



# RaffleTix **Fundraising Guide**



RAFFLES MADE EASY

# Fundraising with RaffleTix

Raffles are a great way to raise money for your cause and RaffleTix has developed this step-by-step guide to help you smash your fundraising targets.

**In this fundraising guide we will show you how to:**



Define your fundraising purpose and set a target

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Review the raffle rules and regulations

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Plan your raffle calendar well in advance

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Offer prizes your community will love

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Set your ticket pricing

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Promote your raffle

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Draw your raffle and celebrate your success

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Keep good records

## Define your **fundraising purpose** and set a target

When designing a raffle campaign, it's important to have a very clear vision as to why you are doing it.

Your plan should be very specific in terms of how much money you are seeking to raise (your "target") and what you will do with the money (your "purpose").

If you can communicate your fundraising purpose and target clearly to your community, it will give your supporters a compelling reason to purchase tickets.

### Here are some examples:

EXAMPLE

#1

"We're aiming to raise \$2,500 in this year's Father's Day raffle to purchase new balls, uniforms, and training equipment for the junior netball club."

"We're aiming to raise \$25,000 in the school's Annual Raffle to help pay for new solar panels and a battery for the school basketball courts. This will be great for the local community and help the environment at the same time."

EXAMPLE

#2

EXAMPLE

#3

"We're aiming to raise \$50,000 in the Mother's Day Mega Raffle to help fund a breast care nurse for the region."

### Target Revenue

When setting your **Target Revenue**, you should think in terms of a multiple of the Prize Pool. For example:

*Target Revenue = Multiple x Prize Pool*

In some States and Territories, the **Prize Pool Multiple** will determine how much money you can raise and therefore the number of tickets you can sell. For example, in Queensland and South Australia, the Prize Pool Multiple is 5, which means the Maximum Revenue is calculated as:

*Maximum Revenue = 5 x Prize Pool*

That is, if you have a Prize Pool with a recommended retail value of \$10,000, the Maximum Revenue your raffle can generate will be:

*Maximum Revenue = 5 x \$10,000 = \$50,000*

## Review the raffle **rules and regulations**

Each State and Territory has specific rules for conducting a raffle, regardless of the size. If you wish to sell tickets to residents of a particular State or Territory, you must adhere to the rules of that State or Territory.

Depending on the size of the Prize Pool and the States and Territories in which you are aiming to sell tickets, you may need to obtain permits.

The following table provides some **general** guidelines on whether a permit is required for a particular State or Territory. However, you should contact RaffleTix if you are unsure.

State/Territory	Expected Ticket Sales	Prize Pool Value	Notes
ACT		Greater than \$2,500	
New South Wales		Greater than \$30,000	
Northern Territory	Greater than \$5,000		You may not require a permit if another State or Territory has already granted a permit. Contact RaffleTix to discuss whether this applies to your raffle.
Queensland	Greater than \$50,000		
South Australia		Greater than \$5,000	
Tasmania		Greater than \$5,000	You may not require a permit if another State or Territory has already granted a permit. Contact RaffleTix to discuss whether this applies to your raffle.
Victoria		Greater than \$20,000	Before you can sell tickets in Victoria for ANY raffle, you must first be registered on the VGCCC List of Declared Community and Charitable Organisations.
Western Australia		Greater than \$200	To sell tickets in Western Australia via the RaffleTix platform, you will be required to have a WA Permit if the prize pool is over \$200.

For more information, click on the links below to see the relevant regulations in each State and Territory:

- ACT
- New South Wales (Raffles)
- Northern Territory
- Queensland
- South Australia
- Tasmania
- Victoria
- Western Australia

## Plan your **raffle calendar** well in advance

The most successful raffle fundraisers plan their campaigns well in advance. They know it is important to not only plan the dates for the next raffle campaign, but subsequent campaigns as well.

Some raffle fundraisers like to plan their raffle campaigns around public holidays. The most popular dates on the RaffleTix calendar (in chronological order) are:

- **Australia Day**
- **Valentine's Day**
- **Easter**
- **ANZAC Day**
- **Mother's Day**
- **Father's Day**
- **Melbourne Cup Day**
- **Christmas**

For schools, raffles should be a big part of the annual fete, but there is also a great opportunity to design a raffle calendar around the key dates above.

For sporting clubs, the start and end of a season are the perfect times to run a raffle.

For charities and community groups, it makes sense to plan a full calendar of raffles. Running raffles around the key dates above is one way to go, another is to create a raffle rhythm by running a raffle every month or every quarter. Many community clubs even run multiple raffles per week!

# Offer **prizes** your community will love

Newsflash: Raffles with exciting prizes raise more money!

It sounds obvious, but the more interesting, valuable, and desirable the prize, the more likely it is to generate excitement (and sales) from your audience.

## Some exciting prize ideas include:

- Motor vehicles (with double thumbs up for electric vehicles)
- Electric bicycles and scooters
- Consumer electronics: phones, tablets, laptops, headphones, Bluetooth speakers, fitness wearables
- Domestic electronics: Dyson vacuums, Thermomix, BBQs, espresso machines, wine fridges
- Sporting and outdoor equipment: bicycles, trampolines, jet skis, fishing boats, kayaks, surfboards, stand-up paddle boards
- Gourmet hampers, beauty & pamper hampers, wine hampers, pet lovers' hampers, Christmas hampers, Easter hampers
- Toys: PlayStation 5, Xbox, Nintendo Switch, LEGO, board games, Nerf guns
- Major retailer gift cards and spending sprees
- High-end, fine dining experiences at the must-do restaurants in your town
- Urban staycations for couples with indulgent dining and pampering
- Family holidays: ocean cruises, Gold Coast theme parks, holiday park passes, holiday apartment stays
- Unique travel experiences: luxury resorts, exotic cruises, wilderness adventures, hot-air balloon rides, helicopter and light plane joy flights, ski holidays, golf holidays

Some organisations are fortunate enough to receive prize donations, which they can then raffle. But you don't need to wish and hope for donations because you can get some amazing discounts if you go out and ask.

A lot of schools, sporting clubs, and community groups have great success in reaching out to supporters and local businesses to see what prizes they can offer. In return, you can feature your sponsors prominently on your raffle website and in your raffle promotional activities.

### Raffle Prize Suppliers

*If you're struggling for prize ideas, RaffleTix has a network of amazing prize suppliers, so reach out to find out what's hot!*

# Set your **ticket pricing**

## 01 **Setting the Base Ticket Price**

“How much should we charge for tickets?” is one of the first questions that new raffle organisers ask when planning their raffle.

The answer is... “it depends”. Most of all, it depends on the value of the First Prize.

The higher the value of the First Prize, the more likely your audience will be prepared to pay a higher base ticket price (that is, the price for **one** ticket).

If the value of the First Prize is **less than \$1,000**, the audience will be looking for a base ticket price of **\$5.00** or less.

On the other hand, if the value of the First Prize is more than \$1,000, it is reasonable to charge a higher base ticket price. For example, when the First Prize value is substantial, such as a motor vehicle, it's not uncommon to have a base ticket price of \$10.00, \$20.00, \$25.00, or even \$50.00.

However, before settling on the base ticket price for your raffle, consider some of the following metrics from the thousands of raffles and millions of transactions that have been conducted through the RaffleTix platform:

1. The average transaction value across all raffles conducted through RaffleTix is around \$35.00.
2. 62% of all transactions are less than or equal to \$25.00.
3. 90% of all transactions are less than or equal to \$50.00.

In other words, it's not easy to convince a supporter to spend more than \$50.00 on raffle tickets overall. This means it's difficult to justify a base ticket price over \$50.00, as it is just too expensive for most people.

The exception to this rule might be a charity Gala Ball raffle, where the prize is substantial and desirable, there is a known audience size, and there is an understanding of the audience's ability to pay a higher ticket price, e.g. \$100.00 per ticket.

### **Minimum Transaction Value**

Regardless of the base ticket price, and regardless of the value of the prizes, you should always aim to achieve a minimum transaction value of at least \$5.00.

Even if you would like to have a base ticket price of \$1.00, you could require a minimum transaction of 5 tickets for \$5.00.

# Set your **ticket pricing**

## 02 Discounted Ticket Bundles

The next most common question relating to ticket pricing is, “Should we offer discounts for bulk ticket purchases?”.

In general, it makes sense to offer discounts for bundled purchases. The idea is that the more the supporter spends, the better value they receive in terms of the unit cost of each ticket. The desired outcome is to generate a higher average transaction value than if you did not offer a discount.

However, it is important that you do not discount too heavily. Heavily discounted ticket price bundles will result in a high concentration of tickets held by a small number of supporters, which may lead to them sharing in the bulk of the prizes. As a rule of thumb, you should **not** discount by more than 50%.

### What Does “Discounting” Mean?

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Consider a raffle that offers the following ticket price bundles:

- 1 ticket for \$10.00 (\$10.00 per ticket)
- 2 tickets for \$20.00 (\$10.00 per ticket)
- 3 tickets for \$30.00 (\$10.00 per ticket)
- 6 tickets for \$50.00 (\$8.33 per ticket)
- 15 tickets for \$100.00 (\$6.66 per ticket)
- 50 tickets for \$250.00 (\$5.00 per ticket)

The final ticket price bundle has a unit price of \$5.00 per ticket. This represents a 50% discount to the first ticket price bundle, which had a unit price of \$10.00 per ticket.



# Promote your raffle

So, you've set your fundraising target, reviewed the raffle rules and regulations, acquired some fabulous prizes, set your ticket pricing, finalised your other important raffle details, and configured your RaffleTix raffle website. It's now time to pull the trigger and start promoting!

Here's the great news – your supporters and members of your community are already customers! They already want to support you; they just need to know how. So, the key to promoting your raffle is to focus on communicating with your audience through as many channels as possible.

How does this work in practice? Read on.



## Your Website

You probably already have your own website, so speak to the person who manages it and put the raffle up in lights. Create a beautiful graphic and include it prominently on your home page with a link that sends visitors directly to your RaffleTix raffle website to buy tickets.



## Email

Email is **still** the most cost-effective communication channel for promoting your raffle. But don't just send one message! Reach out to your audience via email at regular intervals throughout your raffle campaign.

The best time to email your entire mailing list is when you launch your raffle. This is your opportunity to tell your story about why you are running the raffle and to sell the sizzle about the fabulous prizes on offer.

If you already email your audience on a regular basis, make sure you promote the raffle in those messages for the duration of the raffle campaign.

You should send "countdown" emails to your audience:

- Two weeks to go
- One week to go, and
- 72 hours to go in your campaign.

Your audience will respond to the urgency in the message and will be more inclined to purchase when they know the draw is just around the corner.

## Promote your raffle



SMS is a powerful communication channel that can generate an exceptional return on investment if used well. Leverage an SMS marketing platform to send messages directly to your audience. Design a short, sharp message that sells your raffle, and include a direct link to your RaffleTix raffle website so that people can click and buy tickets easily.

As with your email marketing, plan your SMS marketing timetable around key phases in your raffle, for example:

- Raffle launch
- One week to go
- 48 hours to go
- 24 hours to go in your campaign

### SMS Marketing Platform

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If you do not have access to an SMS marketing platform, RaffleTix can assist you to easily set up an SMS marketing account. You can then use the account to send messages whenever you want! It's an extremely cost-effective way to communicate with your audience about raffles and other types of messages.



### Social Media

Facebook, Instagram, LinkedIn, Twitter, and Tik Tok are brilliant ways to share your fundraising story with the world, but one post isn't enough.

Get creative. Experiment with a mix of static image posts, videos, and image carousels.

Make sure your posts highlight the fabulous prizes that can be won, but also remind people about your fundraising target, and why you are running the raffle.

Schools should encourage parents to share and like the school's posts. Sporting clubs and community groups can do the same with players, members, and supporters.

Each post should have a direct link to your RaffleTix raffle website so that people can click and buy tickets easily.

# Promote your raffle



## Facebook and Instagram Advertising

There are four letters (words) that you need to have top of mind when considering a Facebook and Instagram advertising campaign. They are **R.O.A.S (Return on Ad Spend)**.

Advertising a raffle on Facebook and Instagram is all about conversion. If you do not see an immediate, positive ROAS, then you need to re-think the campaign. In simple terms: if you cannot generate at least \$2 in ticket sales for every \$1 you pay Facebook in advertising costs, then the campaign is a failure and should be stopped.

### Facebook Ads and Real Money Gaming

Advertising a raffle on Facebook and Instagram is not as straightforward as it may seem. Facebook and Instagram have strict processes relating to “real money gaming” advertising, including raffles and lotteries.

It's best to touch base with RaffleTix regarding Facebook and Instagram advertising before you engage a digital agency or seek to advertise your raffle yourself.



## Other Advertising Platforms

Google Ads is the most popular form of digital advertising overall, and it can be quite an effective platform to advertise a raffle. However, as with all digital advertising, you should be focused solely on the **Return on Ad Spend (ROAS)**.

Google Ads works best when you have a unique, highly desirable, and visually stunning prize. In such cases, a display ad campaign via Google's Display Network tends to generate the most positive ROAS.

Other potential advertising platforms include:

- Bing Ads
- LinkedIn Ads
- Pinterest Ads
- Reddit Ads
- TikTok Ads
- Snapchat Ads
- Twitter Ads
- Yahoo! Ads

### Digital Marketing Management

Digital advertising requires considerable expertise. It takes a full-time digital marketing expert to really understand the strengths and weaknesses of different advertising platforms.

Some platforms may be more suitable for your raffle than others, so it is worth reaching out to RaffleTix before your raffle commences to discuss the options available to you.

## Promote your raffle



### Sell Tickets In-Person

Selling raffle tickets in person has always been a crucial part of a successful raffle promotional strategy.

Charity gala balls, school fetes, match days, business breakfasts, long lunches, shopping centre days, you name it, are all well-established opportunities to sell loads of raffle tickets.

It is now much easier and faster to sell tickets in person, thanks to RaffleTix.

Your customers can easily purchase tickets by scanning a QR Code with their mobile phone and going to your RaffleTix raffle website to serve themselves.

Equally, your trusted group of in-person ticket sellers can process customer orders quickly and easily via their phone, tablet, or laptop, and collect cash or card payment from the customer.

There is no longer any need for paper tickets when you can do everything digitally via the devices you already have in your hand!



### Promotional Posters

Posters are a great way to promote your fundraising campaign at physical venues within your community. Local businesses are often happy to display a raffle poster in support of a local sporting club, school, or community group. Even better if they are one of your sponsors!

Your poster should have the following key elements:

1. Your logo and your brand name: customers need to know who they are supporting.
2. A compelling image of the major prize showing what your supporters can win.
3. The name of the raffle.
4. The draw date (and location, if applicable).
5. The ticket price.
6. A prominent QR Code that customers can scan and go directly to your RaffleTix raffle website to purchase tickets.
7. Permit numbers (if applicable).

# Promote your raffle

## Track your Sales Channels

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Now that you've got your promotional tactics sorted, don't forget to track how many tickets are being sold through each tactic. The best way to do this is through unique Tracking Links.

Through the RaffleTix platform, you can set up as many unique Tracking Links as you need.

Digital marketers can use the Tracking Links to track the success of the website link, email, SMS, Facebook, Instagram, and other social media and digital advertising platforms.

Schools, sporting clubs, and community groups can issue unique Tracking Links to parents, members, and other supporters. In turn, those supporters can share their Tracking Link on their socials. All resulting sales will be tracked against that supporter's unique Tracking Link. You can then view a leaderboard to see who has generated the most sales!

## Draw your raffle and celebrate your success

You've put in all the hard work and it's time to select the prize winners.

Why not make an event of your raffle draw? Ticket holders will look forward to the draw and watch with excitement in the hope their winning ticket will be drawn. It also provides another opportunity for you to reinforce to the community how you will use the funds you have raised.

Many raffle organisers live stream their raffle draw via Facebook or other live-streaming platforms. Live streaming the draw is a fabulous way to engage your supporters and it provides a historical record of the raffle outcome that you can also use in your subsequent social media posts.

If you do intend to live stream the draw, be sure to send an email to ticket holders prior to the draw to let them know how and when they can watch the draw live online.

After the draw, don't forget to post to social media about the results and thank the community for participating.



### RaffleTix Digital Draw or Barrel Draw

When you conduct your raffle entirely through RaffleTix, you generally have the option of doing a digital draw using the in-built RaffleTix digital draw system. This is great for live events and for live-streaming via Facebook or other live-streaming platforms.

However, there are some situations where it is more appropriate to do a traditional "barrel draw" using paper tickets. In such cases, you can export the ticket data from the RaffleTix platform for the purpose of printing ticket stubs that can be added to the barrel.

## Keep **good records**

When the raffle is over, you may be required to submit a summary report of your raffle to the State or Territory regulators as part of your raffle Permit, or at the very least retain records for a designated period in case of a future audit.

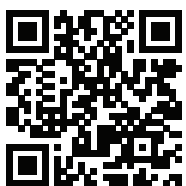
RaffleTix provides several standard reports designed just for this purpose, and you will also have ongoing secure access to your raffle information to be fully compliant with any statutory reporting in the future. All the necessary links are on your raffle administrative dashboard.

Remember: don't hesitate to contact RaffleTix if you have any questions about your raffle compliance and record keeping.



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### Contact **RaffleTix**



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