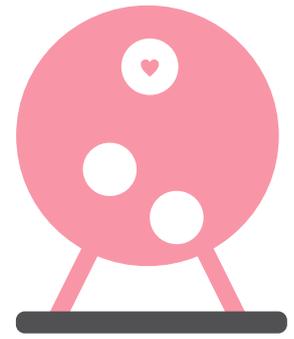


# How to organise a raffle



Raffles are a fantastic way of boosting your fundraising at any event. And we all know, the more you raise, the quicker we can get to the day that everybody who develops breast cancer lives.



## Get a letter of authority

You will need this when asking for raffle prizes as proof that you are fundraising for a charity. Just email us at [community@breastcancer.org](mailto:community@breastcancer.org) and we will happily send one through.



## Organise a prize

The best way to get prizes is to ask for donations from businesses. This could be anything from a voucher, tickets to see a play, or a food hamper. For local businesses, it's best to approach them in person (if possible at times when they're less busy). For larger companies, you might want to check on their website or email their head office, but most will direct you to your local store.

You could also ask friends and family to donate prizes or their skills – maybe you know a star baker who could donate a cake, a hairdresser who could donate a cut and blow dry or even someone who could donate an hour's worth of cleaning?



## Get some tickets

The backbone of every raffle – tickets! You can buy these online or in most stationary shops. How much you sell tickets for depends on the prizes you can offer, but make sure to sell all your raffle tickets at the same price (it's the law).



## Order your materials

We can provide you with posters, balloons, t-shirts, cardboard collection boxes and plenty more. Just get in touch and we'll get it sorted.

## How long you'll need

It can take around two weeks to organise a smaller raffle, but allow at least a month for a larger one. This is because, while the raffle itself may not take much time to set up, it can take quite a while to collect raffle prizes.



## The legal bit

Your safety is our main concern – that's why this bit's here! Please follow these guidelines to keep yourself protected when organising your event.

There are different legal requirements depending on the kind of raffle or competition you run.

In England, Wales and Scotland, the most straightforward is the standard raffle that I'm sure you've all taken part in before. The technical term for this is an incidental non-commercial lottery. It does not require a license, but to run one of these, you must:

- Organise the raffle as part of an event, such as a quiz night – tickets must only be sold at the event, and the draw must also take place on the night.
- Spend less than £100 of the proceeds on organising the raffle, and less than £500 on prizes (so it is best to ask for donated prizes)
- Sell tickets for the same price to everyone.

We suggest you make yourself familiar with the legal requirements for the different kinds of lotteries and competitions you might put on at your event on. Visit [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk) and search for "raffle event".

# Our top tips

- ♥ Give your raffle a theme – you could raffle off Easter eggs or a pamper raffle with vouchers for spa treatments
- ♥ Target the prizes to your audience – so if they're a sporty crowd ask in sports shops, or if they love dinners out ask restaurants to donate dinners for two.
- ♥ Think about businesses you use regularly as they may be more willing to donate prizes e.g. a café you get your daily coffee from, your hairdressers or gym.
- ♥ Don't rely just on emailing businesses. People are busy and sometimes emails are ignored. Where possible approach local shops in person so you get a response straight away.
- ♥ Some companies get a high volume of raffle requests so make yours stand out by making your email personal and try and get a name for the person who deals with charity requests.
- ♥ Send thank you letters or cards to people who donated prizes after the event and let them know how much you raised from the raffle too.
- ♥ If you do get turned down by a company don't let this deter you – keep asking and you will get there!
- ♥ When collecting prizes, you may be asked questions about Breast Cancer Now so it's a good idea to be clued up about our work before you start requesting prize donations. If you do get any questions you're not sure about direct people to the Community team's contact details on the letter of authority.
- ♥ Raffles are perfect for pretty much any fundraising event and a very easy way to raise even more money – make sure to plan one for your fundraising event!



- ♥ Make your raffle as fun as possible by making it interactive:
  - Head & Tails: get everyone to stand up and either choose heads (by putting their hands on their heads) or tails (putting their hands on their hips). Then flip a coin and if it lands on heads all the people who chose tails sit down and vice versa if the coin lands on tails. Keep going until just one person is left standing – they win a raffle prize!
  - 100 Square Raffle: Make a 10 by 10 grid and number all the squares on the grid 1-100. Randomly allocate raffle prizes to numbers but don't reveal the prize numbers. Ask people to choose a square and if they choose a prize number they win the prize. If you sell the squares for £1 that's £100 raised!
- ♥ Raffles are perfect for pretty much any fundraising event and a very easy way to raise even more money – make sure to plan one for your fundraising event!