

Raffle Guide

Raffles can either be run as part of a fundraising event, or as their own separate fundraiser. You will be surprised by who will be willing to sponsor you when they might be winning a great prize in return!

Getting ready

- Licensing - If your raffle is being held as part of an event, you don't need a licence. We would recommend doing it this way.
- However, if it's a standalone raffle, you will need to get a licence by contacting your local council.
- Organise your prizes - Aim to source some prizes for free. Approach local businesses, friends, families and work colleagues about donating prizes. You'll need your Letter of Authority for this.
- When sourcing your prizes, think about who will be buying tickets and what they might like.
- Advertising your event - Make sure to publicise your raffle online or with posters.
- Decide on the date of your raffle draw and how much you will sell tickets for.



What you'll need

- Raffle tickets
- Prizes
- Contact details for participants
- Licence (dependent)
- Letter of Authority (speak to your charity contact if you don't already have this)

James raised £350 from his raffle!

- James, Kilimanjaro

On the day

- Make sure when selling tickets that you take contact details for the participants so that you can get in contact with them if they end up being the winner.
- Don't forget to make sure that they are aware of when the draw will be.
- Decide where you will be doing the draw. Will you be doing it at another event?
- Be sure to contact the winners as soon as possible and organise to have their prizes given to them.
- Inform the winners, thank the businesses/individuals who have supported you and announce the total that was raised!

The important bits

- After the draw, shred and dispose of the tickets or whatever you used to record people's contact details.
- Ensure that a minimum of 2 people are present when counting up the money.

- Keep the money you raise safe and pay it in as soon as you can.

Top tips

- Think outside the box when it comes to prizes. They don't have to be physical items - restaurant vouchers or a token for a free haircut are great options too!
- Make the most of your networks. Think about who you know and where they work, and whether these businesses might be able to donate any appropriate prizes.
- Consider doing a bundle deal on tickets and buy raffle tickets in multiple colours to make it easier it to upsell. For example, you could £1 per strip or 3 strips for £5 (which could be one of each colour).

Glenn raised an extra £400 by running a raffle at his quiz night!

- Glenn, London Marathon