

# Raffles 101

**Raffles are a great way to give your fundraising totals a boost, while giving something back in return to one of your lucky supporters!**

As 2016 Smiddy rider Mark says, “as well as giving money to fight cancer, you want people to feel like they have a chance to win something as well”.

A lot of Smiddy riders have used raffles to reach their fundraising goals, and you can too! We've compiled a list of their top tips to help you get the most out of your raffle.

## 1. Secure a prize for your raffle

- You can ask local businesses to sponsor your fundraising efforts by donating a prize, or put together your own prize.
- Make sure you know the value of your prize—the value of the prize should be at least 20% of the estimated proceeds of ticket sales.
- Set your ticket price—it's a good idea to offer a discount for buying tickets in bulk, for example one ticket for \$10 or three for \$25.

## 2. Decide how you want to sell your tickets

- *Online*—you can use an online ticket seller like [Ticketbud](#).
- *Physical tickets*—you can buy ticket books from newsagencies, supermarkets (normally in the party supplies aisle) or Officeworks.

## 3. Promote and sell your raffle!

- If you're selling tickets online, share the link to your ticketing page on Facebook.
- You can create a flyer highlighting your prize, ticket price and how to buy tickets.
- Put up a poster and sell tickets at your work.
- Use text, email, social media—whatever it takes to let your friends and colleagues know about your raffle and get them buying tickets!
- It's great to sell tickets at an event, at work, a BBQ catch up, or anywhere you'll be with a group of people keen to support a good cause.

We did a big push on Facebook, plus I sent a request to everyone in my phone to buy one or two tickets. One guy bought 10! I told him he could probably buy everything in the prize package for the same price, but he just said ‘It’s for a good cause.’

-Mark Bertwistle, Smiddy rider

#### 4. Draw and announce the winner

- Make sure you let people know how much they have helped you raise for cancer research at Mater and what that means to you.

### Regulations

There are some Government regulations around holding raffles. You can find a quick summary of the laws governing raffles in Queensland below, or more detailed information [here](#) and [here](#). If you're hosting a raffle outside Queensland, head to the gaming regulation website of the relevant State Government.

#### Summary to holding a raffle

##### Category 1 Game—Up to \$2000 gross proceeds (total ticket sales)

*Please note this is not a substitution for the Queensland Office of Gaming Regulation Guide, for more information please refer to the Charitable and Non-Profit Gaming Act 1999 or updated versions.*

#### Important points for fundraisers to remember when selling raffle tickets:

- Prizes must not include over \$1000 in alcohol.
- Prizes must not include surgery, a tobacco product, weapon or ammunition or any other item in which the sale is restricted by legislation of the State or Commonwealth.
- You must not sell a ticket to a minor if the prize includes alcohol or a gaming product.
- Prize value – must be at least 20% of the estimated gross proceeds of the ticket sales.
- All tickets must be sold at the same price:
  - However, tickets may be sold as a bundle (e.g. one ticket for \$1 or three for \$2), but ticket bundles must be offered as an option to all ticket buyers.
- Tickets must not be sold after the closing of the raffle.
- Tickets must not be delivered to a person unless the person has paid for the ticket before it is sent.
- Each ticket must be numbered consecutively and, if more than one series of tickets is to be used in the same draw, each series of tickets must be identifiable by colour or other distinguishable characteristics.
- If the raffle is not conducted and drawn on the same day, the tickets must have the name and either the address or telephone number of the entrant legibly written on the ticket.

### **Drawing the raffle**

- Each person who buys a ticket must have a fair and equal chance of winning at the time of drawing.
- Every sold ticket must be in the draw.
- If more than one prize is being offered, the major prize must be drawn first and the other prizes then drawn in descending order of number and value:
  - Prizes may be drawn in an alternative order provided that the alternative order is clearly advertised at the time tickets are sold.
- If all efforts to contact winner and within a reasonable time and winner does not claim prize, the prize must be drawn again.