

TOYOTA

GOOD FOR CRICKET RAFFLE FUNDRAISING GUIDE

Congratulations! Just by registering for the Toyota Good for Cricket Raffle, you've taken the first step towards a big fundraising score for your club.



OH WHAT A FEELING

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HOW TO RAISE A TON OF CASH FOR YOUR CLUB

We know running a fundraising raffle can seem like a lot of work. Where do I start? What do I do? How do I do it?

At Toyota, we're making everything as easy as possible so you can run a successful fundraising campaign. That's why we've made the raffle digital this year, and we've put together a whole heap of tips and tools to help you get serious about raising cash.

Because the raffle is online and your club has their very own raffle page, you can sell tickets anytime and anywhere, even while you're sleeping! Don't worry, you can still make in-person sales with cash too. So if you want to make the most of the opportunity, take a bit of time now, set your goals and develop a plan. You'll be on your way to raising more than ever before.

It all starts with setting realistic goals, sharing them with your team and making the most of your club's opportunities. The following guide to fundraising should point you in the right direction, but if you need more help, don't be afraid to ask.



SO... WHAT ARE YOU RAISING FOR?

Over the years, hundreds of clubs around Australia have used the raffle to raise money for all sorts of reasons. What's yours?

- Match balls
- New bats
- New protective equipment
- Improved clubrooms
- Female changing rooms
- Extra coaching staff
- Upgraded practice facilities
- Pitch improvements
- Paying bills
- Registration fees
- Club expansion
- Team travel

There's always a reason to get around the raffle. Knowing exactly what you're raising for and setting a fundraising target is a great way to inspire your community to buy and sell raffle tickets. Once your club has registered, you'll get your very own fundraising web page that's easily accessible. Once you've got the link, you can share it by email, in a newsletter or via social media. Now that's good for everyone.

Toyota loves grassroots cricket



YOUR FUNDRAISING GAME PLAN

Cricketers know how important it is to have a solid game plan. The same applies when it comes to fundraising.

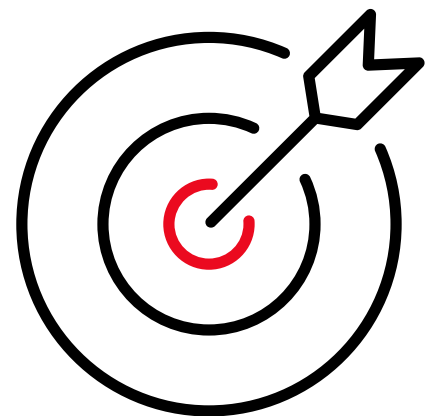
If you spend a little time getting your fundraising plan right, you'll have more success in the long run. If it's your first time running the Toyota Good for Cricket Raffle, find a seasoned fundraiser to see what has worked for them in the past. It's not a solo activity! The most important part of fundraising is to spread the load and ask the right people for help.

What's in a game plan?

It all starts with clear goals. Be specific. Identify what you're raising funds for and communicate it clearly to your community. Make sure it's attainable. We'd all love a private jet to fly us to away games, but that's probably not going to happen.

A goal gives the people buying tickets a reason to buy. For example: "Your donation will help us build a new shaded grandstand, plus you'll go in the draw to win a brand new Toyota!" Now that's good for cricket!

Make sure you set clear deadlines and communicate them. "We're aiming to raise \$500 by Sunday's game." Breaking up a big goal into bite-sized chunks will increase urgency and get some little wins on the board. It all adds up!



Here's a few good fundraising goals:



Goal #1

"We're aiming to raise \$2,500 to purchase new balls and training equipment. This will give our club the opportunity to develop more advanced training programs for all participants."



Goal #2

"We're aiming to raise \$10,000 to help pay for an end-of-year member's function. This is an opportunity for us to give back to the members who've helped build this club."

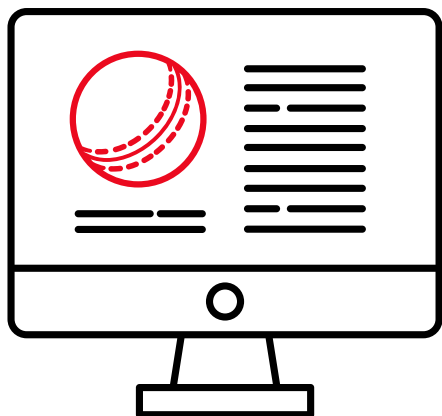


Goal #3

"We're aiming to raise \$500 at this Sunday's under 10's game. All this money will go towards buying the juniors new uniforms that actually fit!"

SPREAD THE WORD

If you don't ask, you don't get! It's important to spread your fundraising message far and wide and make it as easy as possible for people to buy tickets. These platforms are tried and tested ways to reach your community, but you should use what works for your club.



Club Website

Many clubs already have their own website, so speak to the person who manages yours and put the raffle up in lights. Include promotions and a link on the homepage that sends visitors directly to your raffle page to buy tickets.

Include a fundraising target that's continuously updated, and even hero those in your club who've sold the most tickets with a 'weekly fundraiser champion' title.

Club Newsletters

If your club regularly sends out newsletters to players and members, include messages and a link to your fundraising raffle. If you want to go a step further, we recommend creating a regular fundraising newsletter specifically for the raffle. You can include your fundraising goals, progress and a direct link to your fundraising page to monitor personal progress.

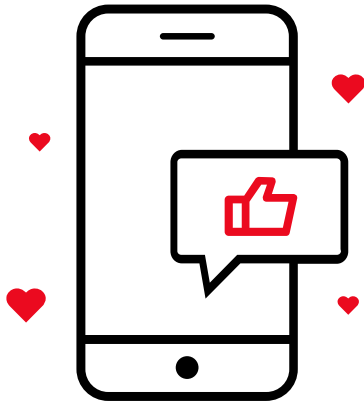


Club Emails

When you send out weekly emails to teams, members and the community, include a short message about the raffle and provide a live link for people who are keen to buy. It might be worth creating a 'fundraiser update' email that can go out weekly. This is your chance to highlight those who've raised money, reinforce your goals and keep your fundraising campaign top-of-mind in your community.



KEEP IT SOCIAL



Social Media

Facebook, Twitter and Instagram are brilliant ways to share your fundraising story with the world, but one post isn't enough. The more you share, the more you raise.

Make sure you're sharing on your club's social channels, your personal channels and encourage those at your club to share it too. Add a direct link to your raffle page in the post, so fans can just click and buy tickets instantly.

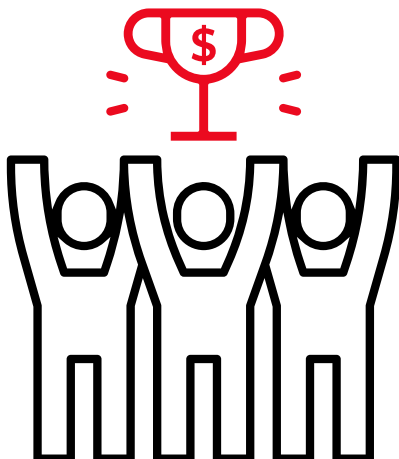
Best time to post

First thing in the morning and last thing at night are generally the best times to post across social media. However, we recommend posting around your club's calendar; before and after training, games and club organised social events.

For example, if you post photos on Facebook from the weekend's game, post a fundraiser update too. When you send out the team list in an email, include a link to your fundraising page. We recommend posting regularly to achieve the best results.

Clubhouse Posters

Posters are a great way to promote your fundraising campaign within the four-walls of your club. Put them up on notice boards, windows, doors and anywhere it'll be seen. We've created a couple of designs for you, which you should receive in an email once you register. All you need to do is print them out and stick them up. Too easy.



Team effort

Just like on game day, everyone needs to play their part to bring home a fundraising win.

Now that the raffle is digital, everyone at your club can sell tickets and raise money, no excuses. So put up a notice, send an email, tell your members, spread the word however you can and get everyone fired up and supportive.

BUY A TICKET. WIN A CAR!

Selling tickets and raising cash is good for your club, and the chance of winning one of three brand new Toyotas is good for ticket buyers! So when you're selling, make sure you show off the amazing prizes Toyota has on offer... much better than a meat tray!



VALUED AT*
\$40,131

Toyota RAV4

2WD GX Hybrid
2.5L Auto CVT



VALUED AT*
\$34,763

Toyota Camry

Hybrid Ascent
2.5L Auto CVT



VALUED AT*
\$30,366

Toyota Corolla

Hybrid Ascent Sport
1.8L Auto CVT

*Recommended driveaway price includes 12 months registration, 12 months compulsory third party insurance, dealer delivery, metallic paint (if applicable) and stamp duty. The prize value given is at the opening date of the Promotion Period and the Promoter takes no responsibility for any change in value. Vehicles depicted in all promotional material are not necessarily the same colour as the Vehicle Prize vehicles. The colour of the Vehicle Prize vehicles is at the discretion of Toyota.

CASE STUDY:

MACLEOD FOOTBALL CLUB

Last year, a community club just like yours managed to raise \$17,050 in just 15 days. Here's how...

- ✔ They got the whole club involved by putting players and officials into fundraising teams and assigning fundraising captains.
- ✔ They made an online leaderboard and pinned it to their website homepage so everyone could see who was – and wasn't – selling tickets. They also shared the leaderboard to the club's Facebook page.
- ✔ They made it competitive, offering prizes to those who sold the most tickets on a weekly basis
- ✔ They posted simple videos using players to encourage the community to buy tickets, while also promoting the amazing prizes.
- ✔ They regularly updated their community on fundraising progress using newsletters, emails, phone calls, SMS and social media. They were persistent and it paid off, big time. \$17,050 is a whole lot of money for any community club.

Not only did Macleod Football Club raise more money than any other club in the Toyota Good for Footy Raffle, but the senior coach bought a ticket and won a brand new Toyota RAV4! Everyone's a winner.



THE ANSWERS TO ALL YOUR QUESTIONS

We've compiled the most frequently asked questions and answered them all. You can also find a complete breakdown of the Toyota Good for Cricket Raffle FAQ's [here](#).



#1

It's a digital raffle, but can we still sell tickets in person?

Paper tickets are gone, but you can still sell tickets in-person and the buyer can pay by cash or card. You can invite club members to become Team Sellers and each Team Seller will have their own login. Team Sellers can then walk around the ground, the clubhouse, or community selling tickets via their mobile phone or tablet.

You can learn more about how to 'Invite Team Sellers' by navigating to the secondary FAQ tab after clicking the link [here](#).

#2

What payment methods are accepted?

For online transactions, buyers can pay by Visa or Mastercard credit or debit cards, and American Express. For in-person transactions, buyers can pay by cash or credit or debit card.

You can learn more about 'Selling in Person' by navigating to the secondary FAQ tab after clicking the link [here](#).

#3

Are online sales secure?

All credit or debit card details are encrypted, and no details are ever stored throughout the sales process.

You can learn more about 'Credit Card Security' by navigating to the secondary FAQ tab after clicking the link [here](#).

#4

How do I promote my club's raffle?

Each registered club will receive their own unique raffle webpage. This is where all your sales happen and funds are raised... so you need to drive as many people as possible to this page.

You can start by sharing your link across your club emails, newsletters, Facebook, Twitter, and Instagram, as well as posters or letters home. Encourage your members to share the link further, so more and more people visit your club's page and purchase tickets.

You can learn more about 'Selling on Socials' by navigating to the secondary FAQ tab after clicking the link [here](#).

THE IMPORTANT BITS



CHECKLIST

Set your fundraising goals



Find the fundraising champions at your club



Allocate responsibilities



- Team Sellers
- Social Champions

Promote your raffle



- Posters
- Newsletters
- Email
- Social posts

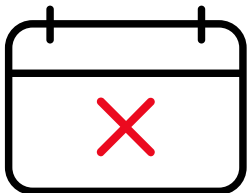
Make it a competition (offer prizes to highest seller)



Monitor sales

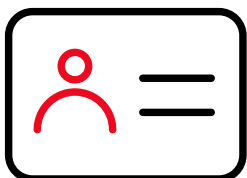


Update community on fundraising progress



DATES

The raffle closes at 12pm on 13 March 2020 ADST (AWST for WA raffle). No entries will be accepted after this time. The raffle will be drawn at 12pm AEDT (AWST for WA raffle).



CONTACT INFO

If you need help with anything raffle related, you can send an email to support@raffletix.com.au or call (07) 3040 3039 to speak with a fundraising expert.