

5 Top Tips for Running A Raffle

Follow our top tips on running a raffle to ensure you are a winner when it comes to your fundraising:

1. MAKE SURE IT IS RUN RIGHT!

Holding an auction or raffle at your event is a great way of generating big funds with minimal costs. Raffles can either be run as part of a fundraising event, or as a dedicated fundraiser outside of an event.

As raffles fall under strict laws relating to all lotteries, there are some cases where a license from your local council may be required. To make sure your raffle is legal and as successful as possible, please take a moment to read the following information as well as guidelines from the [Gambling Commission](#).

2. THE PRIZES

Donated prizes are great and very cost effective. When sourcing them, think about who will be buying your raffle tickets and the kind of prizes that will attract them. The better your raffle prizes are, the more tickets you will sell and the more you are likely to fundraise.

Asking your corporate supporters is a good place to start. Also approach your local businesses and independent firms close to your home, they are more likely to support you than larger national organisations

Cash prizes are also effective; however, they are not quite so cost-effective.

Visit here for [inspiration and ideas for prizes](#) for your charity raffle.

3. PRICING

Accurately pricing your tickets is also key to reaching your fundraising goals.

When setting a price for your raffle tickets, think about who you will be selling them to and how much they would be willing to purchase a ticket for.

4. SELLING YOUR TICKETS

Promoting your raffle is essential for it to be a success.

It's important to reach as many people as possible with your tickets. Sports groups, schools, the office, churches, and supermarkets are all great places to sell your tickets and boost your fundraising.

Don't forget to promote your raffle online – put it in email communications, on your website and on social media. Make it clear when and where your supporters can purchase tickets from you.

IMPORTANT NOTE: It is important to get contact detail for everyone who buys a ticket; you'll need to let them know if they are a lucky winner.

5. POST RAFFLE

Once you have completed your raffle there are a few things you need to remember:

- Contact the winners and send out the prizes.
- If you have got a local authority license you will need to complete a submission to the local authority within **three months of the draw**. They will send you a template return which will ask for more information including:
 - details of the draw including when tickets were sold, the dates of any draw(s) and the arrangements for prizes (including any rollover)
 - the proceeds of the draw(s)
 - the amounts deducted in respect of the provision of prizes
 - the amounts deducted in respect of other costs incurred in organising the draw
 - any amount applied to a purpose for which the promoting society is conducted
 - expenses that were paid for other than by deduction from the proceed.

Useful tools: This [raffle planner](#) is a useful tool help you ensure you have followed all the steps for a successful raffle.