

How to organise a raffle

When tickets are sold and drawn on the same day



Raffles are very easy to run and organise. They are a simple way of accumulating extra funds within larger fundraising events.

This guide will lead you through the basic steps of running a raffle to be held 'during an event.'

The kind of raffles that do not require a registration (as tickets are sold 'during' another event) are called a *small raffle* or a *private raffle*.

A small raffle

- Tickets are only sold on the day of the draw, *not before*
- The price paid for each ticket must be the same
- A maximum of £250 can be spent on prizes. Donated prizes can be accepted
- No monetary prizes can be offered, however gift vouchers are accepted
- All proceeds must be donated to the charity
- Tickets must not be sold to, or by, anyone under the age of 16

A private raffle

- Tickets can be sold to people living or working in the same premises, or who are members of an organisation or club
- This raffle can only be advertised on the tickets, to members or on the premises

Some thoughts before you start

- Keep your tickets at a reasonable price and try to obtain as many prizes as possible
- The prizes don't have to be of high value. People just love the chance to win something for paying out very little!
- Sometimes having lots of smaller prizes on offer is better than a select expensive few. This way people have a higher chance of winning something!

Planning for it

- How will you run your raffle around the timing of your main fundraising event?
- When will you make the raffle draw?
- When will you sell the tickets?
- Who will be buying the tickets? What prizes will appeal to them?
- How much will you charge for each ticket/strip of tickets?
- How many people do you need to run the raffle? For example, someone to make the draw, sell the tickets, display the prizes etc
- Contact local businesses to obtain prizes
- Get the word out! We can supply you with posters to put up at work, in your local pub, school, supermarket etc
- Promote the raffle by mentioning it in any promotional material for your main event
- Prepare equipment, such as the purchasing of raffle tickets, something to draw them from, furniture required for displaying prizes etc

Doing it

- Have a system for selling your tickets - including approaching people as they enter your main event with their purses open!
- Make sure you fold the ticket copies ready for the draw. Have a raffle ticket 'caller' to call the winning numbers and a VIP guest ready to pick the first winning ticket. Traditionally, each person that claims a prize draws the next ticket

- As individuals claim their prizes make sure their ticket is checked. If nobody claims a ticket, generally people draw another number
- Traditionally the first person to win a prize has the choice of all prizes; the second prize winner has the choice of what prizes remain and so on

After the event

- At the end of the event thank all the staff and volunteers involved in the event
- At the end of the event take the opportunity to announce the date of the next fundraising event!
- As soon as it is possible, let people know how successful it was, by announcing the funds raised either via email or in a newsletter
- Count, record and bank the funds raised as soon as possible
- Ensure the businesses and individuals that provided prizes are informed of the events success and thanked accordingly. Please also make sure they have a copy of where their company name was mentioned to support their donation (i.e. posters, programme of events, newsletter, etc)
- Consult everyone that helped to run the event and find out what they feel went well and what they feel could be improved upon

Good luck with your event and thank you for your support