

How to Run a Successful Raffle at Your Fair Trade Event

By Ben Conard

Student Co-Chair of the Fair Trade Colleges & Universities National Steering Committee

1. **Determine** your prize.

- Determine what it is that you'll be giving away
- Highlight its features
- Share examples of how the potential winner can use it
- Make sure everyone knows that it's FREE!

2. **Rules** for entry.

- State the rules clearly
- Make sure the rules require event attendees to *be there* for the event. (Hint: this is how you get more people to come to your event!)
- Have raffle ticket stubs for people to write their contact information on

3. **Collect** entries and **select** a winner.

- Have a jar or container that people can submit their raffle ticket to
- Appoint a non-biased third party to randomly draw a ticket from the container at the end of the event.

4. **Notify** the winner.

- Contact and notify the winner that they won the prize!
- Be sure to highlight that this is **exciting!**
- Ask the winner to share a photo on social media of them using their prize and to credit your committee and/or organization.