



Good for Cricket Raffle

FUNDRAISING CLUB GUIDE

Raise serious cash and win great prizes
with the Toyota Good for Cricket Raffle.



OH WHAT A FEELING

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HOW TO RAISE SERIOUS CASH FOR YOUR CLUB

We know running a fundraiser can be a lot of work, but we're here to make it as easy as possible.

At Toyota, we're making everything as easy as possible so you can run a successful fundraising campaign. We've put together these tips and tools to help you get serious about raising money.

Because the Toyota Good for Cricket Raffle is 100% online, your club has their own dedicated Raffle page, so your community members can buy tickets 24/7, anytime, anywhere. And don't worry, you can still make in-person sales with cash too.

If you want to make the most of this amazing opportunity, take a bit of time to get organised, set your goals and develop a solid game plan. You'll be well 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 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.

What are you raising for?

Thousands of clubs around Australia have used the Raffle to raise money for all sorts of reasons.

- New bats and balls
- New training equipment
- New clubrooms
- More coaching staff
- A new scoreboard
- Upgraded facilities
- Upgraded grounds
- Just paying the bills

There's always a great reason to get around the Raffle. Knowing exactly what you're raising for and setting a solid fundraising target is a great way to inspire your community to buy and sell tickets.

Once your club has registered, you'll get your very own dedicated Raffle web page, one that's easily accessible and shows your fundraising progress live. It's where people can buy and sell online. Once you've got the link, you can share it by email, in a newsletter or via social media.



YOUR FUNDRAISING GAME PLAN

Cricketers know how important it is to have a clear game plan. The same applies 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, you might want to find a seasoned Raffle 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 share the load and ask the right people for help.

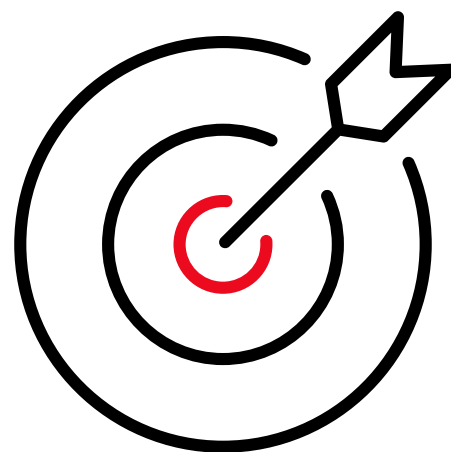
Tip: Don't leave your run too late. Once tickets are sold out, the Raffle must close, so get in early and you won't miss out.

What's in a game plan?

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

A goal gives the people buying tickets a reason to purchase. For example: "Your donation will help us build a shaded grandstand, plus you'll go in the draw to win a brand new Toyota or three!"

Make sure you set clear deadlines and communicate them. "We're aiming to raise another \$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 goals:



Goal #1

"We're aiming to raise \$2,500 to purchase new balls and training equipment. This will help us develop more advanced programs for all players."



Goal #2

"We're aiming to raise \$10,000 by the end of the season to help pay for an end-of-year 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!"

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 easy for people to buy tickets. Remember – send people a link and they can be buying tickets from your club in seconds.

Here are some tried and tested ways to reach your community, but you should use what works best for your club.



Your club website

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

You could include a fundraising target and a tally that's continuously updated, or shine a spotlight on those in your club who've sold the most tickets... 'Meet Bella, our weekly fundraising champion!'

Club newsletters

If your club sends newsletters to players and members, include inspirational messages and a link to your Good for Cricket Raffle. Even better, create a regular fundraising newsletter specifically for the Raffle. You can include your goals, progress and a direct link to your fundraising page to monitor personal progress.

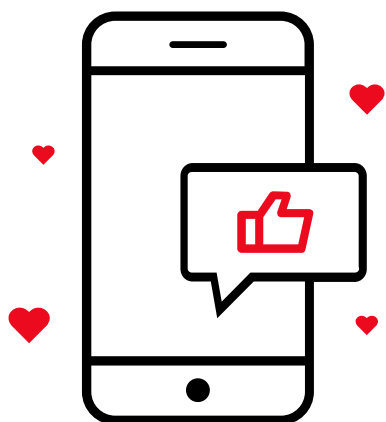


Club emails

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.



KEEP IT SOCIAL



Selling on social media

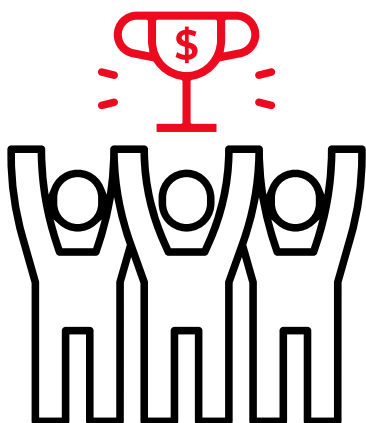
Facebook, Twitter and Instagram are brilliant ways to share your fundraising story with the world, but the occasional post just isn't enough. Remember that people are busy, and they won't all see your post every time, so the more often you share, the more money you raise.

Encourage players and members to promote the Raffle on their personal channels and encourage their mates to share it too. Add a direct link to your Raffle page every post, so fans can just click and buy tickets instantly.

The **best time to post** is first thing in the morning and last thing at night. However, posting regularly will achieve the best results. You want to make sure your club is top of mind!

Promotional posters

Posters are a great way to promote your fundraising campaign within your community environment. You can print them out and put them up in your clubrooms, behind the bar, at the kiosk... anywhere your community gathers. The QR code embedded into the poster makes it simple for people to buy tickets fast.



Team effort

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

Everyone at your club can sell tickets and raise money for the cause, no excuses. Set some targets, tell your members, make it competitive, spread the word however you can and get everyone fired up and supportive.

\$5 TICKETS, THREE CARS TO BE WON!

Selling tickets and raising cash is good for your club. The chance of winning one of three brand new Toyota vehicles... that's great for ticket buyers! So when you're selling, make sure you show off the amazing prizes Toyota has on offer.

1ST



VALUED AT*

\$54,603

Toyota RAV4 XSE

Hybrid 2WD
2.5L Auto CVT Wagon

2ND



VALUED AT*

\$40,944

Toyota Corolla Cross GX

Hybrid GX 2WD
2.0L Auto Hatch

3RD



VALUED AT*

\$35,729

Toyota Yaris Cross GX

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 is not necessarily the same colour as the Vehicle Prize vehicles. The colour of the Vehicle Prize is at the discretion of Toyota. The Vehicle Prize vehicles will be brand new 2024 models.

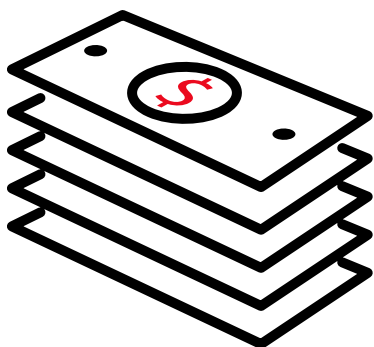
BUT WAIT... THERE'S MORE!

There are 37 prizes on offer in the 2024/25 Toyota Good for Cricket Raffle, which makes it one of the most enticing fundraisers ever for community cricket clubs.

4th PRIZE	2-hour Coaching Clinic	21st PRIZE	\$1,000 in Good Guys Vouchers
5th PRIZE	2-hour Coaching Clinic	22nd PRIZE	\$1,000 in Good Guys Vouchers
6th PRIZE	Table of 10 - Cricket Australia Hospitality	23rd PRIZE	\$1,000 in Good Guys Vouchers
7th PRIZE	Money Can't Buy Experience	24th PRIZE	\$1,000 in Good Guys Vouchers
8th PRIZE	Money Can't Buy Experience	25th PRIZE	\$1,000 in Good Guys Vouchers
9th PRIZE	Money Can't Buy Experience	26th PRIZE	\$600 in Woolworths Digital Vouchers
10th PRIZE	Team Signed Shirt	27th PRIZE	\$600 in Woolworths Digital Vouchers
11th PRIZE	Team Signed Shirt	28th PRIZE	\$600 in Woolworths Digital Vouchers
12th PRIZE	Team Signed Bat	29th PRIZE	\$600 in Woolworths Digital Vouchers
13th PRIZE	Team Signed Bat	30th PRIZE	\$600 in Woolworths Digital Vouchers
14th PRIZE	\$2,000 rebel™ Gift Card	31st PRIZE	Apple iPad 10.2-inch 64GB Space Grey Wifi
15th PRIZE	\$2,000 rebel™ Gift Card	32nd PRIZE	Apple iPad 10.2-inch 64GB Space Grey Wifi
16th PRIZE	\$2,000 rebel™ Gift Card	33rd PRIZE	\$200 in Ampol Fuel Vouchers
17th PRIZE	\$2,000 rebel™ Gift Card	34th PRIZE	\$200 in Ampol Fuel Vouchers
18th PRIZE	\$2,000 rebel™ Gift Card	35th PRIZE	\$200 in Ampol Fuel Vouchers
19th PRIZE	Brett Lee signed Kookaburra Bat	36th PRIZE	\$200 in Ampol Fuel Vouchers
20th PRIZE	Glenn McGrath signed Kookaburra Bat	37th PRIZE	\$200 in Ampol Fuel Vouchers



HOW TO MAKE IN-PERSON CASH SALES



Paper tickets are gone, but you can still sell tickets in-person and the buyer can pay by cash or card. To do so, club administrators need to register selected people to become “In-Person Sellers” through the club portal.

On your club’s Raffle portal, administrators must fill out the In-Person Seller’s information. They will then receive an email confirmation with their own unique log-in details. Once this process is done, In-Person Sellers can sell tickets via their mobile phone or tablet.

Once registered, 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 any other smart device. Now you’re ready to sell!
2. The 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 Ticket Buyer receives an instant text message confirming their purchase.
6. The In-Person Seller needs to secure all cash in a safe place at your club.
7. Once the Raffle has closed, all cash is to be deposited into the Good for Cricket bank account by 3rd March 2025. Your club will then receive this money once all purchases have been audited.

The Good for Cricket bank details are as follows:

Bank Account Name RaffleTix Trust GFC

BSB 063 010

Bank Account Number 1421 3380

FREQUENTLY ASKED 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 online [here](#).

#1

I'm not the most tech savvy person, what can I do to be successful in the Raffle?

Ask for help! The clubs who work as a team often raise the most money. So if there's someone at your club that is tech savvy ask them to help register for the raffle. You can also download the 'Good for Cricket Fundraising Guide', it's filled with all the best tips and tricks to raising serious money.

#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.

#3

Are online sales secure?

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

#4

How do I promote my club's raffle?

Each registered club will receive their own unique Raffle web page. 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. Encourage your members to share the link further, so more and more people visit your club's page and purchase tickets.

#5

What if I need help?

All the help you need to guide you through your registration and to start selling tickets is available online. But if you need additional support or want to speak to someone, send an email to support@raffletix.com.au and someone will get in touch within 24 hours to assist you.

KEEP IT SIMPLE!



Checklist for a successful fundraiser

Set your fundraising goals



Find the fundraising champions at your club



Allocate responsibilities



- Team sellers
- Social media champions

Promote your raffle



- Posters
- Newsletters
- Email
- Social posts

Make it competitive (offer prizes to the highest seller at your club)



Monitor sales



Update community on fundraising progress



Key dates

RAFFLE OPENS

12pm AEDT
Monday 7th October 2024

RAFFLE CLOSES

12pm AEDT
Monday 3rd March 2025

Need help? Contact us!

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.