



We care for babies, children
and young people in the
East Midlands – wherever they are.

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Organising a Raffle in aid of Rainbows



Registered Charity Number: 1014051



What is a raffle?

There are two types:

The incidental raffle

This is the simplest kind of raffle. Run as an activity at an event, the tickets have to be sold at the event, they can't be sold online or in advance of the event. You can either do the raffle draw during or after the event. We recommend that you make it clear to participants when you'll be announcing the result.

This raffle could be run during your afternoon tea, school fête, dress down day or charity ball, for example. You could make your own tickets or use cloakroom tickets that you can get in most stationers or pound shops. There are just a few simple rules with these types of raffles, which are:

- The selling of tickets must take place at the event.
- There is no limit on how much you can charge for a ticket and you can apply discounts to tickets for multiple purchases, such as buy one get one free.
- Winners must be notified, usually during the event itself or immediately afterwards.

Small society raffle

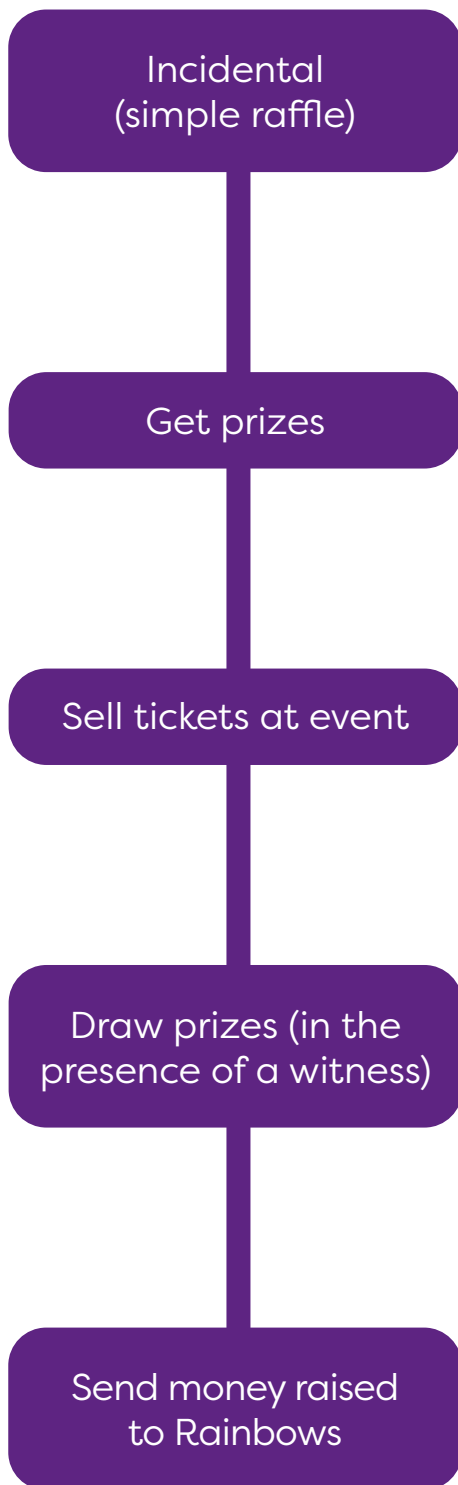
Small society raffles (also known as society lotteries) are promoted for the benefit of a non-commercial society i.e. for a charity like Rainbows. You may recognise small society raffles as the ones where tickets generally come in books of five or 10, you are asked to write your name and address on the ticket stubs and you keep the larger portion of the ticket as proof of entry.

These raffle tickets can be sold in advance of the draw date over a longer period of time. The draw can also be advertised to the general public. There are rules and regulations around this type of raffle, and there are costs associated with the printing of the tickets.



Which type of raffle do you want to do?

Step-by-step guide



Thank your supporters

How to organise an incidental raffle

Organising an incidental raffle is really easy and you probably will not need any help from Rainbows. However we can provide you with a letter of authority to help you get prizes.

Scan the QR Code to access more detailed information on incidental lotteries that can be found on the Gambling Commission website.

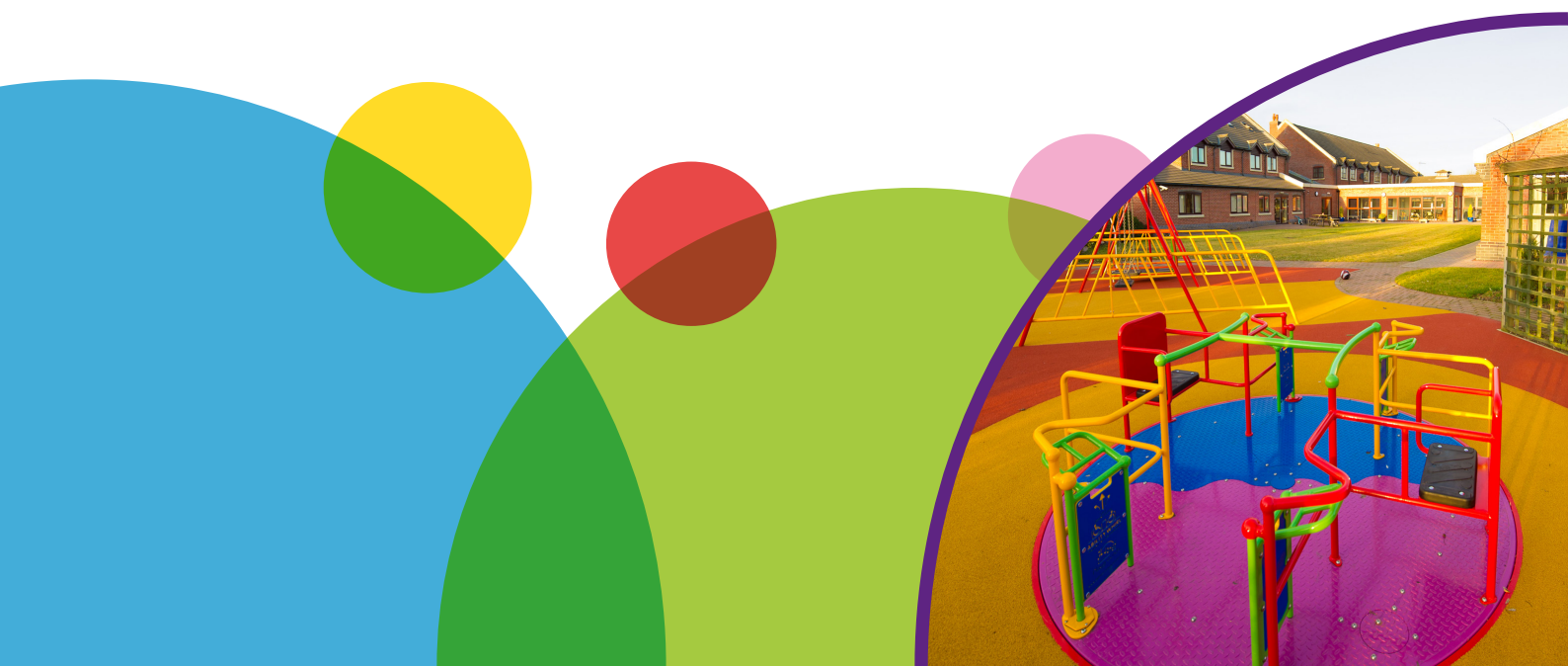


How to organise a small society raffle

To organise this type of raffle, you will need to register your raffle with your local licensing authority (normally your local council) and pay a registration fee, usually around £40, alongside a completed application form.

We can provide you with a letter of authority to help you obtain prizes.

Scan the QR Code to access further information on the rules and regulations around small society raffles that can be found on the Gambling Commission website.



Advice on getting prizes

Instead of buying prizes – ask people to donate them. This will maximise the amount of money that comes directly to Rainbows.

Plan ahead - start asking for raffle prizes early to ensure you leave yourself enough time before you need them (if you are running a small society raffle, this will ideally be a minimum of three months before the draw date). Keep in mind any prizes with expiry dates, such as concert tickets or use by dates on food items.

Use your contacts - consider your local connections and networks. Who do you know that could help you? Who in the local area supports charities in this way or has the capacity to? You will have more success where you have a relationship already if they are local to you.

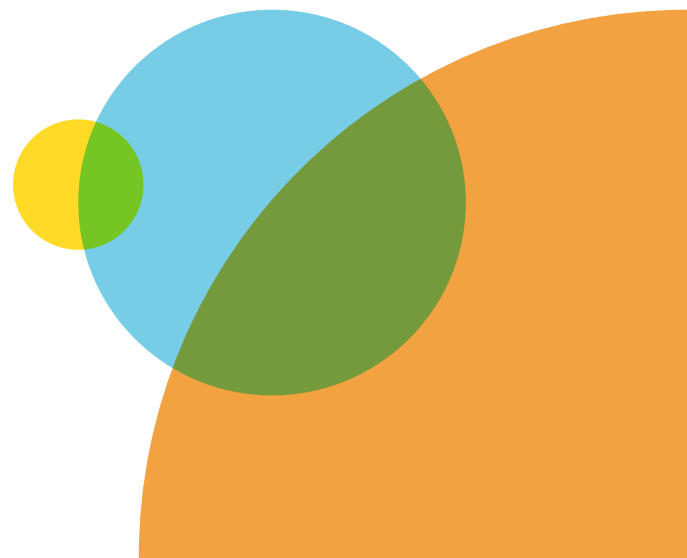
Be personal - a phone call is always a much better way to make contact and build a relationship. If you plan to make initial approaches in writing, make it personal and try to find a named contact.

Consider your target audience - when asking for prizes, try and source prizes that will appeal to your audience. Don't have too many prizes, quality is more important than quantity. The top three prizes are the most important and need to stand out as great prizes. The other prizes can be smaller and of less value or interest.

Think creatively - don't just look for items, think outside the box and ask for services. For example, a personal training session or a cookery lesson would appeal to many as a worthwhile prize to win and may help to engage a different kind of local business.

Getting prizes - Be sure to agree on any terms and conditions before you accept a prize that has been donated. Establish whether there are any restrictions. Make sure these are shared with the winners too.

Offer back - make sure you explain what you can offer them in return for their donation. For example, you may be able to offer a 'thank you' in the event programme or a mention on the night - but be careful not to over promise.



Selling tickets and making money

- The more people you can tell about your raffle the more chance you have of selling tickets. Design and print posters, create a Facebook page, or send an email round your workplace encouraging everyone to buy a ticket for example.
- If selling tickets at an event, display the prizes prominently to boost interest in your raffle on the day.
- Selling tickets to friends and family? Why not ask them to sell a book or two to their friends as well.
- Be assertive, most people will buy a ticket if asked nicely!
- Take tickets to groups and clubs you attend, the workplace and gatherings of family and friends.
- Think about the prizes you have to offer, who might want to win them?
- Target the right audience.

More questions about this or other fundraising for Rainbows?

Contact our Supporter Care Team: 01509 638 049 or supportercare@rainbows.co.uk

Scan the QR code below to view the full Gambling Commission guidance on running raffles (please note this guidance is subject to change).



GambleAware



No tickets to be sold to or by anyone under the age of 18

Thank you for your amazing support.

We look forward to hearing from you and learning all about your fundraising raffle plans!