

20+ Simple Fixes to Unlock the Power

Paddle Raiser



Reggie Rivers
President

A large crowd of people is gathered at a fundraising event, likely a paddle race. Many individuals are holding up white paddles with black numbers. The scene is set in front of a building with large glass windows. The overall atmosphere is festive and energetic.

Paddle Raiser

Tip #1

Do a
Paddle Raiser

**Everything
else** is retail



Paddle Raiser

Tip #2



The Gala Team

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



The Gala Team

OBJECTION:

IT'S TOO MUCH PRESSURE ON YOUR DONORS

SQUEEZED TOO HARD



SQUEEZE GENTLY



A large crowd of people is gathered at a gala event, many holding up numbered paddles. The scene is dimly lit with a blue tint. The paddles have various numbers, including 830, 838, 653, 580, 514, 728, 661, 671, 811, 732, 740, 574, 589, 610, 667, 608, 607, 664, 770, 734, 737, 508, 666, 12, 500, 509, 506, 507, 508, 509, 510, 511, 512, 513, 514, 515, 516, 517, 518, 519, 520, 521, 522, 523, 524, 525, 526, 527, 528, 529, 530, 531, 532, 533, 534, 535, 536, 537, 538, 539, 540, 541, 542, 543, 544, 545, 546, 547, 548, 549, 550, 551, 552, 553, 554, 555, 556, 557, 558, 559, 560, 561, 562, 563, 564, 565, 566, 567, 568, 569, 570, 571, 572, 573, 574, 575, 576, 577, 578, 579, 580, 581, 582, 583, 584, 585, 586, 587, 588, 589, 590, 591, 592, 593, 594, 595, 596, 597, 598, 599, 600, 601, 602, 603, 604, 605, 606, 607, 608, 609, 610, 611, 612, 613, 614, 615, 616, 617, 618, 619, 620, 621, 622, 623, 624, 625, 626, 627, 628, 629, 630, 631, 632, 633, 634, 635, 636, 637, 638, 639, 640, 641, 642, 643, 644, 645, 646, 647, 648, 649, 650, 651, 652, 653, 654, 655, 656, 657, 658, 659, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000.

Paddle Raiser

Tip #4

ISSUE PHYSICAL PADDLES



A large crowd of people is gathered at a fundraising event, likely a paddle race. Many individuals are holding up white paddles with black numbers. The scene is set in front of a building with large glass windows. The overall atmosphere is festive and energetic.

Paddle Raiser

Tip #5



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



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Paddle Raiser

Tip #6

Emphasize
TEAMWORK
early and often.



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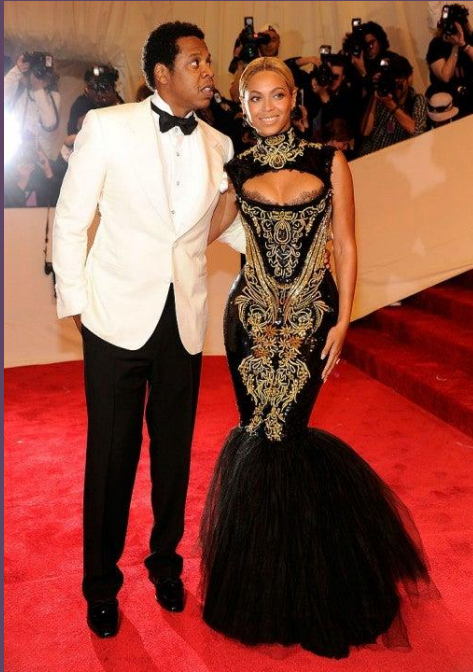
Paddle Raiser

Tip #7



**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 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 4TH DOWN,
**EVERYBODY
MAKE SOME NOISE!!!**



IT'S 4TH DOWN,
**EVERYBODY
SEND A TEXT!!!**



Paddle Raiser

Tip #8



The Gala Team

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



**The
Giving
Tree**

Helping Those
in Need



A large crowd of people is gathered at a fundraising event, likely a paddle race. Many individuals are holding up white paddles with black numbers. The scene is set in front of a building with large glass windows. The image has a blue tint and a semi-transparent overlay.

Paddle Raiser

Tip #9

FIRST NUMBER SHOULD BE #100

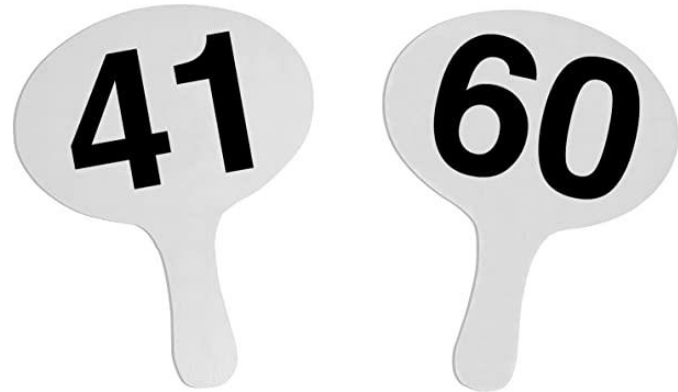
– not #1 or #10

Start at
100 or 1000

100

 The Gala Team

DO NOT START
AT 1 OR 10



A large crowd of people is gathered at a fundraising event, likely a paddle race. Many individuals are holding up white paddles with black numbers. The scene is set in front of a building with large glass windows. The overall atmosphere is festive and energetic.

Paddle Raiser

Tip #10

THREE RECORDERS WITH HEADS DOWN



THREE IDENTICAL LISTS = EASY AUDIT

NUMBERS
456 447
276. 414.
478. 374
338. 444.
383 444.
382. 383
418. 243
218. 248.

NUMBERS
456 447
276. 414.
478. 347
338. 444.
383 444.
382. 383
418. 243
218. 248.

NUMBERS
456 447
276. 414.
478. 374
338. 444.
383 444.
382. 383
418. 243
218. 248.

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Paddle Raiser

Tip #11

TO RAISE SERIOUS MONEY, YOU NEED COUPLES



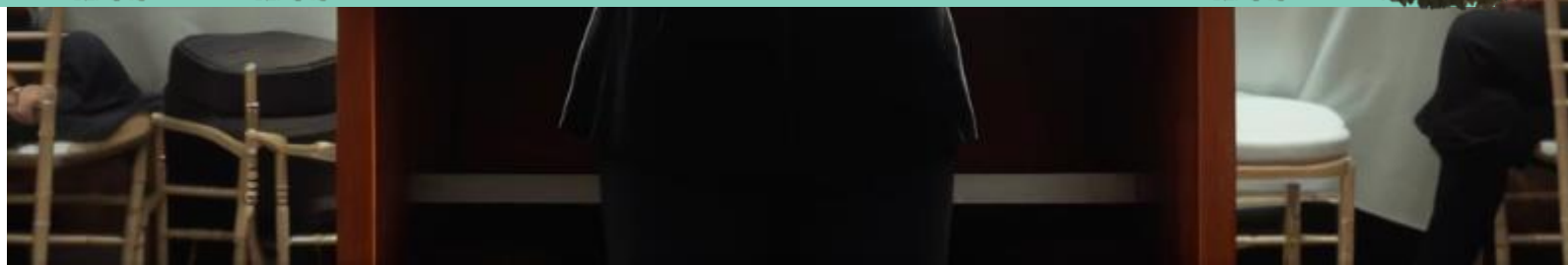
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Paddle Raiser

Tip #12

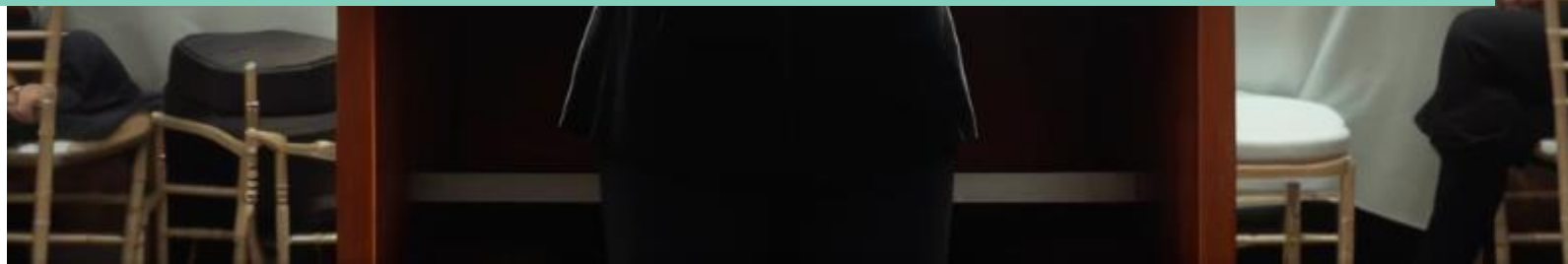


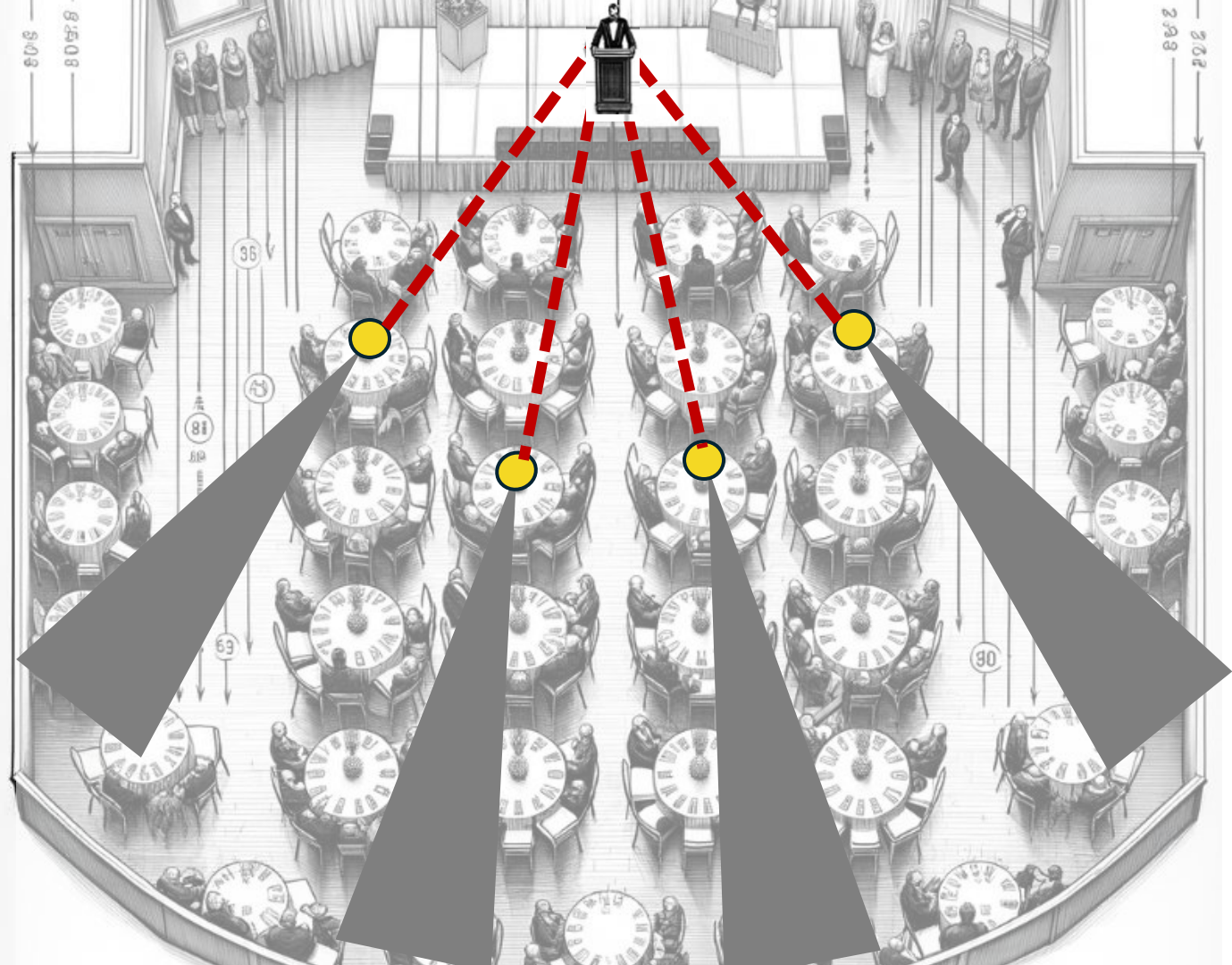
NO TALL CENTERPIECES

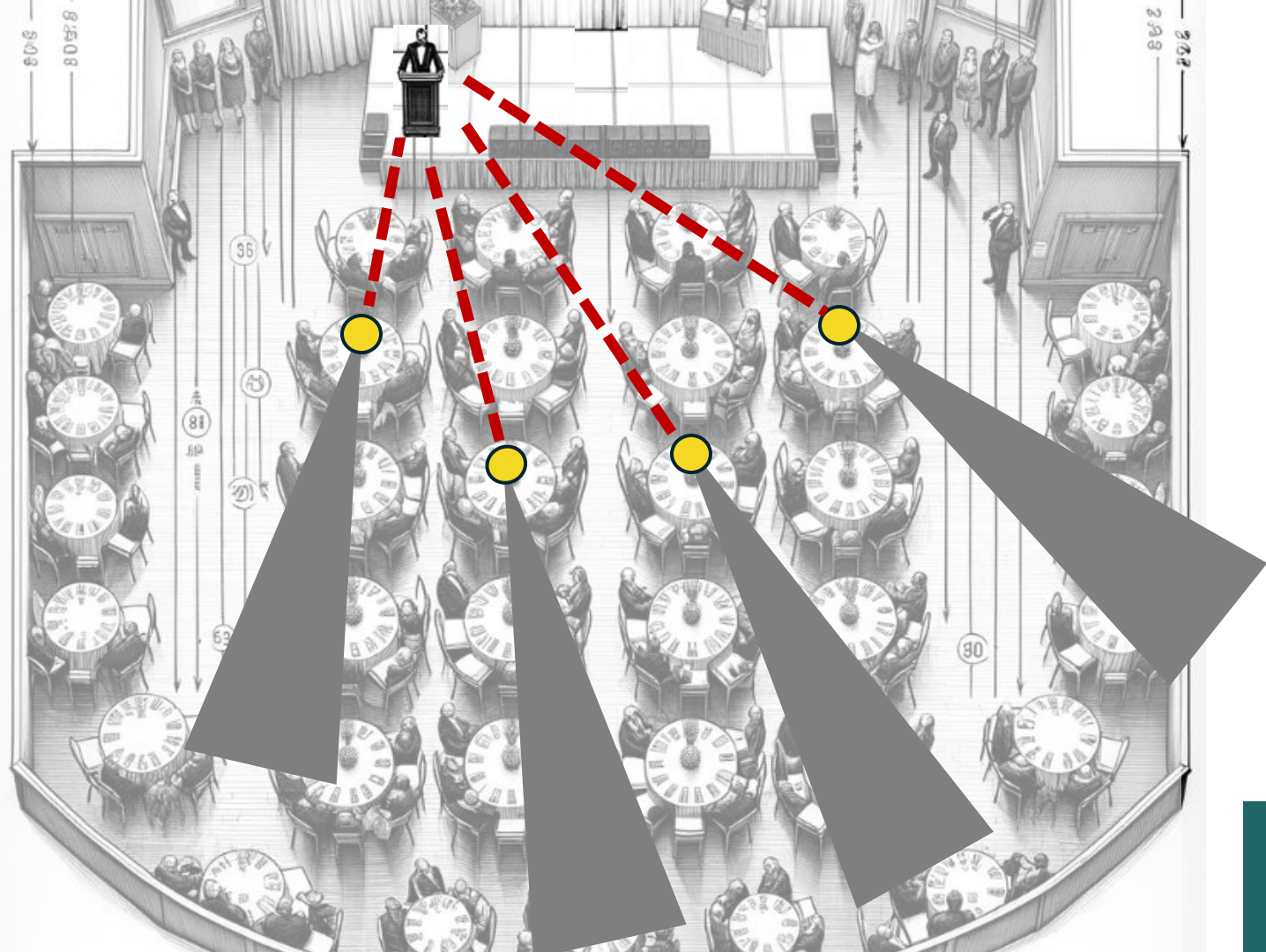


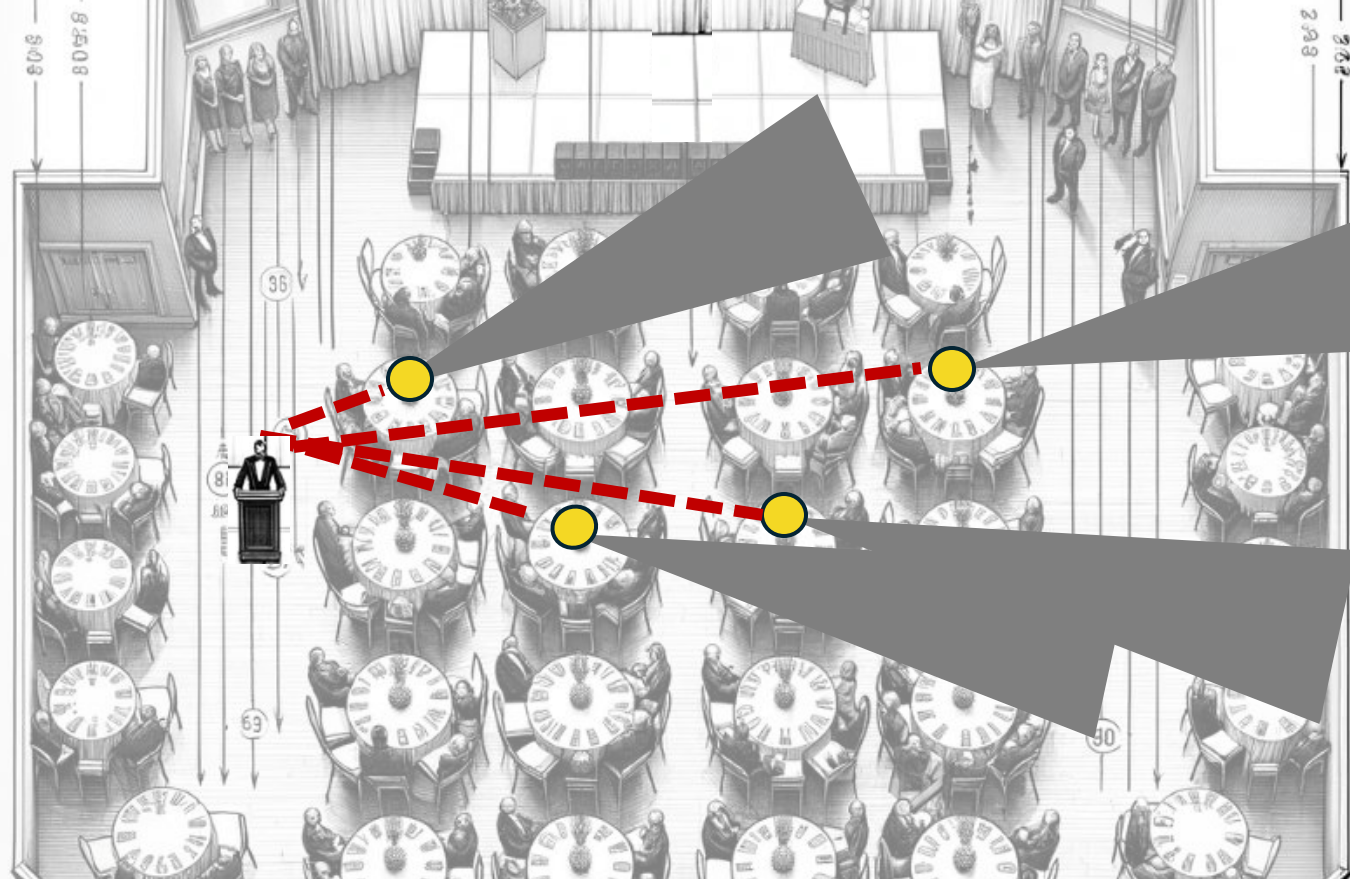


NO TALL CENTERPIECES









BE MINDFUL

A large crowd of people is gathered at a fundraising event, likely a paddle race. Many individuals are holding up white paddles with black numbers. The scene is set in front of a building with large glass windows. The image has a blue tint and a semi-transparent overlay.

Paddle Raiser

Tip #13

MISSION MOMENT VIDEO

➤ **The story of**
one person,
one patient,
one family



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Paddle Raiser

Tip #14

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

A large, dark purple number '801' is displayed. A solid horizontal line is positioned directly beneath the entire number.

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

108

A large, dark purple number '108' is displayed. A solid horizontal line is positioned directly beneath the entire number.

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Paddle Raiser

Tip #15

385

385

385



385

385

385

385

385

NO FANCY FONTS



385

385

385

385

385

385

385

385

YOUR FONTS NEED TO BE LEGIBLE **AT 200 FEET AWAY**

NUMBERS DESIGNED TO BE READ AT A DISTANCE



➤ EVERY PART OF EACH NUMBER IS THE SAME WIDTH



A large crowd of people is gathered at a fundraising event, likely a paddle race. Many individuals are holding up white paddles with black numbers. The scene is set in front of a building with large glass windows. The overall atmosphere is festive and energetic.

Paddle Raiser

Tip #16

**Board Member
& Lead Donor at \$10,000**

**YOU NEED A
"LEAD DONOR"**



A large crowd of people is gathered at a fundraising event, likely a paddle race. Many individuals are holding up white paddles with black numbers. The scene is set in front of a building with large glass windows. The overall atmosphere is festive and energetic.

Paddle Raiser

Tip #17

START NO
MORE THAN
1 LEVEL ABOVE
YOUR LEAD
DONOR.



A large crowd of people is gathered at a fundraising event, likely a paddle race. Many individuals are holding up white paddles with black numbers. The scene is set in front of a building with large glass windows. The overall atmosphere is festive and energetic.

Paddle Raiser

Tip #18



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

A large crowd of people is gathered at a fundraising event, likely a paddle race. Many individuals are holding up white paddles with black numbers. The scene is set in front of a building with large glass windows. The overall atmosphere is festive and energetic.

Paddle Raiser

Tip #19

9PM is the Witching Hour of your gala

➤ **Get your
paddle raiser**
done early

 **The Gala Team**



Bladders are full

Smokers must smoke

Buzz is fading

**Parents relieve
babysitters**

A large crowd of people is gathered at a Paddle Raiser event. Many individuals are holding up white signs with black numbers, such as 830, 838, 653, 580, 514, 728, 667, 610, 608, 607, 664, 734, 770, 666, 600, 500, 661, 671, 811, 740, 589, 574, 732, 64, and 508. The background shows a large glass-fronted building at night.

Paddle Raiser

Tip #20

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 REALLY CAN HEAR THE PROBLEM WITH A "PAUSE"



400-20-3

4-2-3

400-70-1

4-7-1

400 ... 70-6

4...7-6

400..40..4

4... 4... 4

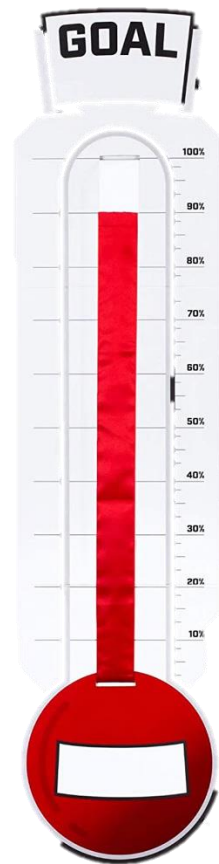
A large crowd of people is gathered for a 'Paddle Raiser' event. Many individuals are holding up white signs with black numbers, such as 830, 838, 653, 580, 514, 728, 667, 610, 608, 607, 664, 734, 770, 666, 600, 500, 661, 807, 811, 740, 589, 574, 732, 64, and 12. The scene is set in front of a building with large glass windows. The overall image has a blue-green tint.

Paddle Raiser

Tip #21

Be **THOUGHTFUL** with thermometers

- Set a goal based on careful analysis.
- Be careful setting it too low.
- Be careful setting it too high.
- Have a bailout plan if things aren't going well.



A large crowd of people is gathered at a Paddle Raiser event. Many individuals are holding up white signs with black numbers, such as 830, 838, 653, 580, 514, 728, 667, 610, 608, 607, 664, 734, 732, 740, 589, 574, 660, 661, 662, 663, 664, 665, 666, 667, 668, 669, 670, 671, 672, 673, 674, 675, 676, 677, 678, 679, 680, 681, 682, 683, 684, 685, 686, 687, 688, 689, 690, 691, 692, 693, 694, 695, 696, 697, 698, 699, 700, 701, 702, 703, 704, 705, 706, 707, 708, 709, 710, 711, 712, 713, 714, 715, 716, 717, 718, 719, 720, 721, 722, 723, 724, 725, 726, 727, 728, 729, 730, 731, 732, 733, 734, 735, 736, 737, 738, 739, 740, 741, 742, 743, 744, 745, 746, 747, 748, 749, 750, 751, 752, 753, 754, 755, 756, 757, 758, 759, 760, 761, 762, 763, 764, 765, 766, 767, 768, 769, 770, 771, 772, 773, 774, 775, 776, 777, 778, 779, 780, 781, 782, 783, 784, 785, 786, 787, 788, 789, 790, 791, 792, 793, 794, 795, 796, 797, 798, 799, 800, 801, 802, 803, 804, 805, 806, 807, 808, 809, 810, 811, 812, 813, 814, 815, 816, 817, 818, 819, 820, 821, 822, 823, 824, 825, 826, 827, 828, 829, 830, 831, 832, 833, 834, 835, 836, 837, 838, 839, 840, 841, 842, 843, 844, 845, 846, 847, 848, 849, 850, 851, 852, 853, 854, 855, 856, 857, 858, 859, 860, 861, 862, 863, 864, 865, 866, 867, 868, 869, 870, 871, 872, 873, 874, 875, 876, 877, 878, 879, 880, 881, 882, 883, 884, 885, 886, 887, 888, 889, 890, 891, 892, 893, 894, 895, 896, 897, 898, 899, 900, 901, 902, 903, 904, 905, 906, 907, 908, 909, 910, 911, 912, 913, 914, 915, 916, 917, 918, 919, 920, 921, 922, 923, 924, 925, 926, 927, 928, 929, 930, 931, 932, 933, 934, 935, 936, 937, 938, 939, 940, 941, 942, 943, 944, 945, 946, 947, 948, 949, 950, 951, 952, 953, 954, 955, 956, 957, 958, 959, 960, 961, 962, 963, 964, 965, 966, 967, 968, 969, 970, 971, 972, 973, 974, 975, 976, 977, 978, 979, 980, 981, 982, 983, 984, 985, 986, 987, 988, 989, 990, 991, 992, 993, 994, 995, 996, 997, 998, 999, 1000. The background is a large crowd of people at a Paddle Raiser event. Many individuals are holding up white signs with black numbers. The scene is set in front of a building with large glass windows. The overall atmosphere is festive and energetic.

Paddle Raiser

Tip #22

Yes,
**UPDATE THE
AUDIENCE**
on the running
total.



**“So far, as a
team,
we’ve raised
\$175,000!”**

Paddle Raiser

Tip #23

GENTLE GUILT

➤ Get the “passengers”
engaged

“If you came here as a guest tonight... we hope you’ve enjoyed your meal (: we hope you enjoyed learning more about an organization that means a lot to the person who invited you. So in their honor please consider donating at one of the last three levels.”



A large crowd of people is gathered at a Paddle Raiser event. Many individuals are holding up white signs with black numbers, such as 830, 838, 653, 580, 514, 728, 667, 610, 608, 607, 664, 734, 770, 666, 600, 500, 661, 807, 811, 740, 589, 574, 732, 64, and 12. The scene is set in front of a building with large glass windows. The overall atmosphere is festive and energetic.

Paddle Raiser

Tip #24

USE MATCHING GIFTS AT SPECIFIC LEVELS

\$25k Match

	\$25,000	\$10,000	\$5,000	\$2,500	\$1,000
Prior Year	1	3	4	8	19
Goal	1	3	Get 1 More	Get 2 More	Get 6 More

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Paddle Raiser

Tip #25



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

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

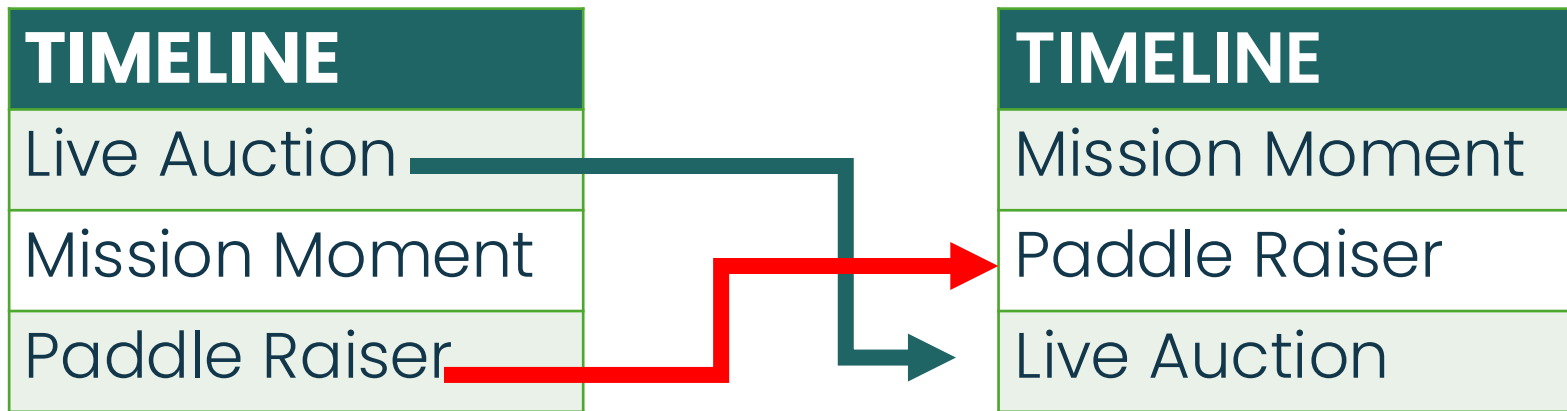


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Paddle Raiser

Tip #27

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



A large crowd of people is gathered at a fundraising event, likely a paddle race. Many individuals are holding up white paddles with black numbers. The scene is set in front of a building with large glass windows. The overall atmosphere is festive and energetic.

Paddle Raiser

Tip #28

**ENCOURAGE
INSTANT GIFTS,
NO I-OWE-YOUS**



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



Text-to-Give
Raise More through
Mobile Donations



Paddle Raiser

Tip #29



The Gala Team

Total Dollars _____ \$50,000
Total Guests _____ 500
AVG PER GUEST _____ \$100

HOW DO YOU
KNOW IF YOUR
PADDLE RAISER
SUCCESSFUL?

FUNDRAISING PER GUEST

Basically Functional	\$75 per guest
Decent	\$100 per guest
Growing	\$125 per guest
Good	\$175 per guest
Great	\$200+ per guest

HOW DO YOU KNOW IF YOUR PADDLE RAISER SUCCESSFUL?

A large crowd of people is gathered at a fundraising event, likely a paddle race. Many individuals are holding up white paddles with black numbers. The scene is set in front of a building with large glass windows. The overall atmosphere is festive and energetic.

Paddle Raiser

Tip #30



ASK FOR
HEROS TO
"ROUND UP"

A large crowd of people is gathered at a Paddle Raiser event. Many individuals are holding up white paddles with black numbers. The scene is set in front of a building with large glass windows. The overall atmosphere is lively and social.

Paddle Raiser

Tip #31

USE INTENTIONAL SILENCE TO GET MORE BIDS

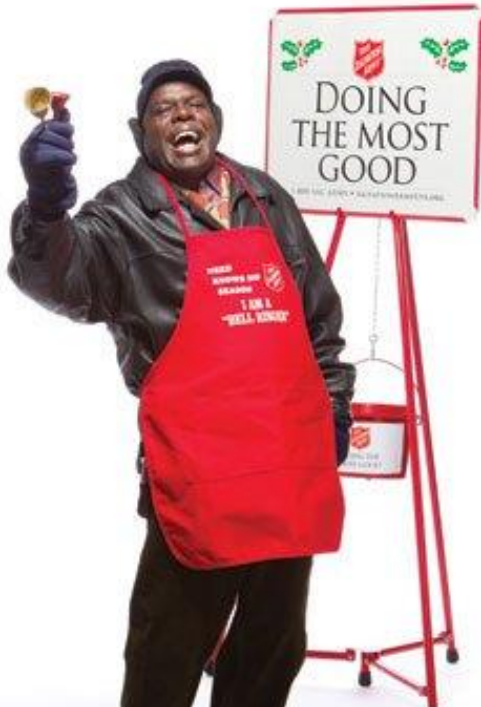


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Paddle Raiser

Tip #32

PEOPLE WILL SAY “YES” IF YOU ASK



Study by

- UC San Diego
- Microsoft
- Yale
- Salvation Army

EYE CONTACT & "PLEASE HELP"

- 55% increase in donors
- 69% increase in dollars



A large crowd of people is gathered at an event, many holding up white signs with black numbers. The scene is overlaid with a semi-transparent blue filter. The numbers on the signs include 830, 838, 734, 664, 607, 653, 770, 666, 580, 514, 728, 661, 671, 807, 811, 667, 610, 732, 740, 589, 574, and 608.

Paddle Raizer

Tip #33



STANDING
PEOPLE
ARE LOUD
AND
DISTRACTED

The background image shows a large crowd of people at an outdoor event, likely a Paddle Raiser. Many individuals are holding up white signs with black numbers. Visible numbers include 830, 838, 734, 664, 607, 653, 770, 666, 580, 514, 728, 661, 607, 807, 671, 811, 667, 610, 732, 740, 589, 574, and 608. The scene is set in front of a building with large glass windows. The overall image has a blue tint.

Paddle Raiser

Final Tip

Do a
Paddle Raiser

**Everything
else** is retail



20+ Simple Fixes to Unlock the Power

Paddle Raiser



Reggie Rivers
President