



**Good for Footy Raffle**

# Fundraising Guide

Congratulations! Just by registering for the Toyota Good for Footy Raffle, you've taken the first step towards kicking a huge fundraising score for your club. Now let's jump into how we can help you do exactly that.



**OH WHAT A FEELING**



# CONTENTS

<b>3</b>	<b>What are you raising for?</b>
<b>4</b>	<b>How to raise serious cash for your club</b>
<b>5</b>	<b>Your fundraising game plan</b>
<b>6</b>	<b>Spread the word</b>
<b>7</b>	<b>Keep it social</b>
<b>8</b>	<b>Buy a \$5 ticket. Three cars to be won!</b>
<b>9</b>	<b>Club incentives</b>
<b>10</b>	<b>Club promotions</b>
<b>11</b>	<b>How to make an in-person cash sale</b>
<b>12</b>	<b>The answers to all your questions</b>
<b>13</b>	<b>The important bits</b>



# HOW TO RAISE SERIOUS 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. The digital Raffle is back after great success last year, where the Toyota Good for Footy Raffle raised \$1,242,865 across 913 clubs, and three local clubs raised over \$100,000. So, we've put together a whole heap of tips and tools to help you raise some serious cash for your club.

Because the fundraiser is hosted online and your club has access to their very own Dashboard 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?**

- New balls
- New guernseys
- New equipment
- New clubrooms
- New showers
- New coaching staff
- Upgraded facilities
- Upgraded grounds
- Pay bills
- Lower fees
- Club expansion
- Team travel

There's always a reason to get around the Toyota Good for Footy 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.



# YOUR FUNDRAISING GAME PLAN

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

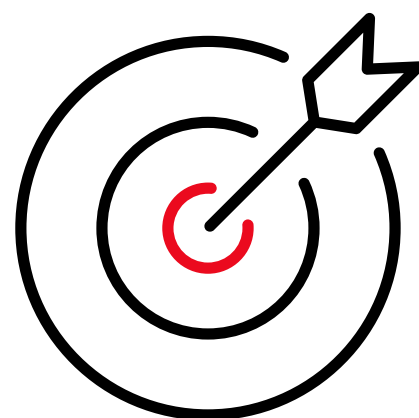
If you spend a little time getting your fundraising plan right, you'll have more success in the long run. If it's your first time running the Toyota Good for Footy Raffle, find a seasoned fundraiser to see what has worked for them in the past. It's not a solo activity! The most important part of fundraising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

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 Footy!

Make sure you set clear deadlines and communicate them. "We're aiming to raise \$500 by Sunday." 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 are a few good fundraising goal examples:**



**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 by the end of the season 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 \$700 in 7 days! All this money will go towards buying the juniors new uniforms that actually fit!"



**Goal #4** "We're aiming for every player at the club to sell at least 5 raffle tickets each to their community"

# 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

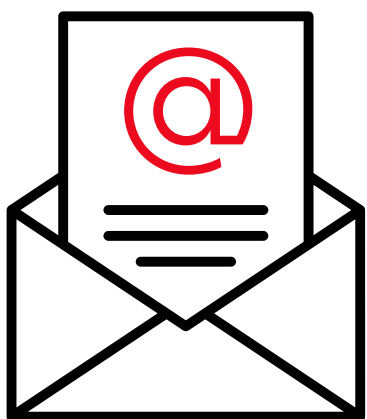
Many clubs already have their own website, so speak to the person who manages yours and put the Raffle up in lights. Make sure you include a link on the homepage that sends visitors directly to your Raffle page to buy tickets.

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.

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## Club Newsletters

If your club regularly sends out newsletters to players and members, include messages and a link to your club's fundraising page. 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.

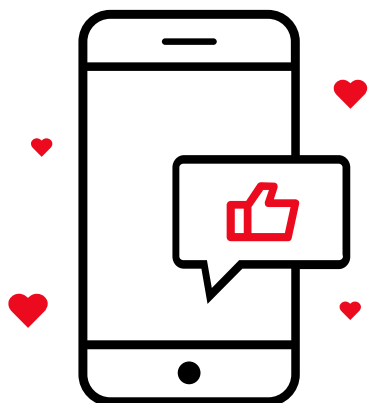


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## Club Emails

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. Last year, the clubs who raised the most were the clubs posting the most on social media. It's simple, 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 do the same. Add a direct link to your Raffle page in the post, so fans can just click and buy tickets instantly.

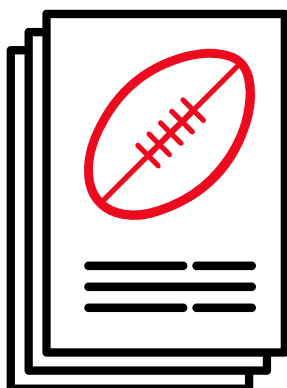
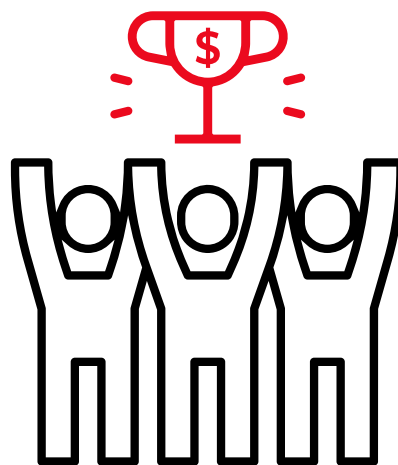
### Best time to post

First thing in the morning and last thing at night are generally the best times to post across social media. However, we also recommend posting regularly to achieve the best results. You want to make sure your club is top of mind.

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## 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. You could even create a bit of friendly rivalry within your club and make it a competition to see who can sell the most tickets. Offer rewards, like a free snag on game day or a club beanie, to club members who sell the most tickets.



## Promotional Posters

These are a great way to promote your fundraising campaign within your community. You can attach these to your emails, share them on social media or put them in newsletters to members.



# BUY A \$5 TICKET. THREE CARS TO BE WON!

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!

**1<sup>ST</sup>**



VALUED AT\*

**\$63,780**

## 2025 RAV4

Hybrid Edge AWD  
2.5L Auto CVT Wagon

**2<sup>ND</sup>**



VALUED AT\*

**\$41,576**

## 2025 Corolla Cross

Hybrid GX  
2.0L Auto CVT Hatch

**3<sup>RD</sup>**



VALUED AT\*

**\$35,761**

## 2025 Yaris Cross

Hybrid GX 2WD  
1.5L Auto CVT Hatch

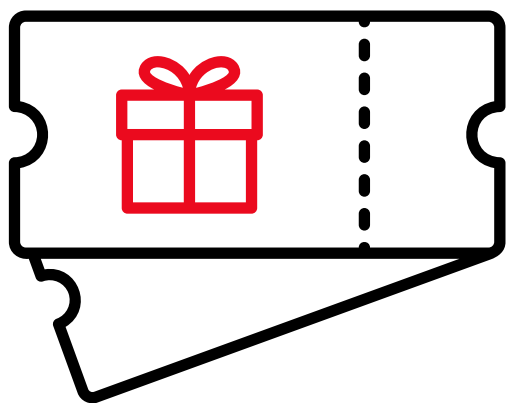
\*Recommended driveaway price includes 12 months registration, 12 months compulsory third party insurance, dealer delivery, metallic paint (if applicable) and stamp duty. The prize value given is at the opening date of the Promotion Period and the Promoter takes no responsibility for any change in value. 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.



# BOOST YOUR CLUB'S FUNDRAISING!

## Toyota's Good for Footy Raffle Incentives

At Toyota, we know how challenging it can be to rally your members to sell raffle tickets. That's why we're making it easier and more rewarding than ever for your club to raise serious funds. This year, we're offering two exciting incentives to give your fundraising a serious boost!



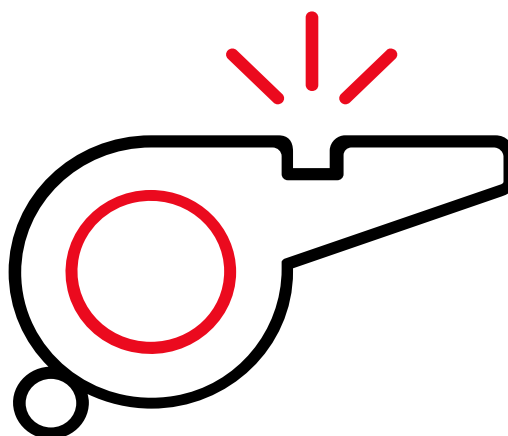
### Incentive 1: \$2,000 rebel Sports<sup>™</sup> Voucher Giveaway

When your club raises just \$500, you'll automatically go into the draw to win a \$2,000 rebel Sports voucher at the conclusion of the raffle. Whether it's for new gear, club equipment, or prizes for your supporters, this voucher could be just what your club needs to reach the next level.

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### Incentive 2: Coaching Clinic with an AFL Star

In July, we're taking it up a notch! The club that raises the most money in this month will win an exclusive coaching clinic with an AFL star\*. It's your chance to bring a pro in for a hands-on session, where your players will learn tips, tricks, and strategies straight from the experts. What better way to inspire your team and boost morale?



\*subject to the availability of the AFL Star. The AFL Star may be a current or past player, as selected by the Promoter.

# POSTING ON SOCIALS

## When to use these posts

Post these throughout the fundraising season to show your involvement in the Toyota Good for Footy Raffle. Tell people what you're raising for, whether it's a new leaderboard, uniforms or equipment, it gives people a reason to buy a ticket and support your club. These assets are customisable and available through your club portal.



## Social captions


When you post to your socials, please add the following copy: 'T&C'S apply. To view full T&C's visit [toyota.com.au/goodforfootyaffle](https://toyota.com.au/goodforfootyaffle).'



# CLUB PROMOTIONS

See how local footy clubs just like yours promote the Toyota Good for Footy Raffle to help them on their way to raising thousands of dollars.

**williamstowncymys** Follow ...



**TOYOTA**

**\$290,000 in prizes to be won. Tickets \$5.**

OH WHAT A FEELING

12

williamstowncymys We're involved in the Toyota Good For Footy Raffle in season 2024! Get in quick to get yourself a ticket and be involved in the raffle whilst also supporting the club! For just \$5 a ticket, you don't want to miss it! All money goes back to the club and you're in with a shot to win a car! 🙌💙💜

**Pennant Hills Demons AFL Club** Follow ...

September 3, 2024 ·

Last chance to buy your Toyota Good for Footy Raffle tickets! Hurry, entries close this Friday, 6 September. Purchase your tickets here: <https://bit.ly/3Xdl5GV> #PHAFCL #SydneyAFL #GoodForFootyRaffle #WinACar



**Toyota Footy Raffle**

**Closing This Friday**

**bentleighfnc** Follow ...

Good for Footy Raffle

**OUR TOP RAISERS + TOYOTA**

#	PLAYER NAME	RAISED
1 <sup>st</sup>	Maddie Kellaway	\$105
2 <sup>nd</sup>	Eilish Cooley	\$100
3 <sup>rd</sup>	Madi Daley	\$50
4 <sup>th</sup>	Leonie Haggett	\$50
5 <sup>th</sup>	Jess Bonham	\$50

For every ticket we sell, we keep 100% of the proceeds. T&Cs apply. OH WHAT A FEELING

21

bentleighfnc 🎉 Exciting News, Bentleigh Football Netball Club Family! 🎉


This year, our players are going all out to support the Toyota Good for Footy Raffle, and they're selling tickets too! 🙌💙💜

**Airport West Football Club** ...

28 Oct 2023 ·

**BIG NEWS!**  
Thrilled to share that Airport Toyota is now the proud official major sponsor of Airport West FC for 2024! 🚀

Airport West FC embodies a strong community with a family-oriented approach. They resonate with many of our own values, making this partnership a perfect fit.



**williamstowncymys** Follow ...

Good for Footy Raffle

**WE'RE RAISING FOR...**



**Support our club. Buy a ticket or ten.** T&Cs apply. OH WHAT A FEELING

**sandyzebs** Follow ...

Good for Footy Raffle

**Buy a raffle ticket. 100% of the cash goes straight to our club.**



T&Cs apply. OH WHAT A FEELING

4

**mtgravattafc** Follow ...



**TOYOTA**

Tickets \$5 - 100% of proceeds go to our club

OH WHAT A FEELING

**belmontjfc** Follow ...



**TOYOTA**

Good for Footy Raffle

REGISTER NOW

3

**Collingwood Park Power Junior AFC** Follow ...

3d ·

Some of our under 13's & 15's were so lucky today to train with Charlie Cameron from the [Brisbane Lions](#) after one of our coaches won it as a prize... See more

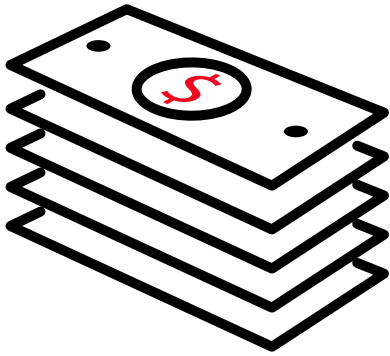


16

1 comment 1 share

Like Comment Send Share

# HOW TO MAKE AN IN-PERSON CASH SALE



Paper tickets are gone, but you can still sell tickets in-person and the buyer can pay cash or card. To do so, club administrators can register people to become “in-person sellers” through the club portal. You can do this under the ‘Invite Ticket Sellers’ tab.

From here just fill out their details, hit enter and they’ll receive an email with their own login and unique Raffle selling link. Now that they’re an in-person seller, they’ll be able to sell tickets via their mobile phone and accept cash or card.

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## Once that’s done, here’s how you can make a cash sale:

1. The in-person seller logs in to their Raffle account using their phone, iPad or other smart device and signs into their account. Now you’re ready to sell.
2. The raffle ticket buyer fills out their information on the ticket sale screen.
3. They can choose ‘cash’ and input an amount.
4. The in-person seller confirms the purchase on screen and collects cash amount from the ticket buyer.
5. The raffle ticket buyer receives an instant text message confirming their purchase.
6. Deposit all cash into a safe place at your club.
7. Once the Raffle has finished, all cash is to be deposited into the Toyota Good for Footy Raffle bank account by 8th September 2025.

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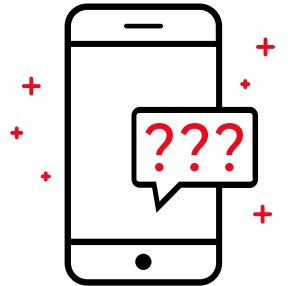
## The Good for Footy bank details are as follows:

**Bank Account Name** Toyota Raffle  
**BSB** 064 000  
**Bank Account Number** 1526 0588



# 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 Footy Raffle FAQ's [here](#).



**#1**

## **What payment methods are accepted?**

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

**#2**

## **Are online sales secure?**

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

**#3**

## **How do I promote my clubs 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.

**#4**

## **What if I need help to get started?**

All the support that you'll need to guide you through your registration and to start selling tickets is available on your Raffle portal. But if you need help or want to speak to someone, send an email to [support@raffletix.com.au](mailto:support@raffletix.com.au) and someone will get in touch within 24 hours to assist you.

# 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

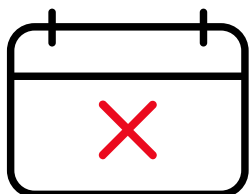
**Make it a competition (offer prizes to highest seller)**



**Monitor sales**

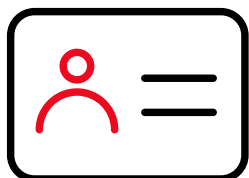


**Update community on fundraising progress**



### DATES

The Raffle closes at 12pm on 8th September 2025 AEST.  
No entries will be accepted after this time.



### CONTACT INFO

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