

Guide to Planning a Raffle



Useful information for organising
a raffle in support of Deafblind UK

Welcome to your guide to running a raffle for Deafblind UK.

Raffles (also known as lotteries) are a fantastic way to raise the vital funds needed to support people living with sight and hearing loss to thrive.

However, it is important to remember that they are a form of gambling and as such there are a few rules you will need to follow to keep your fundraising activity legal, in line with the Gambling Commission. Don't worry, we've done all the hard work, you can find everything you need to make your raffle a big success in this guide.

Types of raffle

Incidental lottery

Including a raffle as part of your event is a great way to engage people in a fun way while boosting your fundraising. This type of raffle is an 'incidental lottery,'. You don't need to get a licence or register it with your local authority, but you will need to make sure:

- You only sell tickets at the event, for the duration of the event.
- You let people know when the draw will take place, during or after the event. During the event is likely to be best, otherwise how will you get prizes to the winners?
- Only people aged 16 and older buy and sell tickets.
- You get permission from the event organiser or site owner.
- Winners are drawn completely randomly.

You can use cloakroom style tickets or create your own. Cloakroom tickets are available in most supermarkets, stationers or online.

It's not just raffles...

A tombola or a sweepstake are also usually versions of an incidental lottery, (unless you sell tickets in advance or it is the main event) therefore the guidance above applies.



Small society lottery

If you are running a raffle and selling tickets in advance of an event, or the raffle is the main event, it is a 'small society lottery' and there are some additional 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. The registered lottery can make no more than £250,000 over the year of registration.

Your tickets will need to be printed with the specific details of the lottery on them, including:

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

Tickets must each be the same price. For example, you can't sell five tickets for the price of four.



Running an online raffle

Running a raffle on social media, or online, is a great way to reach a bigger audience. However, you will need to register the raffle with your local authority, just like a small social lottery, unless you are selling and drawing the tickets on the same day. You also need 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 entered into the draw.
- Send a personalised thank you message when payment is received. Include key details about the raffle draw in this.

Getting prizes

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

- Keep your audience in mind when contacting businesses, plan to get prizes your audience will like.
- Ask early so that you have enough time to get fantastic prizes.
- Approach any connections you have as a starting point. Even if it's your friend's housemate's brother, people are more likely to be generous to their friends.
- Can you offer anything like a shoutout or displaying their logo anywhere? It might make it a more attractive opportunity for businesses if you can.
- Asking In person often yields better results; emails can easily be ignored. Hand-signed letters can add a personal touch.
- Make sure to thank the businesses that donated, let them know how much you raised for Deafblind UK and that their support will make a massive difference to the lives of our members.

Don't forget, prizes of alcohol cannot be handed to anyone under the age of 18. Alcohol also must be in a sealed container.

Remember that any prizes purchased, as opposed to donated, must be worth less than a total of £250. However, donated prizes can be of unlimited value.

Things to remember

Before the day

Promote that there will be a raffle at your event and what prizes people may win. Let people know what payment facility will be available. If you can borrow a card reader or start a JustGiving page with a QR code, you'll unlock a bigger audience.

On the day

Make sure someone is responsible for keeping the funds safe until they can be banked. Locked cash boxes are a good way to do this. Thank everyone for taking part, including volunteers, ticket buyers and those who donated prizes.



Good luck

Thank you for supporting the continuing work of Deafblind UK.

Our fundraising team will be able to answer any questions you may have, and offer Deafblind UK branded fundraising tools and equipment. We can also supply you with a Letter of Authority to be shown as proof that your fundraising is legitimate, helping you to secure prizes for your raffle.

Get in touch



fundraising@deafblind.org.uk



0800 132320 and ask for Fundraising

**Tell us what
you're planning**

