

20+ Simple Fixes to Unlock the Power of the Paddle Raiser

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QUESTIONS FROM WEBINAR ATTENDEES

Name:	Chloe
Question:	A simple question- what is the most effective way to distribute paddles at a golf tournament? I don't want golfers to lose them in the morning when they go out, but have a hard time distributing them during the program.
Answer:	Hi Chloe, this is a real challenge at every golf tournament. One solution is to have two sets of paddle numbers. Issue a paddle to each guest when they arrive at the beginning of the tournament, and then have a "re-check-in" station as they come back into the clubhouse at the end of their round. Have replacement paddles available for anyone who has lost or damaged theirs.

Name:	Q1 Abbey Q2 Elisa
Question:	Any advice on approaching a live ask in non traditional gala settings where folks are not seated at table? We host a food festival style event with 800 people in the room and are trying to find the best approach to making this live ask impactful. What are some creative ideas to get the attention of the room for a paddle raise at an UNSEATED event?
Answer:	Hi Abby and Elisa, a paddle raiser in a non-traditional gala where everyone is standing is not optimal, but that doesn't mean that you shouldn't do it. The real question is can you get their attention at all at any point? Whether it's by clapping, or having the whole audience say "shhhh" for 5 seconds, or having a clergy person come up and say a prayer, or If you can get them quiet, then you want to do that and have them pay attention to your mission moment video. If you can

	<p>get their attention, then your paddle raiser could be just fine. But if it's the type of event where you never truly have the audience's attention, then it's not a great candidate for a paddle raiser.</p> <p>To watch the discussion about this point in the OneCause Webinar, please see "20+ Simple Fixes to Unleash the Power of the Paddle Raiser" Tip #33 - "Handling Standing Audiences" - Time Code: 00:53:01</p>
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Name:	Jasmine
Question:	Are actual paddle-raises still more effective than one that one in which donors would participate using mobile devices during an event, OR a hybrid method?
Answer:	<p>Hi Jasmine, yes, the paddle raiser with actual paddles is more effective than using mobile devices, because raising the paddle is a team activity, much like getting dressed for the gala, waiting in line, a round of applause, a moment of silence, etc. The audience craves the group activities, so having them raise their paddles gives them that experience.</p> <p>To watch the discussion about this point in the OneCause Webinar, please see "20+ Simple Fixes to Unleash the Power of the Paddle Raiser" Tip #6 - "Emphasize Teamwork" - Time Code: 00:14:37</p>

Name:	Barb
Question:	Can you raise funds prior to the event (for those who cannot attend) through a paddle raise?
Answer:	Hi Barb, yes, of course, there's never a wrong time to fundraise. Your gala can be a catalyst that gives you a reason to have the conversation with some of your donors. If they can't attend, you want to invite them to participate by making a gift that will be counted as part of the paddle raiser.

Name:	Q1 - Amy Q2 - Kim
Question:	<p>Q1- Can you speak to the timing of the paddle raise? Should it be at the very end of the event (after the live auction)? Could you recommend a specific order to the program that has proven to be the most beneficial for the paddle raise as well as the overall</p> <p>Q2 - Where should the Direct Appeal fall in the program?</p>
Answer:	<p>Hi Amy and Kim, the timing of the paddle raiser is probably the most important decision you'll make. It's a common practice to leave the paddle raiser to the end, and, in our opinion, it's nearly always a very expensive mistake. You want to move your paddle raiser into the high-energy, high-engagement portion of your event.</p> <p>To watch the discussion about this topic in the OneCause Webinar, please see "20+ Simple Fixes to Unleash the Power of the Paddle Raiser" Tip #19 - "Timing of Paddle Raiser" - Time Code: 00:34:15</p>

Name:	Q1 Jessica Q2 - Nancy
Question:	<p>Q1 - Do you recommend closing the silent auction before the paddle raiser to minimize distractions? Or is it okay to keep the silent auction open through the end of the program?</p> <p>Q2 - When is the best time in your program to do the paddle raise? After the silent auction closed so guests know what they win and what they spent? For the same reason after the voice auction?</p>
Answer:	Hi Jessica and Nancy, I think it's fine to keep the silent auction open. It's more about your team's personal preference. If you

	<p>feel that it's a distraction, then it's a good decision to close it prior to the paddle raiser.</p> <p>The silent auction is retail and the paddle raiser is about the mission. I know that people may attend the event with a mindset that they're going to "give" x amount, whether that's in the silent auction or in the paddle raiser or a combination of the two.</p> <p>But the more you focus on selling your mission, the more you can separate the two experiences: one involves "retail discount" thinking and the other involves "impact" thinking.</p> <p>You want your guests to be thinking silent auction AND paddle raiser - not OR.</p>
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Name:	Mary
Question:	Do you recommend having "plants" in the audience? If so, how many for an event with 300 people.
Answer:	<p>Hi Mary, yes, of course, your gala can be a catalyst, because it gives you a reason to have the conversation with some of your donors. Just contacting them out of the blue can be tough, but when you're contacting them because of the gala, it gives you a reason to reach out and it gives them a deadline to motivate their commitment.</p> <p>If they can't attend, you want to invite them to participate by making a gift that will be counted as part of the paddle raiser.</p>

Name:	Jim
Question:	Do you use music during the paddle raise? If so, how/when/how much?

Answer:	<p>Hi Jim, I've never used music during the paddle raiser, and I would worry that it would negatively impact the "recorders" who are writing down all of the numbers.</p> <p>They already have to contend with normal crowd noise, plus, when the paddle raiser goes well, people applauding and cheering so adding music may be more distracting.</p>
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Name:	Analia
Question:	From our current donors, how do I invite them to promise a paddle raise in advance?
Answer:	Hi Analia, that's more of a stewardship question that I'm not qualified to answer, but you want them to know that you really need a leader for the paddle raiser, and their gift will help inspire others to give, possibly at the same level, but certainly at lower levels.

Name:	Angela
Question:	How can we do it with multiple spotters.
Answer:	<p>Hi Angela, no need for multiple "spotters" during the paddle raiser "looking" at paddles and recording them. You need three people with their heads down writing down every number that the auctioneer reads off.</p> <p>To watch the discussion about this point in the OneCause Webinar, please see: "20+ Simple Fixes to Unleash the Power of the Paddle Raiser" Tip #10 - "Use Three Recorders for Paddle Numbers" - Time Code: 00:20:34</p>

Name:	Rachel
Question:	How do you a handle a dual-purpose event, regarding fundraising. For example, a fundraiser that also recognizes important people in the community for their work.
Answer:	<p>Hi Rachel, we think this type of event can be very effective for fundraising purposes. When you're recognizing important people in the community, they tend to invite their families and colleagues, and those people tend to be generous because they want to honor their friend or family member who is being recognized.</p> <p>We discuss this in more detail in a blog post by The Gala Team titled "The Four F's of Fundraising: Match your event to the right strategy."</p>

Name:	Amanda
Question:	How do you achieve a smaller pool of donors whose donation amount is of a larger value without overstepping any boundaries? (Ex: for a capital campaign)
Answer:	<p>Hi Amanda, this is a donor stewardship question that I'm not qualified to answer. From the perspective of your gala, it can be a launching point for you, because it's where you will have your first "date" with new donors. Make sure that you're engaging with your new donors and inviting them to become more deeply involved. You want to make your small pool of large donors deeper and your big pool of small donors larger.</p>

Name:	Emily
Question:	How do you balance ethics with the "theater" of a paddle raise?

	(For example, having someone "planted" to raise at a certain level to make sure it doesn't fall flat, regardless of them giving the gift or not).
Answer:	<p>Hi Emily, there is some theater in the paddle raiser that is designed to help motivate the audience. But they should all be "real" gifts. We don't want to have people raising their paddles with false promises. We want to get a commitment from some of our serious supporters to make their annual gift during the gala, because it helps motivate others.</p> <p>Matching gifts can be very effective, and even if you know that you already have the money in hand, you can still use that donation as a matching gift to see if people in the audience at your gala can contribute enough to double it. Matches are very effective.</p> <p>To learn more about this topic, please check out The Gala Team's blog titled "Unleash the power of a Matching Gift".</p>

Name:	Kim
Question:	How do you determine the best giving levels for your event guests? What is the best way to collect the paddle raise donations when credit cards are not on file?
Answer:	<p>Hi Kim, to choose the starting level of your paddle raiser, we recommend focusing on two questions:</p> <ol style="list-style-type: none"> 1. What's the largest individual gift that you received during last year's gala? 2. What's the largest individual gift that you've received during the past several of years, whether during a gala or during some other fundraising effort. <p>If someone has made a donation of \$10,000, then it might make sense to start your paddle raiser at \$10,000. If the largest gift is \$5,000, then it might make sense to start there.</p>

	<p>Ultimately, you want to talk to a few of your most ardent supporters who give to your organization every year, and ask if they would make those gifts during your gala to help motivate others.</p> <p>As far as collecting the money when credit cards are not on file, through OneCause you can text or email them a payment link and they can checkout on their phone.</p>
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Name:	Kelly
Question:	How do you determine where a paddle raise fits within the timeline of an event program?
Answer:	<p>Hi Kelly, the paddle raiser fits in when the energy of the event is high and the event is very focused on the mission. If there is a section of your timeline during which you're talking about your mission and the impact that you're having, and you show a video about the work your charity is doing, that's the time at which you want to do your paddle raiser.</p> <p>I know that it sometimes feels as if you should wait until near the end of the event to do the paddle raiser, or after the speakers or after the entertainment or after [fill in the blank], but the reality is that your paddle raiser will do best in the meat of the event. Your guests generosity is highest when they're focused on your mission.</p>

Name:	Jay
Question:	How do you handle the follow-up conversation when a client feels a Call to Heart (Fund A Need) does not go as well as they were expecting?

	How is the conversation when a client wants to start the Call to Heart at a higher level than you feel they should?
Answer:	<p>Hi Jay, post-event conversations can be tough, but they're important. I think we have to enter those conversations with the intention to better understand how the event went and how it can grow the next year.</p> <p>If there was a specific goal for the paddle raiser, it's important to understand <u>how</u> the goal was chosen. If our charity partner says that they raised \$100k in their paddle raiser last year, and their goal is \$200k this year, we're going to have some questions.</p> <ul style="list-style-type: none"> • Has one of their donors committed to a large gift this year that the charity didn't have last year? • Do they have a matching gift this year that they didn't have last year? • Is something else happening? <p>I think conversations on the front end to really understand where the growth is coming from can help everyone understand what's possible.</p> <p>As regards the starting level, we're consultants - We make recommendations and the clients make decisions. We're going to ask questions to try to determine the proper starting level. Our recommendation will be based on our experience and our commitment to help the charity get the best result. But if the nonprofit feels strongly that they want to start at a different level, then we'll ultimately do that.</p>

Name:	Jennifer
Question:	How do you keep the crowd quiet during the paddle raise?
Answer:	Hi Jennifer, you have to get their attention on the front end. If you have a video that you're going to show them about someone who has benefited from your services, then you want

	<p>your MC or your Auctioneer to work hard to get the audience’s attention and get everyone to be quiet and watch the video. If you can do that, you have a good chance at holding their attention throughout the paddle raiser.</p> <p>But if you don’t work hard to get their attention at the beginning, you’ll be fighting a losing battle the rest of the way through, because chatting people beget more chatting people.</p>
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Name:	Melanie
Question:	How to seed your guest list with pre-identified paddle-raising-friendly constituents.
Answer:	<p>Hi Melanie, again, this is more of a stewardship question, which is not our expertise. One thing to think about – nonprofits typically don’t have control over who attends their galas. They sell corporate tables, and then the companies fill the table with whomever they like – or worse, they don’t fill the table and they ask the charity to fill the empty seats.</p> <p>Ideally, you want the company to fill the table with their more senior people, because they have more giving capacity.</p> <p>Another thought, let’s say that John Smith (paddle #4-2-5) at the Acme Manufacturing table donated \$1,000. This is a significant first-time gift from a donor you’ve never met. Of course you send him a thank you letter, but do you engage with him to learn more about him and share more about the work that you do.</p> <p>Then for your Gala the next year, do you have any control over inviting him again? Or do you just have to hope that the company buys a table again and that he comes to sit at that company table? It might be helpful to recruit the company again as a sponsor, but also send an individual invitation to “everyone” who made a contribution of any amount in the previous three years.</p>

	If you're continually sending personal invitations to people who have demonstrated that they care about your organization and are generous, then you might slowly start to increase the number of people in your audience who are paddle-raiser-friendly.
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Name:	Amanda
Question:	Is there any way to upload paddle numbers so they come up with the participant that registers in reports?
Answer:	Hi Amanda, that's a OneCause software question, so I'll leave that question for them to answer.

Name:	Gabe
Question:	Many attendees attend our event because their company is sponsoring. We take steps during the event to educate the audience on our mission. What are additional ways that we can make attendees who are not well connected with us more likely to donate?
Answer:	<p>Hi Gabe, we call this type of attendee a "passenger". They're there because they were invited by someone. We talked about the Gentle Guilt during the webinar.</p> <p>To watch the discussion about this point in the OneCause Webinar, please see: "20+ Simple Fixes to Unleash the Power of the Paddle Raiser" Tip #23 - "The Gentle Guilt" - Time Code: 00:41:42</p> <p>Please check out our blog post: Psychological forces that will help your Virtual event succeed.</p>

Name:	Karen
Question:	Only recently learned about a paddle raiser. Will you cover an explanation of what it is, how it works, how to start?
Answer:	<p>Hi Karen, to watch the discussion about this point in the OneCause Webinar, please see: “20+ Simple Fixes to Unleash the Power of the Paddle Raiser” Tip #2 - “Define a Paddle Raiser” - Time Code: 00:10:42</p> <p>You can also watch a webinar that I did with OneCause in 2023 during which we walked through a full demonstration of exactly how to conduct a paddle raiser. “The Power of the Ask: Don’t be shy. Ask and ye shall receive.”</p>

Name:	Q1 - Betsy Q2 - Kelly
Question:	<p>Q1 - Suggestions on who should be the MC/auctioneer/caller for the paddle raise? Professional? Board chair? Other?</p> <p>Q2 - Who is the best person to lead a paddle raiser - the Executive Director? A gala host? Etc?</p>
Answer:	<p>Hi Betsy, in most cases you’re going to be better off hiring a professional auctioneer to conduct your paddle raiser, but not always.</p> <p>There are times when an amateur like the Board Chair may be as good or even better than a pro.</p> <ol style="list-style-type: none"> 1. <u>Smaller events:</u> <ol style="list-style-type: none"> a. If you're hosting a smaller event (e.g. raises less than \$20,000 in the paddle raise), then an amateur auctioneer who is passionate about the cause might be just as effective as a professional. A passionate amateur might bring a unique energy and personal

connection to the event that a professional may not be able to match.

2. **Familiarity with the audience:**

- a. If the amateur auctioneer is a member of your donor community and has personal relationships with the attendees and knows what motivates them, then the amateur might be better than a professional.

3. **Limited budget:**

- a. Hiring a professional auctioneer can be expensive, so using an amateur volunteer is an immediate cost savings. So if the event is small, and the amateur auctioneer is comfortable in front of the crowd, using the amateur could be the best decision for the charity.

4. **Personal connection to the cause:**

- a. If the amateur auctioneer has a personal connection to the cause that personal perspective and passion could make him or her uniquely effective.

Smaller events - If your event is small, an amateur auctioneer may do just fine, but he or she will likely keep your event small. The amateur can be competent and maintain the status quo, but if you're hoping to grow, you may need a professional auctioneer.

- Of course, it's a bit of a chicken and egg scenario. Do you wait until you grow and then hire a professional, or do you hire a professional who then helps you grow? There's no easy answer to that question.

Familiarity with the audience - An amateur auctioneer who is familiar with the audience may be reluctant to put pressure on his/her friends or acquaintances, particularly if they are in the same social or professional circles. The amateur might not want to risk damaging the relationship or making the bidder feel uncomfortable. This could lead to a less effective fundraising effort.

- A professional auctioneer can be at arm's length from your donors and therefore raise more money from them.
- This is the same rationale that says a doctor should not operate on a family member, or a lawyer shouldn't represent a family member.
- It's true that the doctor or lawyer has a genuine love and passion for their family member, but the lack of objectivity

	<p>becomes a liability rather than a benefit.</p> <p>Polish - A professional benefit auctioneer brings professionalism, polish and efficiency into your event that will help you raise more money. A pro might easily pay for him or herself through improved outcomes.</p> <p>Personal Connection to the Cause - Sometimes a personal connection by the person who is literally making the ask is too much for the audience. It might feel too manipulative to the audience or too vulnerable for the person making the ask. In that case, you hire a third-party auctioneer for the same reason that a doctor or lawyer doesn't work on or represent their loved ones.</p>
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Name:	Kelli
Question:	The last two years when we had paddle raise, no one lifted their paddle until we got to \$25 and then maybe 20 people raised theirs. But some never paid because they didn't give us credit cards in advance.
Answer:	<p>Hi Kelli, if no one lifted their paddles, you definitely want to find some supporters in advance who will commit to raising their paddles early in the paddle raiser to help inspire everyone else.</p> <p>Maybe your top level should be \$500, and you work on getting commitments from at least one person to donate at that level, and commitments from three or four people to each donate at one of your next few levels.</p> <p>If you just ask without having anyone, and go through level after level without having anyone raise their paddle, then you're just training the audience that it's okay to say "no". We want to teach them how fun it is to say "yes!"</p>

Name:	Chris
Question:	We are a small foundation struggling financially and in desperate need of funding. Still, it seems that most funders and grants are for larger foundations regardless of the impact we are having on our community. What do we do?
Answer:	<p>Hi Chris, this question is outside of my wheelhouse. The only encouragement that I can offer is the reality that nearly all successful nonprofits went through the stage that you're in now.</p> <p>Focus on your impact. The super power that small nonprofits have is that they are direct actors. You're on the ground, seeing the problem in its raw form, and you're doing something about it on a small scale.</p> <p>Any money that flows into you leads to quick expansion of your services and quick application of new ideas.</p> <p>So keep your head up and try to keep the focus on your mission and the impact that you're having. Hopefully, funders follow the impact.</p>

Name:	Liam
Question:	We used to do a silent auction AND paddle raise, this year we're skipping the auction. Any advice for an org in their first year focused solely on a paddle raise?
Answer:	<p>Hi Liam, it may be scary, but it's probably going to work out well. The upside of the silent auction is that it's mobile, so it's super convenient for everyone. It can open several days prior to the event, and anyone can bid on the items - not just the attendees of the event.</p> <p>The downside of the silent auction is that it's a lot of labor to go out in the community and try to collect all of the stuff that will go into the Silent Auction, then organizing it, marketing it, and</p>

	<p>then getting it to the winning bidders after the event.</p> <p>So cutting out the silent auction saves you a lot of labor, and hopefully, the additional focus on the paddle raiser will deliver enough money to make up for the silent auction</p>
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Name:	Natalie
Question:	We want to do a paddle raise at our post golf outing dinner with awards. We need suggestions.
Answer:	Hi Natalie, you can, and should, do a paddle raiser at your golf outing dinner, but just be prepared for lower donations at that event. Also, make sure you do the paddle raiser prior to the Golf Awards, not after. They're hanging around to hear the Golf Awards.

Name:	Andy
Question:	When "pushing to a plateau" in a paddle raise, what phrasing is most effective in the pitch? I generally say something like "Would you help us reach this [\$X] level?" but would prefer language that offers a stronger rationale for the ask.
Answer:	<p>Hi Andy, I think that's a wonderful approach, and in our experience, Audiences are very receptive to this type of incremental, in-the-moment goal setting.</p> <p>To watch the discussion about this point in the OneCause Webinar, please see "20+ Simple Fixes to Unleash the Power of the Paddle Raiser" Tip #30 - "Asking for Heroes to Round Up" - Time Code: 00:50:31</p>

Name:	Kim
Question:	While segmenting by dollar amount, is adding a recurring option a good idea?
Answer:	<p>Hi Kim, we think that the paddle raiser should focus solely on night of event gifts, because there's a certain urgency that builds and you want people to respond to that urgency with instant gifts.</p> <p>Giving them more to think about just delays a decision and delayed decisions are often dead decisions. Once they walk out the door and wake up the next morning and/or let a week pass, the mood is simply gone. They meant to sign up for recurring gifts, but they just didn't get around to it.</p> <p>To watch the discussion about this point in the OneCause Webinar, please see "20+ Simple Fixes to Unleash the Power of the Paddle Raiser" Tip #28 - "Encourage Instant Gifts" - Time Code: 00:47:43</p>

Name:	Ellen
Question:	Will upcoming election pull money from charities? If so, how to redirect
Answer:	<p>Hi Ellen, yes, I think there's a long history of 501c3 charities getting impacted by presidential elections for two reasons:</p> <ol style="list-style-type: none"> 1. POLITICAL CONTRIBUTIONS - There is sometimes a diversion of funds from charitable contributions to political contributions. 2. ECONOMIC UNCERTAINTY - The markets become uncertain during a presidential election year, because no one knows for sure which economic policies will be in place after the election. <p>So what does that mean for nonprofits? First, I think you have</p>

	<p>to simply ignore those two factors. That’s way out of all of our control, and it can only induce paralysis.</p> <p>Instead focus on:</p> <ol style="list-style-type: none"> 1. ALIGNMENT - Aligning your message with the political climate can lead to an increase in support during an election year. 2. STAY NONPARTISAN - But you have to find a way to do that alignment without being partisan (unless your organization is irretrievably on one side of the partisan divide). <p>For example, if you’re a humanitarian organization delivering medical supplies to Gaza and Israel, the political conversation can bring more attention and dollars to your organization, but you have to remain neutral and purely humanitarian in your messaging. You’re just there to help people.</p> <p>So rather than worrying about how the election might negatively impact your organization, try to find ways to use the election to bring more attention to your organization.</p>
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Name:	Jana
Question:	Will you show an actual Paddle raiser using your software successfully please?
Answer:	<p>Hi Jana, for a full demo of what a paddle raiser looks and sounds like, check out the webinar that I did with OneCause in 2023. It’s not a software thing, it’s a live, people thing. 😊</p> <p>“The Power of the Ask: Don’t be shy. Ask and ye shall receive.”</p>

Name:	Lisa
Question:	Is there a situation in the room that you have found enhances the fundraising? in particular lighting high vs. low?
Answer:	Hi Lisa, Yes, a great sound system and lights up are both essential for the paddle raiser. The auctioneer needs to be able to see the bidder numbers, and the audience members need to be able to see each other.

Name:	Q1 - Lisa Q2 - Jill
Question:	Q1 - Should the paddle raise come before or after the live auction portion? Should they immediately follow one another or have a break of some sort in between but one that keeps everyone in the room? Q2 - I have the same question as Lisa about the best timing of the paddle raise with the live auction. Before, after, or mid-way during the live auction.
Answer:	Hi Lisa and Jill, it's traditional to have the Live Auction followed by a Mission Moment Video, followed by the Paddle Raiser. But more and more charities all the time are putting the Paddle Raiser in front of the Live Auction. The upside of that decision is that you keep your event "mission-focused" and engage the audience at their highest attention. In the traditional format of Live Auction first, then Paddle Raiser, you've tell the audience about the work you're doing and the impact that you're having, and then you shift to a live auction where you go completely away from your mission to sell some retail experiences. During the live auction, you inevitably lose the full attention of the audience. Some are bidding, most are chatting, a few leave

the room to go to the restroom or smoke or drink, etc.

Then you try to get them back focused on your mission with your Mission Moment video and do the paddle raiser.

If you do the paddle raiser first, then you're telling them about the work you're doing and the impact you're having, show them your Mission Moment video, then do the Paddle Raiser. So you have a nice long block where it's all about your mission. Then you do your live auction.

What's the risk? The risk is that your Live Auction "might" not do as well as it would if you did it first. The paddle raiser, when done well, does drain money out of the room, so if you have a bunch of live auction items that are all donated by your board members, and they're all in the room, and they all want to see their item sell for a lot, then doing the paddle raiser might create a risk that their items won't sell as well.

So that's a risk, but the truth is that the people who have the means to purchase your live auction items aren't "OR" people. They're "AND" people. As the great poet Cardi B once said:

"These expensive, these is red bottoms
 These is bloody shoes
 Hit the store, I can get 'em both I
 don't wanna choose"

So the truth is that most of the time, moving the paddle raiser in front of the live auction is a big gain, and most of the time there is no negative impact on the live auction. But a small percentage of the time, (maybe 25% of the time, if I make an unscientific, but anecdotal guess), it will diminish the values of your Live Auction items.

Name:	Lisa
Question:	What is a good order for the run of show for the entire event?
Answer:	Answer:

Name:	Sireen
Question:	Do you recommend donor names on a digital board in conjunction with a paddle raise?
Answer:	<p>Hi Sireen, donors names on a digital board is both good and bad. On the one hand, people like to see their own names. But on the other hand, it's very cheap to see your own name on the board.</p> <p>Let's say that we're at the \$5,000 level asking for gifts, and several people in the audience decide that they really want to see their names on the board, so they make gifts of \$5 or \$50, just to see their names.</p> <p>It's less bonding to have your name listed than it is to raise your hand in a crowd.</p> <p>For example, it's common during a Gala to put the names of your board members on the screen and recognize them with applause. So having their names on the board is nice, they know their names, but most of the people in the audience don't know who they are. If you have all of your board members stand, you're drawing attention to them in a completely different way that is much more personal than their names.</p> <p>That same dynamic applies to raising your paddle during a paddle raiser. It's a deeper emotional engagement than just your name.</p>

Name:	Leah
Question:	What's the best way to integrate the use of a paddle and also the mobile bidding? Thanks!
Answer:	Hi Leah, I think the best way is to conduct a normal, in-person paddle raiser, and then have everyone checkout on their phones using the OneCause software. If they put a credit card down at check-in, then they can easily checkout on their

	phones. If they didn't put down a credit card, then OneCause can send them a text message with a link to check-out or use text-to-give to check out.
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Name:	Jessica
Question:	A credit card is typically needed in order to assign a paddle. Any tips on encouraging guests to offer their credit cards? We try to encourage this pre-event, but of course, guests do not always submit that info.
Answer:	<p>Hi Jessica,</p> <p>I encourage you to revisit Tip 18 of the webinar. You shouldn't need a credit card to "assign" a number. Just assign a number to every guest (a couple may count as one guest from a paddle perspective). Definitely ask for the credit card at check-in, but don't let the credit card be the arbiter of whether the guest gets a paddle number. They should get one regardless.</p> <p>To watch the discussion about this point in the OneCause Webinar, please see "20+ Simple Fixes to Unleash the Power of the Paddle Raiser" Tip #18 - "Assign Paddle Numbers" - Time Code: 00:34:15</p>

Name:	Jay'da
Question:	Even with the performance part of our gala, should the paddle raise go before that?
Answer:	Hi Jay'da, if you've got some entertainment scheduled for your event, and that's part of the draw for your gala, then you absolutely, positively want to do your paddle raiser prior to the entertainment. Once the entertainment is done, you're going to lose a big chunk of your audience, so definitely get your paddle raiser done earlier.

Name:	Taylor
Question:	How can you attract more lead donors for paddle raises? I did personal calls to those who who raised a paddle last year, but our well seems a little dry. Are there any tips for identifying new major donors?
Answer:	Hi Taylor, this is more of a donor stewardship question, and I'm not qualified to answer that. But if you're making personal calls and trying to deepen the engagement with them and get commitments for additional support, you are on the right track.

Name:	Amber
Question:	Should you announce the levels so that guests know where it will end to prepare for the level they will give at?
Answer:	<p>Hi Amber, this is an interesting question, and I would say, "No". I don't think it will help you raise more money by presenting the whole list of options at the beginning.</p> <p>The primary reason I say that is that it's much harder to persuade a "decided" person than it is to persuade and "undecided" person.</p> <p>If we present a list of the paddle raiser levels and say, "I want you to think about the level that makes sense to you." Then we're compelling our whole audience to "decide" before the whole thing begins. Our chances of persuading them to change their minds had diminished, because it's much harder to persuade "decided" people.</p> <p>The nature of the paddle raiser is that you start very high, and when someone raises their paddle for one of those higher levels, it shocks the whole audience. When the paddle raiser continues, and people are making significant gifts, and it creates a gentle pressure that pulls people up.</p> <p>Even if they have a thought in their head about how much they'll give, they haven't made a firm decision yet, because they don't know exactly what levels we're going to present to them.</p>

Name:	Unknown
Question:	Do you recommend a silent/live auction AND a paddle raiser? Or one over the other?
Answer:	I would say, do a paddle raiser 100% of the time, and do a silent and/or live auction if you have the items, prep time, time in the event, and interest in the items to support it.

Name:	Unknown
Question:	How do you combat paying for a gala ticket that is considered a donation - then to ask people to give in addition to the ticket. How much should you charge for a gala ticket?
Answer:	<p>All of us in the nonprofit community have a habit of thinking about our donors as if they have “our” wallets.</p> <ul style="list-style-type: none"> ● “Our” wallet is empty most days. ● “Our” wallet lives on a budget. ● “Our” wallet can’t pay for two things at once. ● “Our” wallet is always looking for discounts and deals. <p>Your donors aren’t operating out of “our” wallet. They’re operating out of their own wallets.</p> <p>They don’t necessarily live in the OR world.</p> <p>They live in the AND world. They say, “I’m going to live in a nice home AND drive nice vehicles AND send my kids to private school AND take great vacations AND save for my kids’ college AND donate to charities that I care about AND save for my own retirement.”</p> <p>So when we’re wringing your hands about asking them to pay for a gala ticket AND donate on top of that, we’re thinking too</p>

	<p>much about “Our” wallet.</p> <p>We all have to get out of OR thinking and get into AND thinking. I encourage you to check out the book “Lead with And” by Tim Arnold. I’ve had the opportunity to read his book, hear him speak and chat with him at a conference. This book will really help you think differently about the concept of “AND”.</p>
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Name:	Kim
Question:	How could I find the study you mentioned about the 'ask.'?
Answer:	<p>The Study was conducted by James Andreoni at the University of California - San Diego, Hannah Trachtman at Yale University and Justin Roa at Microsoft.</p> <p>You can read the study here: “Avoiding the Ask: A Field Experiment on Altruism, Empathy and Charitable Giving”</p> <p>The Gala Team has created an animated explainer video that you can watch here, “The Fear of Asking for Money”.</p> <p>To watch the discussion of this topic in the OneCause webinar, please visit https://www.onecause.com/webinar/20-simple-fixes/ Tip #32 - Direct Ask Increase Donations Time Code: 00:52:01</p>

Name:	Kelly
Question:	Does a paddle raiser ever get old? Is there such a thing as wearing it out?
Answer:	Hi Kelly, I don’t think the paddle raiser ever gets old. It becomes a tradition. It’s like celebrating a holiday, or singing happy birthday, or going on vacation – they’re things we do every year, and they don’t need to be replaced by something newer or shinier.

	<p>Your donors have chosen you. They're in the fight with you. They want to help solve the problem that you're working on.</p> <p>They can't be on the front lines with you, because they have many other responsibilities. But they are counting on you to do the work, and to tell them about the impact that you're having, and to ask them for support when you need it.</p> <p>In our increasingly electronic world, I don't believe that the paddle raiser gets old. I believe it becomes a tradition that people look forward to. 🙌</p>
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Name:	Jay'da
Question:	How long should the mission moment be?
Answer:	<p>Your Mission Moment is a vital component of a successful paddle raiser. We recommend that your Mission Moment last 3 to 5 minutes if it's a video or 5 to 7 minutes if it's a live person speaking.</p> <p>To watch the conversation about this topic in the OneCause webinar, please visit: "20+ Simple Fixes to Unleash the Power of the Paddle Raiser"</p> <p>Tip #13 - "Show a Mission Moment Video" Time Code: 00:26:16</p> <p>To download The Gala Team's free e-book on the power of the Mission Moment video, please check out: "The Art of Video Storytelling"</p>

Name:	Kelly
Question:	Do you feel having entertainment like a band is a draw to increase your attendance?
Answer:	This is more of a question for an event planner. But just from what we've observed, it depends on the band and the history of your event. Some charities host galas that are big parties, and they hire A-List bands from previous eras (e.g. Kool and the

	<p>Gang). And the performance is part of the appeal of the event.</p> <p>Other charities have local bands that play, and they certainly add to the atmosphere and fun of the event. Whether the band actually increases attendance is a question that we can't answer.</p>
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