

# Running a Raffle

*Your handy guide for hosting a raffle for Pilgrims Hospices.*

*With 80% of our funding coming through voluntary contributions, your support cannot be overstated.*

## Running a raffle

Raffles, also known as lotteries, are a greay way to raise vital funds for Pilgrims Hospices and we have lots of tips to make sure yours is a big success. However, raffles are a form of gambling and there are a few rules you will need to follow to keep your fundraising legal and in line with the Gambling Commission.

Don't worry, we've done the hard work already and you will find everything you need to know in this handy guide.

## Boost your fundraising at your event

Including a raffle as part of your event is a great way to raise more funds and for people to have fun. This type of raffle is called an '*incidental lottery*' and you do not need to get a licence or to register it with your local authority. But you will need to make sure you do the following:

- ☒ Only sell tickets at the event, and for the duration of the event.
- ☒ Let people know when the draw will take place, it can take place during or after the event.
- ☒ Tickets can be bought and sold by anyone at the event.
- ☒ You can use cloakroom style tickets or make your own.

### Top Tip 1:

*Use different coloured tickets so you don't have duplicated numbers.*

If you are running a raffle and selling tickets in advance of an event, or the raffle is the main fundraiser, it is called a '*small society lottery*' and there are a few more things to consider. You will need to register your raffle with the local authority and pay a small fee (approx. £40) upon registering, which lasts for one year. A single lottery draw can make up to £20,000 and no more than £250,000 over one year.

For a 'small society lottery' your tickets will need to be printed and will need the following information on them:

- ☒ The name of the society or local authority
- ☒ The ticket price
- ☒ The name and address of the organiser
- ☒ The date of the draw

**Top Tip 2:**

*Include your top 3 prizes on the raffle tickets to create excitement around your draw*

**Top Tip 3:**

*Tailor your ticket price according to the prizes that you have*

Please note: anyone under the age of 16 years cannot buy or sell tickets.

## Running an online raffle

Running a raffle on social media, or online giving sites, is a good way to reach more people. However, you will need to register the raffle with your local authority. If you run a raffle on JustGiving here are some pointers:

- ☒ Use the 'story' section to tell people when the draw will be made, where the winners will be announced, ticket price and what the prizes are.
- ☒ Remind people to include their full name when making a payment so they can be successfully entered into the draw.
- ☒ You can personalise the thank you message received when a payment is made to include key details about your raffle.
- ☒ Ask people to tick the box that allows their details to be passed to you, the organiser, so you can keep in touch with raffle related updates.

## Getting your prizes

The more prizes you have, the more exciting your raffle will be. Here are our top tips for sourcing prizes that will make your raffle a success.

- ☒ Ask early so that you have enough time to get some fantastic prizes. Don't leave it until the last minute!
- ☒ The more prizes you get donated to your raffle the more money you can raise for Pilgrims.
- ☒ Who is likely to buy your tickets? Plan your asks around your audience so that it looks appealing to them.
- ☒ Thank your donors and let them know how much you raised for Pilgrims, and how their support will make a difference.



*Good luck with your raffle!*

**Don't forget:** Alcoholic prizes cannot be handed over to anyone under the age of 18 years.

**Gift Aid cannot be claimed on ticket sales.**

**Get in touch:** Your local community fundraiser will be able to answer any questions you may have, they can also offer some Pilgrims branded tools and supply you with a Letter of Authority to be used as proof that your fundraising is legitimate and to help you source prizes.

**Email:** [fundraising@pilgrimshospices.org](mailto:fundraising@pilgrimshospices.org)

# Thank you!

*At its heart, Pilgrims is dedicated to ensuring people living with an incurable illness can access the quality care and comfort they deserve. We are so grateful that people like you are part of our community and support our work. We simply couldn't provide our expert, end-of-life care with you.*

