



**UNITED WAY**  
Greater Cleveland

## **HOSTING A RAFFLE**

Hosting a raffle is a great way to get everyone involved in the United Way campaign. Not everyone chooses to contribute via payroll deduction, but raffle tickets offer a fun, easy, low cost way to support. Your raffle can be as large or as small as you want and 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 the DonorPoint platform. Set up is easy, outbid notices are sent automatically, and payments are collected online. Ask your UWGC Account Manager for more information.

The key to running a successful raffle is getting people excited about the items. Prior to the start of your raffle, send a message to employees highlighting the top items. Then, when the auction launches, provide clear instructions on how to participate and purchase tickets. Be sure to send periodic reminders and generate some friendly competition on popular items. When the raffle closes, be sure to announce winners at the campaign wrap-up or at a standalone event.

### **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 potential supporters and local businesses 4-6 weeks before the campaign kickoff. Alternatively, you can 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 salons or 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 items to create a bigger basket. Also consider raffling off internal perks like preferred parking, dress down days, a floating holiday, or extended lunch hours.

### **How Much Should Raffle Tickets Cost?**

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

***Questions? Contact your UWGC Account Manager or email [donate@unitedwaycleveland.org](mailto:donate@unitedwaycleveland.org).***