

# HOSTING A RAFFLE

## WHY HOST A RAFFLE?

Hosting a raffle is a great way to get everyone involved in the United Way campaign. Not everyone chooses to contribute to the campaign through payroll deduction, but raffle tickets offer a fun, easy, low cost way to support. Your raffle can be as large or small as you want and it can be an easy add-on to an existing campaign event.

## HOW DO I RUN A SUCCESSFUL RAFFLE?

United Way can host the raffle on our DonorPoint giving platform. Set up is easy, payments are collected online, and the winning number can be automatically generated when the raffle closes. Ask your United Way representative about this option.

The key to running a successful raffle is getting folks excited about the items they could win! Prior to the start of your raffle, send a message to your team highlighting to the top items. Then, when the raffle launches, provide clear instruction on how people can purchase tickets. Be sure to send reminders periodically while the raffle is open. Once the raffle is closed, incorporate the ticket pulling into the campaign wrap-up or make it a standalone activity.

## WHAT MAKES A GOOD RAFFLE ITEM?

Ask your campaign committee and corporate leaders to help solicit and collect raffle prizes. Your campaign committee should have a standard request letter and start reaching out to local businesses and partners for support 4-6 weeks before the campaign kick-off. Alternatively, you could ask each department to assemble a themed basket. Popular raffle items include:

- Tickets to a concert, play, or sporting event
- Autographed memorabilia
- Gift baskets from local salons and boutiques
- Gift cards and lottery tickets
- Membership to a gym or club
- Dining experiences

Experiences and hard-to-get items are always popular, but don't be afraid to get creative. Combine smaller donations into more robust baskets to make the package more appealing. Or, raffle off a primo parking spot, company swag, or a PTO day!

## HOW MUCH SHOULD RAFFLE TICKETS COST?

The cost of your raffle tickets should reflect the quality of your baskets but reasonably priced to encourage participation. Suggested price for an individual raffle ticket is \$5 or \$10. To encourage additional ticket purchase, consider offering a discounted rate for a bundle of tickets. For example, if individual tickets are \$5, then you may want to sell a bundle of 10 for \$40.



**UNITEDWAY**  
GREATER CLEVELAND

*Greater*  
**FOR ALL**

1331 Euclid Avenue, Cleveland, OH 44115

Questions? Please contact:

**Emily Brunkalla**

**Donor Experience Manager**

**[ebrunkalla@unitedwaycleveland.org](mailto:ebrunkalla@unitedwaycleveland.org)**