

Do your home thing

HOLD A VIRTUAL FREE PRIZE DRAW

**BREAST
CANCER
NOW** The research
& care charity



Hosting a free prize draw for your colleagues, friends and family is a great way to have fun and fundraise, as well as being simple to organise over email.

All you need is your contact list and some great prizes for people to win! Find out more in our simple guide below.

What's a free prize draw?

A free prize draw is where people can enter to win a prize by chance. You can ask people for a suggested donation to enter the prize draw, but it's OK for them to donate less than your suggestion or not to donate at all if they want (that's the legal bit!), and everyone has to be in with the same chance of winning.

1

Find a prize worth winning!

Some local companies will donate prizes when you're fundraising for charity, so why not email some companies in your area and see if they can donate one for you?

2

Share your JustGiving page

While people don't have to donate to enter, they can make a donation if they wish to. By sharing your JustGiving page, it's easy for people to donate as the fundraising comes straight to Breast Cancer Now and goes towards your total!

3

Spread the word

When you have your prize, share a photo of it with your contact list and tell people why you're doing the draw, how to enter, and when you will pick and reveal the winner! You could suggest people enter by choosing a number between 1 and 50, donating if they choose to, and you can then put their name against that number on your list. You must make it clear that people don't have to donate to enter though, so that this remains a free prize draw.

4

Select your winner on the chosen day

A winner has to be chosen at random. To do this, you could use a randomising Excel formula and take a screenshot of the spreadsheet and formula to share later on.

5

Share your winner

Make sure to announce your winner on email – or you could host a video call to announce it to everybody who entered! If you use email, make sure you share a photo of how the winner was randomly selected. Be clear about how and when you will send the prize.

You've done it! We can't wait to hear how much of a success your free prize draw is.



When [the raffle] sold out in five minutes I knew I was onto a winner. The raffles have raised over £2,000 and I receive so many messages from people saying they're happy to be able to support the cause even in lockdown. I make sure that they have a fun way to keep supporting this important charity.

Kerry

If you'd like some more information about the charity to share at your event, or have any questions, speak to a member of the team! You can email us at community@breastcancer.org or phone on **020 7025 2402**.