

Guidance for Children's Hospice South West's supporters and fundraisers to organise a successful raffle

Holding a raffle at your fundraising event is a great way of generating funds with minimal costs. However, as raffles fall under strict laws relating to all lotteries, there are some cases where a licence from your local council may be required.

To make sure your raffle is safe, legal and as successful as possible, please take a moment to read the following information as well as guidelines from the Gambling Commission on fundraising, raffles and lotteries at www.gamblingcommission.gov.uk

What is a raffle?

There are 2 types of raffles:

The incidental raffle

This is the simplest kind of raffle and does not require a licence or registration with your council to run. It must take place as an activity at an event and the tickets have to be sold at the event, they cannot be sold online or in advance of the event. There are various events where you can hold a raffle, such as during your afternoon tea, local shows, school fetes, fundraising dinners, dress down days or charity balls. You can draw the raffle either during or after the event.

To run an incidental raffle, there are just a few simple rules you need to follow:

- You must provide physical tickets to those taking part. These can be in the form of tickets you make yourself or you can use cloakroom tickets that you can purchase from most stationers, card shops or pound shops
- Tickets can only be sold at the event and while the event is taking place
- There is no limit on how much you can charge for a ticket and you can apply discounts for multiple purchases, such as buy one get one free
- Deductions for prizes must not exceed £500, although it is best practice to have prizes donated to ensure the maximum benefit to the charity
- A maximum of £100 can be claimed from your proceeds to cover the expense of running the raffle, such as to cover the costs of printing tickets
- You can either draw the raffle and announce results during or after the event, we recommend that you make this clear to participants when they purchase their ticket(s)
- Winners must be notified, (usually during the event itself or immediately afterwards).

Small society raffle

A small society raffle (also known as society lotteries) are promoted for the benefit of a non-commercial society such as for a charity like Children's Hospice South West (CHSW).

You may recognise a small society raffle as the ones where tickets generally come in books of 5 or 10, you are asked to write your name and address on the ticket stubs and you keep the larger portion of the ticket as proof of entry.

These raffle tickets can be sold in advance of the draw date over a longer period of time. The draw can also be advertised to the general public. There are rules and regulations around this type of raffle, and there are costs associated with the printing of the tickets.

To run a small society raffle, a Gambling Commission licence is not required but you'll need to complete an application form and pay a registration fee to your local council. You can find your local council here: www.gov.uk/find-local-council.

A small society raffle may raise up to £20,000 in a single draw and up to £200,000 over a year but does require careful administration, and you must follow the guidance on how to apply and run this activity from the Gambling Commission, www.gamblingcommission.gov.uk

You will need a person registered as the 'promoter', who is responsible for the raffle and whose name must be printed on all tickets.

You can register your name or group as the promoter raising money for CHSW, but not under the charity name as we hold our own licence.



Advice on getting prizes

Here are our top tips for sourcing tempting prizes to encourage your guests to dig deep and give generously!

Be strategic

- Start asking for items early to ensure you leave enough time before your event, but keep in mind any prizes with expiry dates
- Don't buy prizes, ask people to donate them. This will maximise the amount of money that comes directly to the charity
- Contact local businesses and independent firms close to your home, they are more likely to support you than larger national organisations
- Research the businesses you are approaching and what you would ideally like from them
- Think about who your guests or target audience are and what kind of prizes would appeal to them
- Make sure you have a variety of prizes that will appeal to everyone in the room
- Think about the value of your prizes and how much you hope to raise. If you're running a raffle consider how much to charge for tickets and how many you will need to sell. If you're auctioning off the prizes think about what you hope to sell them for and make sure you brief the auctioneer accordingly
- Don't have too many prizes, quality is more important than quantity!

Use your networks

- Think about whether there is anyone you know who has useful connections to local businesses you want to approach
- Signed memorabilia is always popular, do you know anyone who has connections to celebrities, sports figures or artists? We ask that you let us know if you are planning on making any of these kind of approaches.

Think creatively

- Don't just look for items, think outside the box and ask for services. For example, a personal training session or a cookery lesson
- Group smaller items together to make 1 prize package, such as dinner for 2 and theatre tickets grouped together to make a more appealing and valuable prize
- Create a donation voucher to take into businesses and ask them to fill it in. This makes it quick and easy for them to donate a prize or a service
- If you're planning an auction, try to source a couple of unique items that will attract interest and encourage guests to bid high.

Making approaches

- Have a clear message about what you are fundraising for and why. Try to be emotive and explain how their donation will help you to reach your goal
- Make sure you explain what you can offer them in return for their donation. For example, a 'thank you' in the programme and exposure to potential new clients in the audience
- If you plan to make initial approaches through email, make it personal and try to find a named contact. Always follow up with a phone call
- Send a thank you card or letter to anyone who has donated prizes telling them how much you raised and how that will help CHSW.

Terms and Conditions

- Agree on any terms and conditions with the donor. Establish whether there are any restrictions and agree on an expiry date, for example, within 12 months. Make sure your guests are fully aware of any terms and conditions
- Make sure you know what the prizes you've been given are worth so you can make the most of the donation.



Sourcing and printing tickets for a small society raffle

Certain information must be included on tickets for a small society raffle. We recommend ordering your tickets from a company such as www.raffletickets4u.co.uk who have a range of templates that will guide you through the process ensuring all necessary information is included.

You may want to include the Supporting CHSW logo, this can be downloaded from www.chsw.org.uk/tools and also includes our charity number.

Selling tickets and raising funds for CHSW

The more tickets you sell, the more money you will raise for CHSW. Here are a few tips on how best to sell your raffle tickets:

- The more people you can tell about your raffle the more chance you have of selling tickets. Design and print posters, create a Facebook page, or send an email around your workplace encouraging everyone to buy a ticket
- If selling tickets at an event, display the prizes prominently to boost interest in your raffle
- Selling tickets to friends and family? Why not ask them to sell a book or 2 to their friends as well
- Be assertive, most people will buy a ticket if asked nicely
- Take tickets to groups and clubs you attend, your workplace and gatherings of family and friends
- Think about the prizes you have to offer and who might want to win them
- Target the right audience.

Alternatives to a raffle

Instead of a raffle you could organise a 'prize competition' or 'free draw'. These do not require licences.

A prize competition can have a cost to enter but must require the participant to have certain knowledge or skills that will limit the number of people who can win, such as an answer to a question or the first to enter, the rules for which must be clear to all participants at the point of purchase.

A free draw can only request a voluntary donation and can be used as an addition to other fundraising events and activities.

