

## How to Organise a Successful Raffle

### What is a Raffle?

A raffle is a popular and simple fundraising event where participants purchase tickets for a chance to win prizes. At the end of the event, tickets are drawn randomly, and those holding the matching tickets win. Raffles are easy to organise, attract a lot of interest, and can raise significant funds with minimal cost.

### Step-by-Step Guide to Organising a Raffle

#### 1. Plan the Event

Begin by setting the foundation for your raffle:

- **Date of the Draw:** Decide on the date and time for the raffle draw. You could tie the raffle to a larger school event, such as a fair or open day, or host the draw online to widen participation.
- **Budget and Goals:** Establish a target amount of money to raise and estimate the number of tickets to sell.
- **Licensing (If Needed):** Depending on your local regulations, you may need a licence or permission to hold a raffle. Check with your local council to ensure compliance.



#### 2. Source Prizes

Gather appealing prizes that will motivate people to buy tickets:

- **Donations:** Reach out to local businesses, parents, and the school community for donated items or services. Popular prizes include gift baskets, vouchers, electronics, and experiences like meals or spa days.
- **School-Related Prizes:** Offer prizes like “headteacher for a day,” front-row seats at school performances, or extra break time as incentives for children and families.
- **Set a Prize Budget:** If needed, allocate part of your budget to purchase a few key prizes to ensure a good selection.

#### 3. Create and Distribute Raffle Tickets

Design your raffle tickets and organise their distribution:

- **Ticket Design:** Include clear information on each ticket, such as the raffle date, prize list, and contact details. Tickets should have a perforated stub for buyers to write their name and contact information.
- **Pricing:** Set a reasonable ticket price that encourages people to buy multiple tickets. For example, offer discounts for bulk purchases, such as “£1 per ticket or £5 for 6 tickets.”
- **Distribution:** Send tickets home with children, sell them at school events, or set up a table in front of the school during drop-off and pick-up times. You can also consider selling tickets online through a school website or social media platform.



#### 4. Promote the Raffle

Get the word out about your raffle to ensure a high turnout and maximum ticket sales:

- **School Newsletters and Flyers:** Announce the raffle in the school newsletter and distribute flyers with details about the prizes and how to purchase tickets.
- **Social Media:** Use the school’s social media pages to promote the raffle, share updates on ticket sales, and feature pictures or descriptions of the prizes.
- **Local Businesses:** Display posters and flyers in local shops, community centres, and cafés to reach a wider audience.

## 5. Manage Ticket Sales and Record Keeping

Keep track of ticket sales and ensure you have accurate records:

- **Ticket Stubs:** Collect the ticket stubs with the buyer's name and contact details. Keep them organised and ready for the draw.
- **Payment:** Ensure you have a clear system for collecting and recording payments, whether in cash or via online transactions.
- **Sales Tracking:** Regularly check in with ticket sellers (children, parents, teachers) to track how many tickets have been sold and encourage further sales.

## 6. Host the Raffle Draw

When the day of the raffle arrives:

- **Set Up the Draw:** Place all collected ticket stubs into a container or raffle drum, ensuring they are thoroughly mixed.
- **Draw the Tickets:** You can either draw the tickets at a school event (such as a fair or assembly) or broadcast the draw online to reach more people. Have a well-known figure, like the headteacher, draw the winning tickets to add excitement.
- **Announce the Winners:** As each ticket is drawn, announce the winner and their prize. Ensure you have a system in place to contact winners if they are not present at the draw.

## 7. Distribute Prizes

After the draw:

- **Contact Winners:** If winners were not present at the draw, contact them as soon as possible to arrange prize collection or delivery.
- **Celebrate the Success:** Share the results of the raffle, including the total funds raised, through the school's communication channels. Thank everyone who purchased tickets or donated prizes.

## 8. Reflect and Plan for Future Raffles

Once the raffle is complete:

- **Evaluate the Event:** Reflect on what went well and what could be improved for future raffles. Gather feedback from ticket sellers, volunteers, and the school community.
- **Tally the Funds Raised:** Calculate the total money raised after expenses and any donations. Celebrate the success and let the school community know how the funds will be used.

## Tips for Success

- **Encourage Early Sales:** Offer an “early bird” incentive, such as a smaller prize, for those who purchase tickets before a certain date.
- **Get the Children Involved:** Encourage children to sell tickets to family members, friends, and neighbours. You could offer a prize to the top seller or the class that sells the most tickets.
- **Keep Prizes Varied:** Offer a range of prizes to appeal to different people—big-ticket items like electronics or holidays, along with smaller, fun prizes for children.

## Final Thoughts

A raffle is a simple yet effective way to raise funds while adding excitement and engagement to your school's fundraising efforts. With good planning, appealing prizes, and active promotion, your raffle can bring the community together and generate significant support for your school.

