

How to – Raffle

A Raffle of attractive prizes is an effective way to increase your fundraising.

- Hold a raffle at your event such as a movie night, trivia night or fundraising lunch, brunch or dinner to raise extra cash
- Or as a ‘stand alone’ activity – promoted largely online

Guidelines for operating a raffle:

1. Consider what prizes you can gather – preferably donated. It could be one larger value attractive item of wide interest/appeal e.g. a holiday package; or several varied items or a hamper of a selection of items like gourmet foods, artisanal items, wine, voucher for goods/services such as hair dressing, a beautiful treatment, massage, movie tickets or gift cards
2. Local businesses are often very happy to donate goods/services/vouchers to a fundraiser in their community, in turn for some publicity and acknowledge at the event
3. Please ask us for a ‘Letter of Authority’ to fundraise. We recommend that you have a copy of this readily available for any prize donor or ticket buyer to read
4. The tickets should be sold through your personal networks
5. The ticket sales are not to be done through telemarketing, door knocking, using collection tins or buckets, soliciting donations from occupants of vehicles or in public places such as shopping centres
6. The ticket purchaser is not entitled to a tax receipt, as they are buying a chance to win a prize
7. The tickets themselves can either be personalised and printed yourself, ensuring they are numbered. Or you can use ‘check tickets’ numbered 1-100 and readily available from news agencies or stationery stores.
8. The laws around operating a raffle vary from state to state in Australia, but ‘generally’ no permit is required if the prize value is under \$5,000. We recommend you check online for the relevant gaming rules in your state.

Ticket pricing and draw system

Ticket prices should vary depending on the value of the prizes, the event, the number of guests and the chance of winning. E.g. 1 ticket for \$2; 3 for \$5; or 6 tickets for \$20 works for lower value prizes. For higher valued prizes, tickets could be priced anywhere between \$5 and \$50. Keep the price to a ‘neat’ value that helps you avoid having to handle lots of change.

‘\$25 can restore sight’ is a good ‘hook’ to use eg “1 ticket for \$10 or 3 for \$25 and \$25 can restore someone’s sight” (on average in a developing country).

Any method can be used to draw winners, as long as it provides a random and equal chance of each ticket being drawn and the method does not allow the possibility of more than one entry being deemed the winner of the same prize.

At an event where there are multiple prizes, the prize draw could be 1,2 3 etc in order of value or desirability. Or another method is where the prizes are laid out on a table, and ticket buyers can put their tickets in a bowl in front of the prize(s) they are most interested in. A winning ticket is drawn at random from each bowl – therefore giving the winners a prize item that is of most interest to them. Alternatively, simply draw the tickets one at a time and allow each winner to choose the prize of their preference until all prizes are gone.

A 'stand-alone' raffle

These are most easily conducted when a prize(s) is easily described with a photograph and description and where people can buy their tickets online, for example, for an electrical appliance, or a holiday such as weekend away at a hotel. Cash cannot be used as a prize.

Tickets are most readily sold by using an online system such as trybooking.com or eventbrite.com.au. You will have to nominate your personal bank account, and transfer the funds to your personal fundraising page within 7 days of closing the raffle. Alternatively you can bank deposit the funds directly to The Fred Hollows Foundation and complete a Remittance Advice form (please see 'deposit cash – remittance form how to guide'). The Foundation is unable to receive monies directly from TryBooking or Eventbrite.

The raffle draw date should be within 3 months of launching the raffle, and specified, or earlier if the tickets are sold out sooner. The maximum numbers of tickets to be sold must be specified, so that people know their chance of winning. For example, 200 tickets x \$25 a ticket.

A Facebook event page can be a helpful way to promote the raffle, inviting 'guests' to purchase a raffle ticket.

Good luck and have fun!

Community Fundraising Team
The Fred Hollows Foundation

Contact us at fundraise@hollows.org or call us on 1800 627 892 if you have any questions