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Boost your Raffle Ticket Sales **Tips & Guide**

Raffle Tickets 4 U

Introduction

Running a raffle is a tried and tested way of raising money because it's easy, simple and quick. However, to increase ticket sales and to maximise the funds raised, there are simple marketing methods that can help you to spread the word and attract new supporters.

The aim of a raffle, or any fundraising event, is to sell tickets, collect donations and raise awareness. Regardless of the size of your charity, school or club, there are always more people who could get involved to help you raise the money you need.

The ideas and tips in this guide are specific to raffle draw events, however these techniques could easily be transferred to other fundraising events of various sizes. This guide will take through the steps you need to help maximise ticket sales, awareness and donations.

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What is your message?



People often shy away from marketing their event as it could feel like your pushing for a sale. But don't think of marketing as a sales technique, think of it as a way to communicate your message.

Creating your message is your first step to creating a marketing plan. This will determine the content and style of your marketing material.

The message for a raffle event will be determined by the charity, cause, sponsors etc. and knowing these facts will help to build the message.

Your message will consist of the reasons why you've chosen to raise money and how that money will help your chosen organisation.

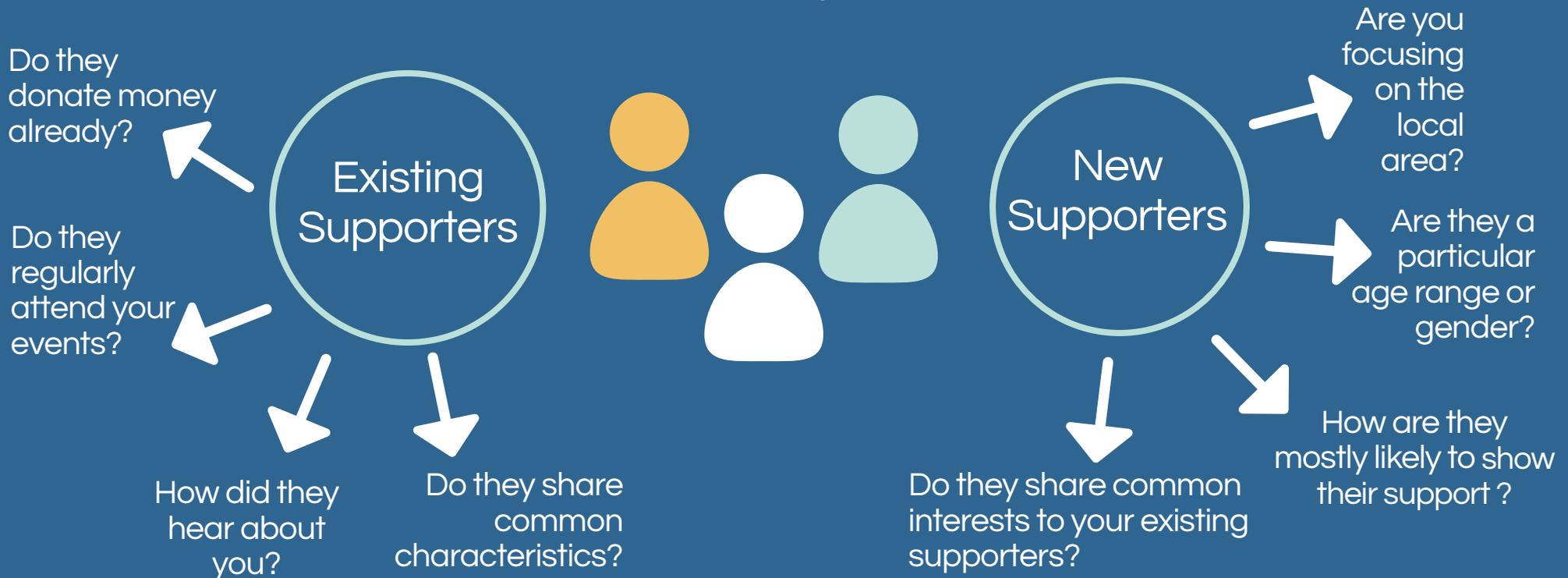
Ask yourself these questions:

- 1 Why are you holding a raffle?
- 2 What is the organisation you're raising money for?
- 3 What are their aims, who do they help, where are they based?
- 4 How will the donations help the organisation?
- 5 Where & when will the tickets be sold and drawn?
- 6 What are the rewards for donating, are there prizes on offer?

“Don't think of marketing as a sales technique - it's just a way to communicate your message.”

Who is your audience?

It is vital to understand your audience to ensure that your marketing efforts aren't wasted on targeting the wrong people. Deciding on who you're marketing your message to, will have an impact on the way you choose to communicate that message. First, begin to think about who are your existing supporters? Then think about who you would like to target as potential supporters.



Your audience will be a combination of your existing supporters and new potential customers who you think would participate in your raffle and support you by buying tickets.

The Right Marketing Channel

Now that the difficult stages are over, it is time to get creative. Choosing your marketing channel with your audience and message in mind is important to ensure your efforts, time and money is well spent. A large contributing factor to choosing the correct channel will depend on the size of your organisation, as this will inevitably effect your budget and time scale.

Whether you have a set marketing budget, or you aim to spend nothing at all, there are plenty of ways you can get involved to boost the awareness of your raffle.

Which Marketing Channel Is Right For You?

Traditional
Print

Internet:
Social
Media

Ticket
Design

Get
Talking

Resellers



Traditional: Print



Traditional printed marketing material covers anything that is in a hard copy form, including flyers, posters, postcards, t-shirts etc. So whether you're handing out flyers in your local town, pinning posters in your office foyer or wearing branded t-shirts at your summer fair, all of these elements will involve the same process.

Print has always been an effective way to grab attention and advertise an event, this is because no matter the size or scale of the event there is always something that's affordable and impactful.

There are 4 key elements of any print that may affect how your message is perceived and how your audience reacts to it. These elements are: Text, Images, Colour & Font. We have listed some top tips for each element of print.

Top Tip: If you're low on budget, why not get creative and do a little DIY. Get your school pupils, scout club, friends or colleagues to make the print for you!

Cost: £ £ £

Effort: ✓ ✓ ✓ ✓

Time: ⌚ ⌚ ⌚ ⌚

Effectiveness: 🎟 🎟 🎟 🎟 🎟



TEXT

Text is essentially your message and covers all of the marketing channels discussed. The text within the print needs to be simple, clean and to the point. You can expect your advert to be read for less than 20 seconds so your message needs to stand out. One way to tackle this is to create a hierarchy of information. This means your most important information will become the headline, then create a sub-heading, opening paragraph, and main body text. This way you can ensure your key facts will be read first.

FONT



The font you choose should ultimately reflect your theme and be easily read. There are hundreds of fonts to choose from but try to reflect your event in the design. For example, if you're hosting a summer raffle, the text may be light and curly to reflect the summer season. You could use two fonts within your print to emphasise your information hierarchy, one for the title and bullet points, one for the small print. A top tip for choosing font: Sans serif fonts are bold and great for titles and serif fonts read well within a body of text.



IMAGES

Images can be photographs, graphics or icons and all can be used to convey your message. As the old saying goes, "a picture is worth a thousand words", and this is key in marketing. It is proven that your brain can process visual content a lot quicker so considering you have a 20 second window, images are a really important part of print marketing. Use your images to convey emotion to help persuade readers to take part in your raffle / event.



COLOUR

Colour can have a huge effect on people's perception about an event or organisation. There have been multiple studies that attempt to distinguish what colours represent particular feelings, but ultimately they heavily depend on an individual's own experiences. That makes choosing the right colour scheme a hard decision but ultimately, if your colour scheme is coherent, clean and simple, you won't have a problem.

It's a good idea to choose colours based on your raffle. For example, choose bright yellows & oranges or pastel pinks & greens for a summer fair or dark purples and deep oranges for a halloween event.



Utilise the Internet: Social Media



The world of social media can be a scary place, but don't be put off. Social media channels can be highly effective for reaching a wider audience at no cost at all- great if you have a small budget! There are many social media channels, but the top 2 for promoting an event is Facebook & Twitter.

Both platforms allow you to create a page for your specific event and write posts. The posts could include key information, what to expect from the event, the prizes in your raffle, information on the charity / cause. Posts should be kept short and sweet to help engage your audience. Images are very important, so be sure to add an image to each post. These could include: pictures of the tickets, raffle prizes, volunteers, the charity, behind-the-scene photos etc.

Social media is just like using word of mouth, only online, so be sure to speak to people and start conversations. You never know who you may find that could help your charity.

Top Tip: Don't forget to be social on your channels! Invite your friends, follow people who may be interested and start conversations.

Cost: £

Effort: ✓✓

Time: ⌚⌚⌚

Effectiveness: 🎟️🎟️🎟️

Don't Underestimate: Ticket Design

The actual raffle ticket design is often overlooked, but even on a low budget there are low cost ways you can make your ticket stand out.

Make sure your tickets stand out from the crowd and compliment the theme of your event. Add an image or a logo to match the theme of the raffle. You could also include the charities / clubs / school logo to emphasise the reason behind running the raffle. The ticket is a great place to advertise the great prizes that could be won and will be one of the main reasons a supporter will purchase a ticket.

Make sure you include all the relevant information on the ticket, as well as your contact, website or social media details so that people can stay in touch and continue to support you.

If you have a bigger budget, make your tickets really original by designing personalised graphics and designs to create a full colour, double sided ticket.



Top Tip: Shout about your prizes! The ticket is the best place to display all your prizes you have to offer. Make sure your top prize is big and bold.

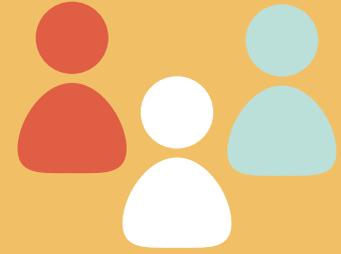
Cost: £ £

Effort: ✓ ✓

Time: ⌚ ⌚ ⌚

Effectiveness: 🎟 🎟 🎟

Get Talking: Word of Mouth



Spreading your message and promoting your event by simply talking to others about it is a great, free, reliable way of spreading the word. Just like social media, get talking and discussing your event to anybody and everybody. You never know who you might meet who could be interested in your organisation.

You need to make sure the information is spread further than your existing, loyal supporters to new, potential people. You could try talking at a local event, to your local paper or to any local celebrities or industry experts who may have a strong influence on your audience.

Don't be afraid to tell your local high street shops about your event as well and perhaps you could leave some tickets with the staff to buy and pick up the stubs and donations at a later date.

Top Tip: Make sure the information is spread further than your existing supporters. You could try talking at a local event to get the word out.

Cost: £

Effort: ✓

Time: ⌚ ⌚

Effectiveness: 🎟️ 🎟️ 🎟️ 🎟️



Grab a Friend: Resellers



Having a team of resellers means that you're not relying solely on one person to sell all of your tickets and you have individuals who can sell them on your behalf. This could be a group of friends, colleagues, pupils or volunteers that will help to sell your tickets onto others.

You could also give them out in your local supermarkets, high street shops, charity shops or send them home with pupils. All avenues will help to expand your audience and raise more money.

If you're only selling tickets on the day of an event you could get a team together at your stall and help to create a hype around the raffle. You could wear printed, themed t-shirts or you could wear fancy dress to increase attention to the raffle.

Top Tip: It's good to get together and support one another to raise as much money as possible- grab a team and start selling!

Cost: £

Effort: ✓

Time: ⌚ ⌚

Effectiveness: 🎟️ 🎟️ 🎟️ 🎟️ 🎟️

Top Tips

There are many steps involved in organising a raffle or fundraising event, but with this guide, you'll now be able to successfully market your raffle. Marketing and promoting your raffle will help to boost your ticket sales, maximise awareness and increase donations.

Happy Fundraising!

Key things to remember:

Talk to everyone and anyone about your event

Get a helping hand - don't try to do it alone

Get creative - design bespoke tickets, make posters or print t-shirts!

Know your facts - be sure to know all the facts about the charity or cause.

You don't need a big budget - you can still maximise sales for free!

Extra Tips & Advice

Guide to Running a Successful Raffle

What Persuades Donors to Donate?

Raffle Prize Ideas

Fundraising Inspiration Pinterest Page

Design your own Raffle Ticket

It's never been easier. Use our online editor to customise our templates, upload your own logos and view an instant proof!

“Good Luck Fundraising, we wish you all the success!”

'Boost your Raffle Ticket Sales'
has been produced by Raffle
Tickets 4 U, because we want to
make fundraising easy for you!

**Raffle
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