

# 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](mailto: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](mailto: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