

elevating fundraising events

Raise Those Paddles: Your Event's Special Appeal

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Power of Gathering



What is a Paddle Raise?

Paddle Raise

- ^ Called many things:
 - ^ Special Appeal
 - ^ Fund a Need
- ^ Direct ask for cash donation
- ^ The highest potential revenue at any event
- ^ Unrestricted funding
- ^ Donor cultivation strategy
- ^ Opportunity to be a part of something – collective action
- ^ Opportunity to be recognized

WHY

BE A PART OF
SOMETHING

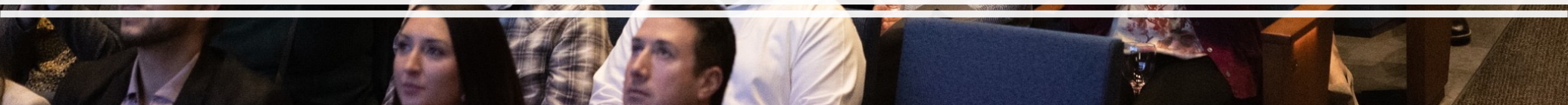
TO BE KNOWN

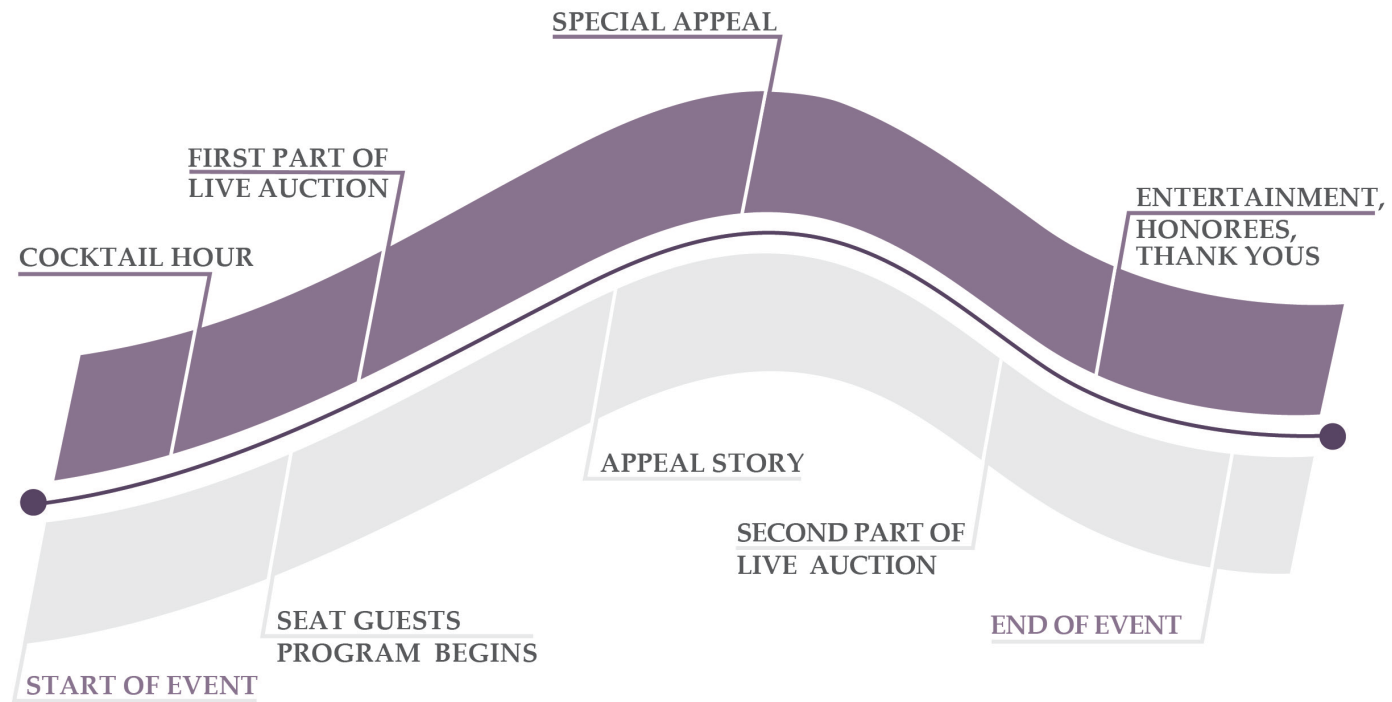
TO MAKE A
DIFFERENCE


Susan Howlett, *Boards on Fire*



The Event Arc – When Do You Ask?





A photograph of a group of people at a social event, likely a paddle raise. In the foreground, a woman with long dark hair, wearing a light-colored blazer, is smiling broadly and holding up a white sign with the number '309' in large black digits. Behind her, another woman with long blonde hair is also smiling. To the right, a man with a beard and dark hair is looking towards the woman with the sign. The background is slightly blurred, showing other people and a blue wall.

309

Elements of a Paddle Raise

APPEAL

STORY

ASK

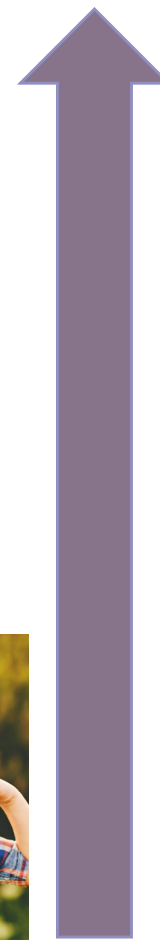
COLLECTION



Impact Story

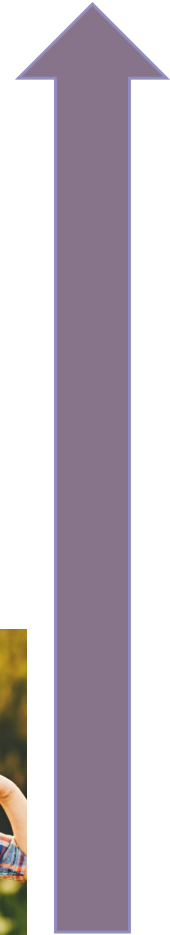
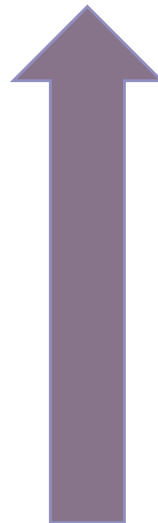


*Slovic, P. (2007). "If I look at the mass I will never act": Psychic numbing and genocide. *Judgment and Decision Making*, 2, 79-95. Available at www.decisionresearch.org





50% Drop



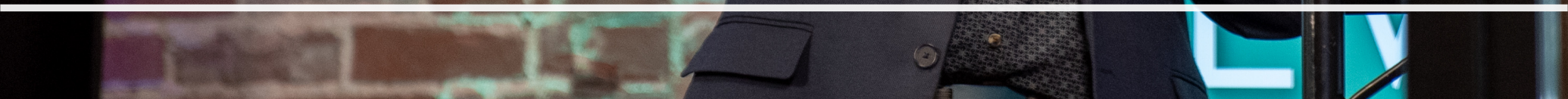


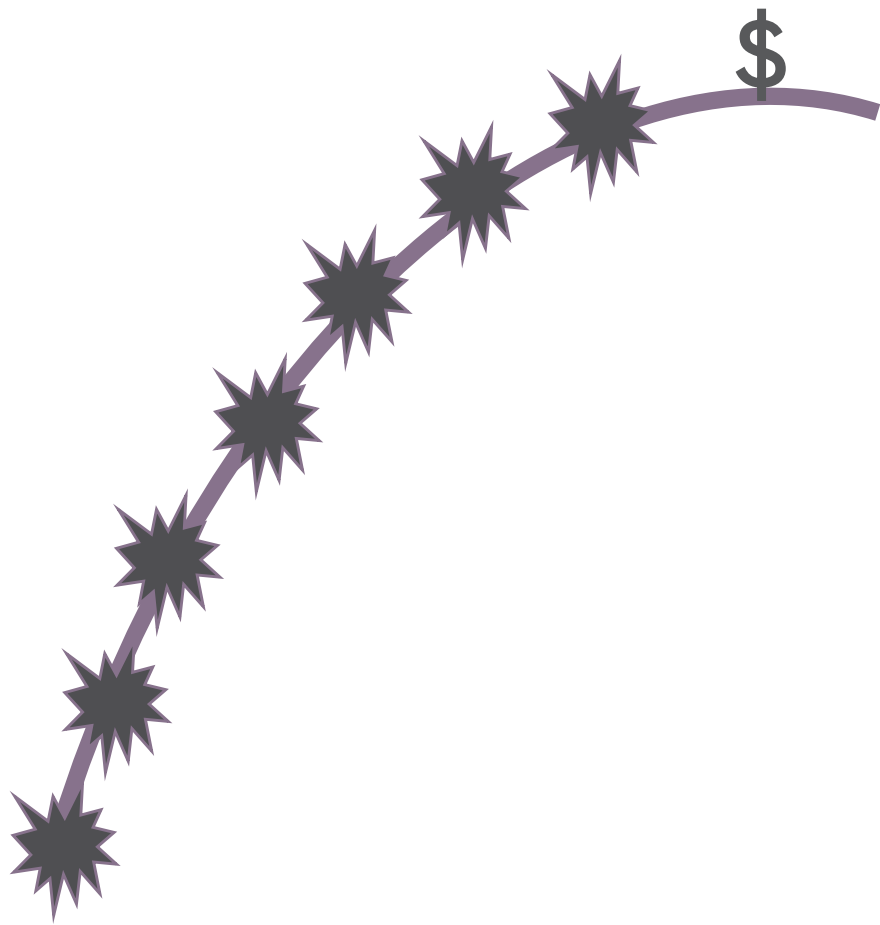
One Person's Story

Before
Change Agent / YOU
After



The Ask

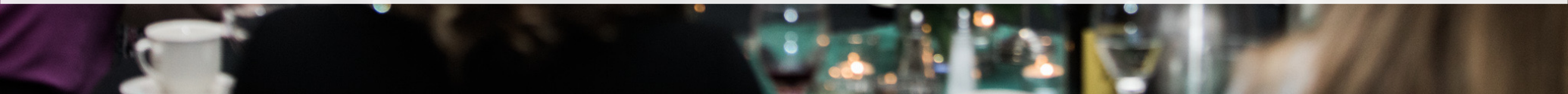




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The Collection






486

Active vs. Passive



Pre-Commit Strategy

A photograph of a group of people at a social event, possibly a conference or networking gathering. In the foreground, a woman with glasses and dark hair is looking towards the left. Next to her, a man with glasses and a green tie is also looking left. To his right, a woman with dark hair and a headband is smiling and looking towards the camera. Further right, another woman with long dark hair is looking towards the camera. In the background, a person is holding up a white sign with the number '258' in large black digits. The setting appears to be an indoor event space with other people and tables visible in the background.

258

Starting Level

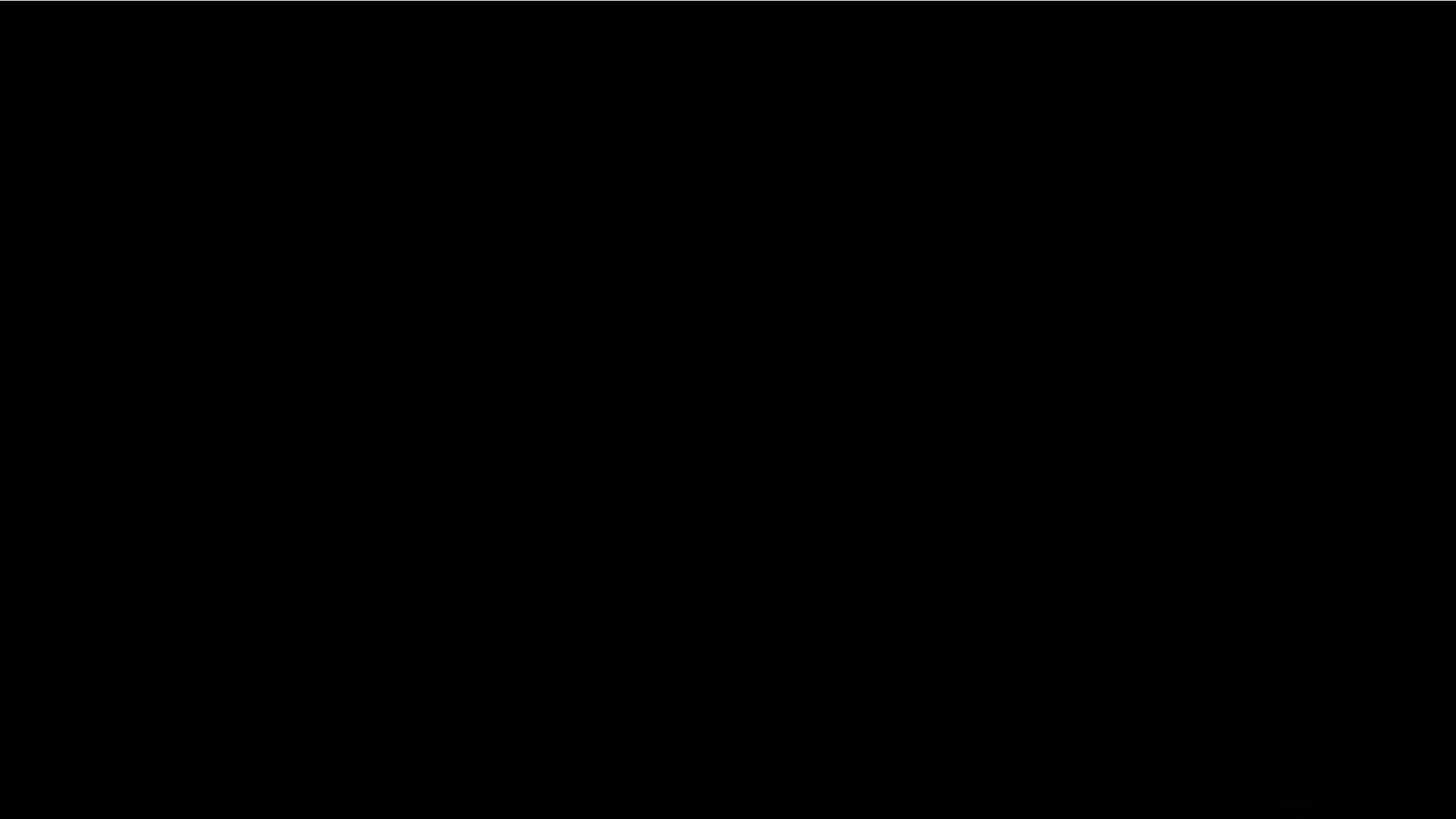


Matching Gift Challenge

ANDIE
PETKUS
PHOTO
GRAPHY

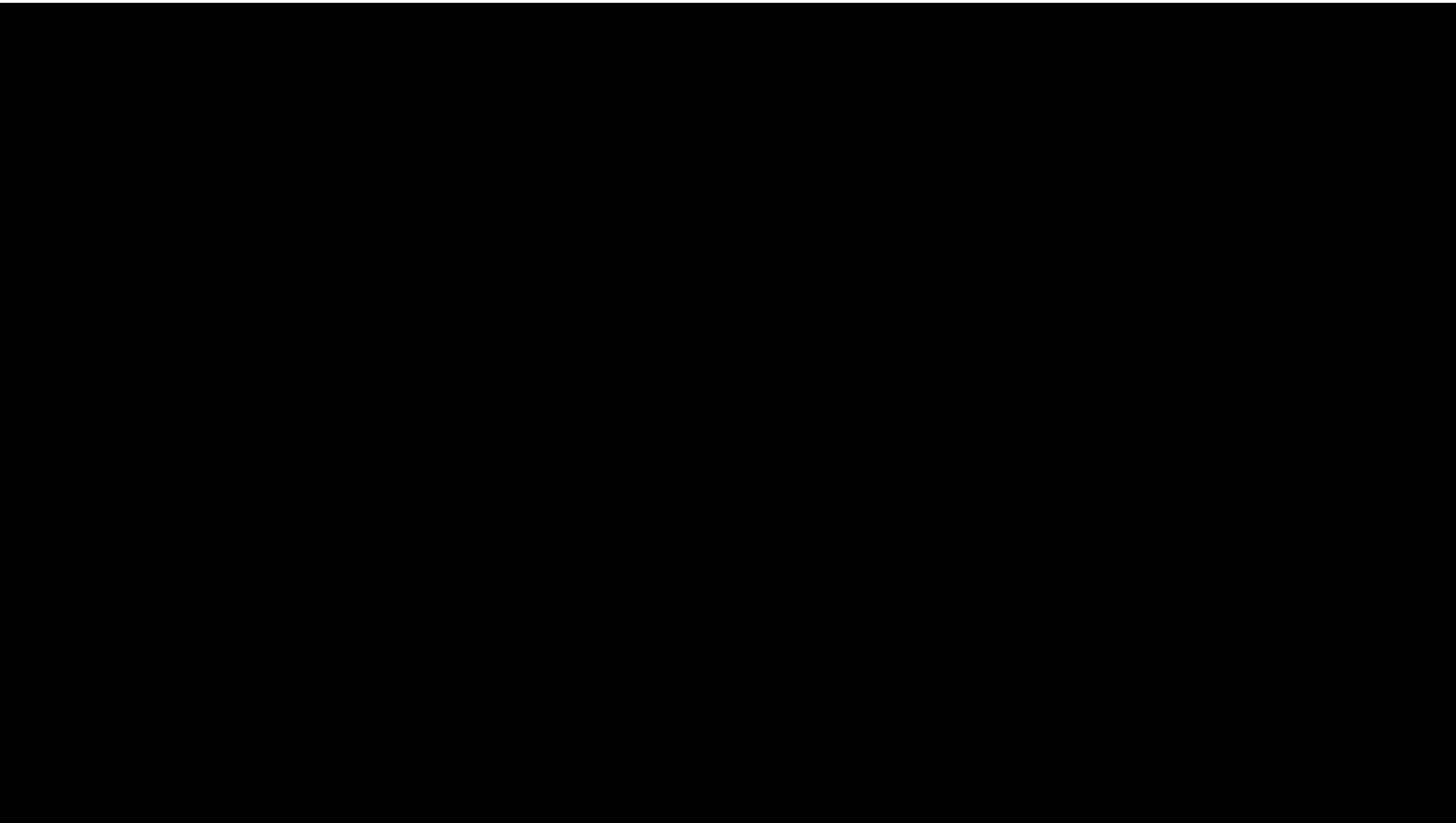


Corporate Match



How to Create a Movement

- ^ Leader
 - ^ This sets your top giving level
 - ^ Easy to follow
- ^ First + second follower
 - ^ Three is a crowd
- ^ Movement must be public
 - ^ Active paddle raise
- ^ Momentum / tipping point
- ^ When more people join in it's less risky
- ^ Be a part of the in crowd





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