

# How to hold a raffle

## Planning to boost an event with a raffle in aid of Action on Hearing Loss?

### Here's our quick guide to small raffles:

- Tickets should only be sold during the event, and on the event premises.
- The draw should take place during the event and not roll over.
- All money raised should be donated to the charity.
- You do not need a licence for small raffles. If you wish to sell tickets in advance of the event, you will need to obtain a licence from the local authority. For more information on licensing rules, please visit the Gambling Commission's website ([gamblingcommission.gov.uk](http://gamblingcommission.gov.uk)).

## Planning your raffle

- 1** Start well in advance of the event and allow plenty of time to get organised. Think about sourcing prizes that will appeal to your guests. For example, at Christmas, a seasonal hamper always goes down well.
- 2** Try asking local independent shops and businesses if they would like to donate a prize. Sometimes they are more prepared to give than larger organisations, which get flooded with requests.
- 3** Don't be shy about asking friends and family to donate prizes. You may be pleasantly surprised by what they come up with.



**4** Don't limit yourself to a certain type of prize. The greater variety of items you have, the more people are likely to try their luck.

**5** That said, it could help to pin down who is your primary audience. Would certain prizes go down better with them than others?

**6** Prizes don't have to be an iPad or hamper; how about offering experiences such as a cookery course for two, pampering, or a session at a local golf club.

## After the event

You've hosted a great raffle for a brilliant cause. There are just a few important things to remember before you put your feet up:

### Thank, thank and thank again

Say a big thank you to all the businesses that kindly donated prizes. Let them know the final total raised and how that money will help those affected by hearing loss, tinnitus and deafness.

### Hot off the press

Your event was a huge success! Contact your local newspaper with a press release, the final total and pictures.

## Pay in your money

Please make cheques payable to Action on Hearing Loss and send to your local office. Or, if you would like to pay cash directly to the bank, we would be happy to provide you with our bank details.

**Thank you for fundraising for Action on Hearing Loss.**



## Tips for sourcing raffle prizes

**1** Try asking for donations face-to-face rather than by email or phone. Nothing beats the personal touch. Plus, going into businesses and shops and asking directly allows you to get an answer on the spot. Practising what you'd like to ask for, and how the money raised will help Action on Hearing Loss, can help you feel more confident.

**2** Offer to display the company's literature at your event and to

post a thank you message on social media (our Digital team can do this for you). Why not invite company representatives along to the event?

**3** Your aim is to raise lots of money - so don't pay more for the prizes than you expect to get on ticket sales.

**4** If you are struggling to source prizes, how about auctioning yourself to cook a meal, or clean someone's home?

**For all your fundraising materials, please contact:  
community.fundraising@hearingloss.org.uk**