

## How to Organize Fun and Successful Raffles

Raffles are one type of fundraiser where you have almost total control over the expenses *and* income you raise. Raffles might seem simple (sometimes too simple); but, like any fundraising effort worth doing, raffles should be well planned and organized. Many associations and clubs like raffles because the costs and risks are very low. Organizations of all types and sizes can successfully conduct these fundraisers and make profit.

**Check with the secretary of state and your local community** to make sure you are in compliance with the state and local laws and ordinances. It's better to find out on the front end that you need a license and that you qualify to conduct a raffle rather than receive a call from the authorities asking you to cease what you are doing *after* you've already sold tickets.

**What are your financial goals for this raffle? How much do you want to make?** Remember that the lower the price of the tickets for the raffle items the more volunteers you will need and the more tickets you will have to sell to make your target goals.

**Remember -- there are at least four aspects to a successful raffle.** 1) Getting the committee and the leadership organized; 2) getting the items to raffle off; 3) printing and selling the raffle tickets; and 4) holding the event where the raffle is drawn. At each stage it's important to keep careful track of who is committed to what and to hold the group accountable.

**It's critical that you have a strong crew of board members, volunteers, and staff selling raffle tickets.** Make sure you set up specific goals for each person. The winning sellers also should receive a prize for their efforts.

**The price of the tickets should be priced reasonably in relation to the audience who will be buying them.** Know the audience to whom you will be selling the tickets.

**Be creative in selling the tickets.** Don't be afraid to go to a small supermarket or store and try to sell tickets at their door. Also try selling them on your Website. Set up a booth outside a conference hall and sell tickets to the attendees. The ideas are endless!

**Hold the raffle drawing as part of another special event, if possible.** Use the raffle to build energy and excitement for your annual dinner or other event. Sell additional raffle tickets right before the drawing.

**Evaluate and analyze the results immediately after the raffle.** It's important to learn from the experience of the raffle. Get your core committee together to evaluate the raffle, do the required paperwork and reports and begin planning the next raffle.