How to Run a Raffle

Specific Requirements

- Raffle prizes.
- Raffle tickets.
- Somewhere to sell tickets.
- A timeframe and draw date.

NB: If you are running a raffle, you will be required to register the fundraising activity with Variety here. If you are creating flyers, posters or Facebook event pages please email the material to melissa.mcmahon@varietyqld.org.au for approval prior to publishing. A friendly reminder to please use our proudly supporting logo.

Things to Consider

It is important to consider the rules and regulations when it comes to running a raffle:

- A good source of information is the Office of Liquor and Gaming Regulations, which outlines requirements for all raffles.
- A basic outline of the rules are as follows:
  - The total value of prizes should be at least 20% of the estimated gross proceeds from all raffles.
  - You are not allowed to offer more than $1,000 worth of alcohol as a prize.
  - There are three Categories of Raffles:
    - Category 1: Any raffle raising less than $2,000. Category 1 raffles will not need a permit.
    - Category 2: Any raffle raising more than $2,000 but less than $20,000. You will not need a permit but there are requirements that need to be met.
    - Category 3: Any raffle raising more than $20,000. A permit is required and therefore ONLY Variety Queensland can organise a raffle of this size.

Other Things to Consider

- A raffle provides an extra source of income on any event and can sometimes provide a little bit of excitement through the event – especially if it is a prize they can walk away with at the conclusion.
- There are different types of raffles:
  - Meat Trays at local pubs/clubs – raffles that are drawn on the day they are sold.
  - Themed Raffles – Mothers Day or Easter etc. – raffles that are sold over a period of time.
    - Art Unions – the larger ticket item goods such as cars, boats, jet skis, etc.
- The best place for you to sell tickets could be:
  - Your work place
  - At a local shopping centre.
  - At an event that you or someone else is running.
  - Local markets.
• Prizes can be as little or as big as you like, however people need to think they are getting value for money – remember the 20% rule. In some cases one prize will work, sometimes 3 or 4 prizes may be better.
• When sourcing prizes, try local businesses first – an item or voucher is often easier to donate than cash. We have sponsorship letter templates for your use.
• Bundle your tickets together to sell to encourage people to spend more. For example, tickets are $2 each or 3 tickets for $5 or 7 tickets for $10 – seems like more value in spending that extra money and getting a few more tickets.
• Always keep track of who you have given raffle tickets to sell on your behalf.
• Always remember to send a thank you certificate to any businesses who have donated prizes. A letter of acknowledgment and something they can display will often go a long way to ensure that next time you are looking for a prize they are eager to help.

What Variety Queensland Can Do to Help
• We can supply you with basic raffle ticket books (NB: If you are running a Category 2 raffle, special tickets will need to be printed).
• We can help you proof flyers and provide you with a template to assist you with designing your own.
• We can supply you with some signage for when you are out selling tickets in a static location, most will need to be collected and returned to the Variety office.
• We can supply you with certificates of appreciation to send to all businesses who have donated prizes.

Who Do I Contact to Ask Questions?
Please contact Melissa McMahon on 07 3907 9300 or via email melissa.mcmahon@varietyqld.org.au.

Checklist/Timeline
☐ Have I registered the fundraising activity via the Variety website?
☐ Have I obtained enough prizes to run my raffle?
☐ Do I have somewhere to sell my tickets?
☐ Have I set a draw date?
☐ What price am I selling my tickets at?
☐ Do I need a flyer to promote my raffle?
☐ Does my flyer keep within the branding guidelines as set out in the Terms and Conditions on the Fundraising event registration Form and have I received approval?
☐ Can I get anyone else to help me sell the tickets?
☐ Have I sent Variety the income from the raffle?
☐ Have I sent out thank you letters and certificates of appreciation?

Managing Your Funds
Deposit the funds into our account
Variety Queensland General Account
BSB 034 072
Account Number 201 739

Do you have an online fundraising page?
You can donate the funds on your page

Make out a cheque to ‘Variety Queensland Inc’ and post to
Variety - the Children’s Charity
Unit 1, 5 Ashtan Place
BANYO
QLD 4014