A**

# #1 Mission Moment

**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

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

**We** 

# #5 Opportunity Zone

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



# #5 Ask for a Few More



# #6 Share the Running Total

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

# #7 Gentle Guilt

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Engage  
the Passengers

# #8 Sweep at \$100

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Every 100 people is \$10,000.

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# Sell Your Mission

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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

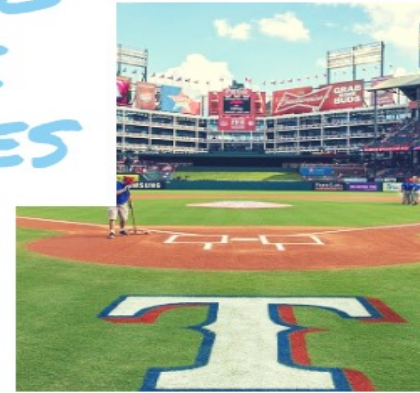
Possibly win some Items



**BUY YOUR RAFFLE TICKETS - JUST \$25!**



**WV 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 39<sup>th</sup> U.S. Senior Open at The Broadmoor in Colorado Springs
- Access to the Arrow Hospitality Cottage on the 18<sup>th</sup> 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

Possibly win a great prize



# Sell Your Mission

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

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# Dump the Passive Ask

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## Passive Ask Examples

Donation Envelopes on tables

Giving Tree

Text-to-Give

Retail Exchanges

Presenting multiple giving options

Suggesting anonymity

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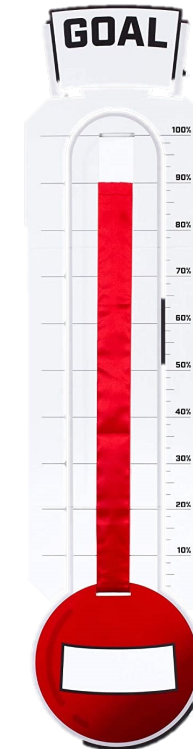
# DO

Share the Running Total



# DON'T

Use Fundraising Thermometers



# DO

Start your bidder numbers at 100 or 1,000

1000

# DON'T

Don't start at 1 or 10.



DO

Read this Number  
Out Loud

801

DON'T

# DO

Put a line under  
your paddle  
numbers

801

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# DON'T

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

108

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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

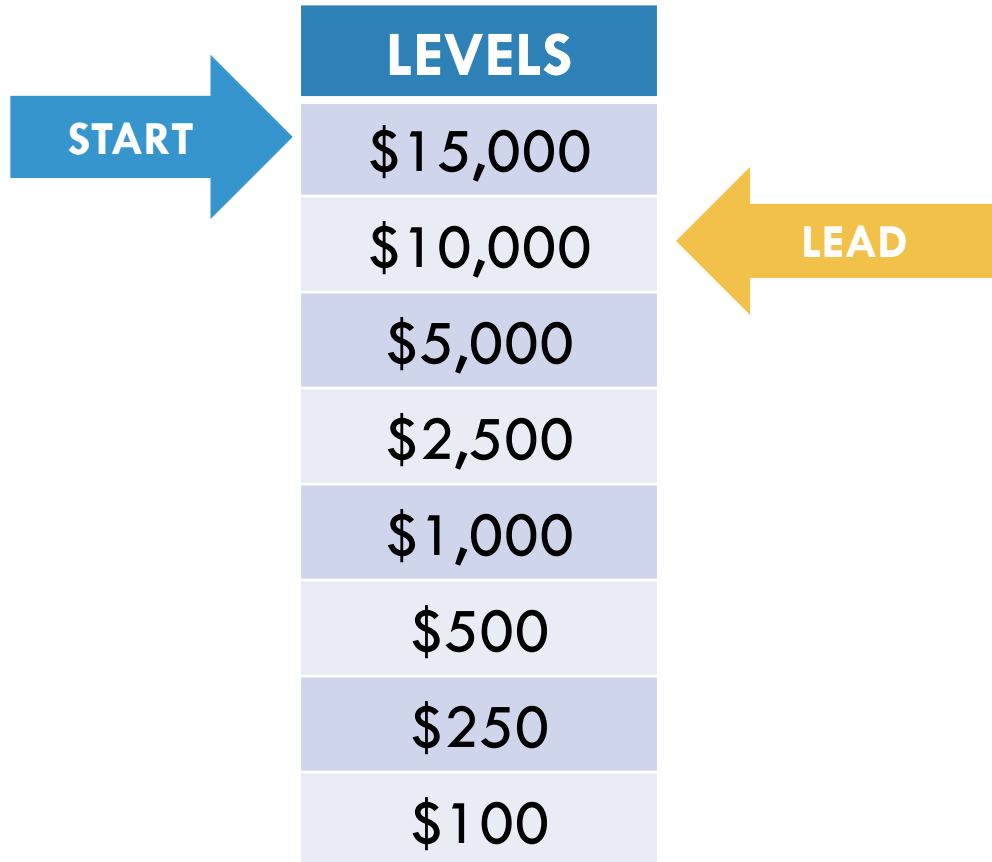


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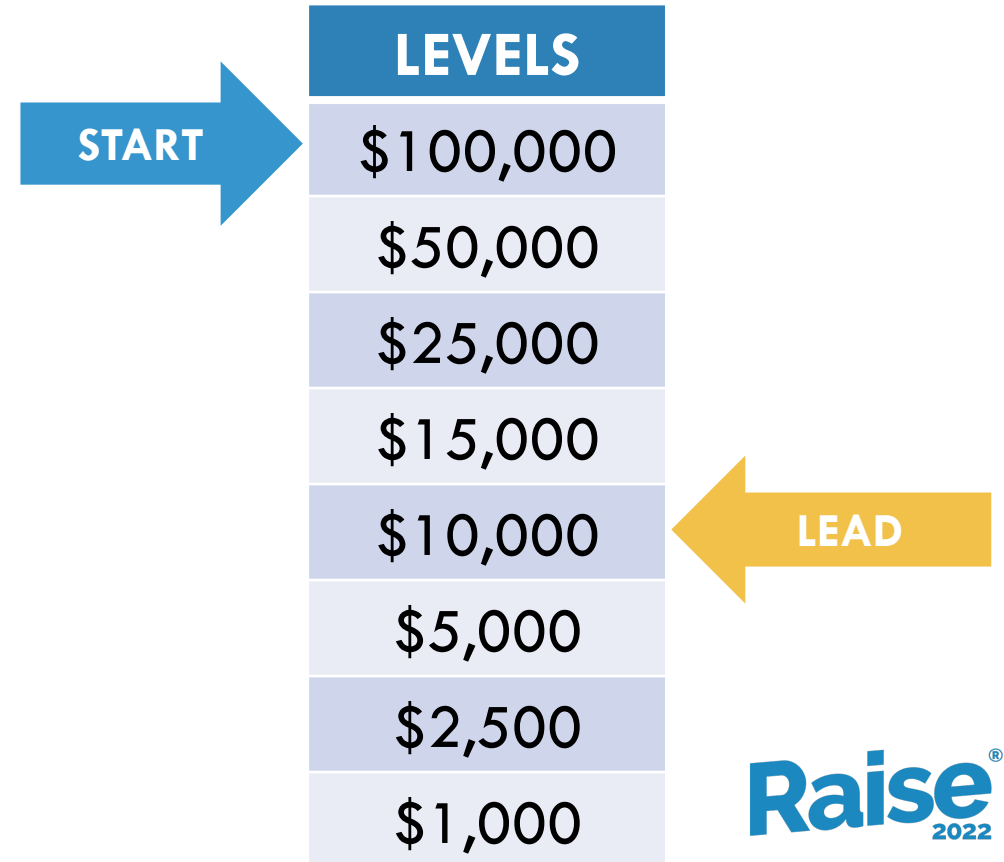
# DO

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

248

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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 20 students.





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Q U E S T I O N S ?

Now's my time to  
hear from you!

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# Raise<sup>®</sup> 2022

FOLLOW US ON SOCIAL

# #2022RAISE



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[linkedin.com/company/onecause](https://linkedin.com/company/onecause)

