

Do your home thing

HOLD A FREE PRIZE DRAW ON FACEBOOK

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



Doing a free prize draw on social media is a great way to have fun and fundraise with family and friends, and it's simple to organise.

All you need is Facebook 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.

How to hold a free prize draw on Facebook

Just follow these five steps to hold your free prize draw:

- 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 Set up a JustGiving page**
While people don't have to donate to enter, they can make a donation if they wish to. By having a JustGiving page set up in advance, it's easy for people to donate as the fundraising comes straight to Breast Cancer Now!

3 Spread the word
When you have your prize, share a picture of it on Facebook 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 Facebook post. This is a great opportunity to inspire people to donate, by sharing why you're fundraising for Breast Cancer Now too! 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 on Facebook
Make sure you announce the winner on Facebook, and share a photo of how the winner was randomly selected! Be really clear about how and when you'll 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**.