



How to Run a Successful Raffle

1. **Determine** your prize.

- Determine what it is that you'll be giving away.
- Highlight its features.
- Share examples of how the 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 present for the event. (Hint: this is how you get more people to come to your event!)

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

- Have a container for attendees to submit their raffle ticket. Make sure they include their name and phone number.
- Appoint a non-biased third party to randomly draw a ticket.

4. **Notify** the winner.

- Contact the winner that they **WON!**
- Be sure to highlight that this is *exciting!*
- Ask the winner to share a photo on social media and to credit your committee and/or organization.

Have questions or need more inspiration?
Contact us at admin@fairtradecampaigns.org