

HOW-TO RUN A RAFFLE



Why a Raffle?

A raffle is a popular way to raise money for a nonprofit charity, organization, or school. Raffles can be both fun and profitable. During the raffle event, you'll sell tickets at a set price. Ticket holders have an opportunity to win one or more prizes. Running a raffle is a moderately easy task that can reap significant financial rewards for the nonprofit recipient.

Some of the steps and responsibilities for your committee include:

- 1. Choose the cause that will benefit from the raffle.** The raffle proceeds will go to this group, such as your school.
- 2. Consult your state laws.** A raffle contest for personal or business profit is a form of a lottery, so make sure you comply with all state laws before running your raffle.
- 3. Give yourself at least three months to run your raffle contest.** Recruit a team to help you organize the event and delegate tasks – such as printing and selling tickets, distributing flyers, hanging posters, and soliciting prizes from donors.
- 4. Set a fund-raising goal** by estimating how many tickets you will sell and calculating the potential proceeds for your charity group.
- 5. Find a large bowl, vase, or box for all the purchased raffle tickets.** Choose a date for the raffle drawing.
- 6. Make or purchase raffle tickets.** Save money by making your own at home or buying them inexpensively from a local print shop. Include a number and a perforated edge that splits the ticket into two parts (one for the purchaser and one for the raffle basket). Each piece should have space for the purchaser's contact information and the raffle drawing information on each ticket.
- 7. Get prizes for your raffle drawing.** Giving cash or purchased prizes can take away from a potential contest profit. Therefore, solicit donated items for your raffle. Ask local businesses (spas, grocery stores, tire centers, and restaurants) to give gift certificates. Ask friends to donate their professional services (such as home, pool, or carpet cleaning). Get a desirable prize that can be your selling hook, such as free golf rounds or vacation rentals.

- 8. Advertise your fund-raising event.** Hang posters in places that will attract attention (coffee shops, libraries, or doctor's offices). Send out emails to your friends and family to promote your raffle. Share your efforts with people at your workplace.
- 9. Sell your raffle tickets for a reasonable price.** Depending on the value of your prizes, determine a fair ticket fee. Frequently, raffle tickets sell for \$1 or \$2. However, for high-value prizes (such as a boat), sell your raffle tickets for \$10 or more.
- 10. Keep the raffle ticket money in a safe place.** Have a specific envelope, bank account, or lockbox for all money received from ticket purchases. Keep organized records of the amounts donated.
- 11. Complete the raffle contest with a drawing once the tickets are all sold.** Or you've reached the determined drawing date. Most contest drawings happen in front of an audience. Such as at the pancake fundraiser – to build excitement and ensure fairness. Blindfold the person who draws the ticket from the raffle basket. Maintain excellent records to contact the winners, and distribute their prizes promptly.
- 12. Donate all raffle proceeds to your designated charity**—mail or hand over a check to your school.

Tips

- Consider marketing your raffle online. Raffle Script offers a clean, easy-to-manage interface for a relatively low fee. It provides the added benefit of increased exposure, which means more money for your school.
- Start planning your raffle early to ensure you have good prizes and the opportunity to sell lots of tickets.