

How to...
**run a
fundraising
raffle**
for Cats Protection



A raffle can be a simple and fun way to raise funds for Cats Protection. If you are already organising another event such as a charity ball, quiz night or open garden, a raffle can help boost your fundraising total. Here are some hints, tips and ideas to get you started!

Ideas and planning

- First and foremost, find out if you need a licence. Raffles can be run as part of a fundraising event or as a stand-alone fundraiser. If your raffle is being held as part of an event, you do not need a licence as it is classed as an 'incidental lottery'. Only certain types of stand-alone raffles do not require a licence; these include: private lotteries (work or residents') and customer lotteries. Always ensure to follow the **Gambling Commission rules on running a lottery**
- Consider how many prizes you need and how to get them. Ask friends and family if they have any good quality items and ask local shops for donations. Generally, a small number of good quality prizes will be more successful than a large amount of low value prizes. You might want to explore whether you can get a 'top prize', such as a high value item like a TV or trip away. We can provide a letter to support you when you approach local businesses
- Use your local knowledge and connections. Do you know anyone that works for a company or business that might like to donate a prize? Or perhaps you know a sports star or local celebrity who might donate some signed memorabilia? If the person is a supporter of the charity and the cause is close to their heart they are more likely to donate a prize
- Remember that any prizes purchased, as opposed to donated, must be worth a total of less than £250. However, donated prizes can be of unlimited value
- Consider how much to sell your tickets for. Tailor the price to suit your audience or event but remember that tickets must each be the same price ie you can't sell five tickets for the price of four, unless you are running an incidental lottery (a raffle as part of another event)



Top tips

- Don't forget to get plenty of tickets! A standard raffle book can be purchased from most stationery shops, and is usually more cost effective than designing your own
- For a raffle held at an event (an 'incidental lottery') you should only sell tickets to people who are at the event so you can't sell any in advance
- Remember to tell your guests what time the draw will be made and ask them to provide contact details if they will be leaving the event earlier
- Ask one of your event volunteers to help with folding the tickets before they are drawn – this takes time, so allow for this in between other things happening!
- The winning numbers can be drawn and announced on the day or later, but we'd recommend announcing them at your event. If you announce them later, think about how you will get prizes to those who win
- Decide who will make the announcement. You may want to ask your speaker or local celebrity if you have one attending your event
- If you have alcohol as a prize, it must be in a sealed container



Supporter story

Supporter Dan decided to organise a raffle as part of a fundraising event held at his workplace. The top prizes included vouchers for a hotel stay, tickets to visit a local attraction and gifts from a local shop, Crazy Cat Lady Boutique.

Dan promoted the raffle to his colleagues using the internal communications channels and recruited his workmates to help sell tickets. The one-day event also included a poster competition and a bucket collection and raised over £300 for Cats Protection's Brighton & District Branch.



Things to remember

Before the day

- Promote that there will be a raffle at your event and what **prizes** there are
- Let people know what **payment facility** will be available

On the day

- Make sure someone is responsible for **keeping the funds safe** until they can be banked
- **Thank everyone** for taking part, your volunteers and anyone who has donated prizes

The legal bit

We want you to enjoy your event, but there are also some legal points that you will need to include in your plans. Please read the guidelines on www.gamblingcommission.gov.uk to ensure that your raffle complies with the Gambling Commission rules.

During your planning, make sure you are familiar with the rules, including that tickets can only be sold to people aged 18 and over and no tickets can be sold on the street (inside a venue is ok). You should also check if there are any localised rules in your area.

If in doubt, please contact our Fundraising team for support or advice – we're here to help.

Please be aware that you are organising your event in support of Cats Protection and it is your responsibility to make it safe and legal. Cats Protection cannot accept any liability.

Key details

Name of event	
Date and time of event	
Venue - address and contact details	



Further reading

Take a look at our **Fundraising Guide** for information and advice about the following areas:

- **Page 8** – Keeping your fundraising legal
- **Page 10** – Marketing and promotion of your event
- **Page 12** – ‘On the day’ packing list and rota templates
- **Page 13** – How to order Cats Protection resources
- **Page 15** – How to pay in the funds you have raised
- **Page 20-21** – Fundraising ideas

Send in your donations

After your event is complete and you’ve had the opportunity to count up the money raised, don’t forget to send it in!

And finally – thank you, you did it!

Thank your friends and supporters and let them know how much you have raised! Now – have a well-earned rest.

*Thank you
✱*

Contact details

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