

# Raffle

A raffle is an easy and low-risk fundraiser that can be very successful. If the prizes are donated, costs are very low and all proceeds go to FARF. A raffle can be held on its own, but is also a great add-on to another fundraising event such as a dinner, golf tournament or themed event.

## Organize

Gather a group of volunteers to help with soliciting prizes and selling tickets.

## Check laws

Legal guidelines regarding raffles vary by state. Check with your secretary of state. Contact your local government office or visit its website to make sure you are in compliance with any community laws and ordinances. There may be some legal issues which require special attention. Some prizes, like a hole in one car, require insurance.

## Solicit prizes

Ask your organizing committee and everyone you know for prize ideas and/or contributions. Contact local businesses for items and gift certificates. Consider what your potential ticket buyers would like to win. Big ticket items like cars, travel packages, and electronics are universally appealing. A barbeque grill, handmade quilt or tickets to a concert or sporting event make great prizes. You may want to offer secondary prizes such as gift certificates. Secure your biggest prize first, though—it makes a great hook.

Alternatively, you may consider organizing a 50/50 cash raffle in which all ticket sale proceeds are split between the raffle winner and FARF. This option works best if you have a large pool of potential ticket buyers or in conjunction with a fundraising event. Some states do not allow 50/50s, so be sure to check.

## Finalize timelines

Determine when ticket sales will start and end. A selling period of at least one month is typical. Plan a 2-3 month selling period for big ticket items. Schedule the drawing date and plan how the giveaway will take place. It is helpful to have the drawing at a planned or special event. Have additional tickets available for last-minute sales.

## Get tickets

Purchase standard raffle tickets or make up a raffle ticket layout and have tickets printed. FARF can help with this!



## Distribute tickets to sellers

You may want to set a sales goal and/or provide motivation for selling. Plan to display the prize if possible, or at least provide a detailed description. People are more likely to purchase tickets if they can see the item they might win. Be sure to acknowledge the donor if an item was donated.

Post flyers, send email announcements and post on social media. Ask ticket buyers to tell their acquaintances. You may be able to sell tickets at public venues such as school, church or sporting events. People may sell tickets at meetings, groups or classes they regularly attend. Consider setting up a sales table at local stores, fairs, and farmers' markets.

The immediate families of those organizing the raffle should be prohibited from buying tickets. Set a deadline for sellers to turn in money and all sold and unsold tickets. Place sold tickets in a secure holding area.

## And the winner is...

On the determined date/time, draw for prizes. Contact winners and distribute prizes. Ask the winner(s) if you may publically announce their name(s), so you can let ticket buyers know the outcome of the raffle.

## Say thanks

Thank your sponsors and volunteers with a card, a summary letter or small gift. Provide FARF with a list of everyone who should receive a tax receipt thank you letter.

## Wrap-up meeting

Plan a final meeting with your planning/volunteer committee as soon after the raffle as possible when what went well or poorly is fresh in everyone's minds. Consider making this a party-style meeting to thank everyone for their time and effort and to celebrate the success they made happen. Even if you expect this was a one-time event, this meeting is a great final thank you for your volunteers. You will gain valuable information for holding any future event or assisting others with theirs.