

Fundraising

Raffles Best Practice

- Raffles are considered hard work these days.
- Schools need to think outside the square when it comes to raffles.
- The purpose of the raffle is important when trying to market. People will support a cause.
- Key groups to target when conducting raffle are:
 - Parents
 - Students
 - Alumni
 - Local Community
 - Staff
- Prizes are important to people so quality prizes attract greater sales.
- Ruffling fees have become extremely popular.
- Smaller ticket pools attract a greater uptake of tickets. Eg rather than asking families to buy/sell a book, make the raffle one ticket per family. So, a school of 800 families would offer a raffle that only had 800 tickets.
- Staff could be asked to sponsor tickets for needy students
- You can invite other schools to join your raffle.
- Be sure to check with The Victorian Commission for Gambling and Liquor Regulation (VCGLR) for any permits that may be required. www.vcglr.vic.gov.au

