

Hosting a Raffle

Hosting a raffle is a fantastic way of incentivising people to donate to your fundraising page. But remember, a raffle is only as good as the prizes on offer. So make sure you not only reach out to as many people and businesses as you can to source some awesome prizes to make getting involved that ever more enticing for your supporters. You'll find some useful tips and tricks below to get your started.

Sending an email:

Email Subject Line: Can you help my Charity Auction / Raffle Prizes wanted for Charity Fundraiser!

Dear [RECIPIENT'S NAME],

I am a student attending [UNIVERSITY] and on [DATE... DOESN'T HAVE TO BE EXACT] I am organising a charity raffle to raise money for the charity Play Action International (www.playactioninternational.org). I am fundraising to volunteer in Uganda in the summer and build a playground for a primary school. I will be fundraising TARGET alongside my studies and I would be extremely grateful if [ORGANISATION] would be willing to donate a prize that I can use in my raffle/ auction at my event. Your generous donation will go towards supporting an amazing cause.

All funds raised from my raffle will go towards Play Action International who provide a brighter future for vulnerable and disadvantaged children in Uganda and across East Africa. They equip children with essential life skills and support their healthy physical, social, and psychological development through the language that children know best – play. They build playgrounds and provide play based educational programmes to children in schools and refugee settlements across East Africa, giving them access to a childhood and the incredible benefits that brings.

Please find attached my letter of authority from Play Action International which states that I am fundraising for them. If you have any questions about the volunteering I will be undertaking, the charity, or if you would just like to find out more, please do feel free to ask me or get in touch with the charity, hello@playactioninternational.org.

I am extremely grateful for you taking the time to read my message and I look forward to hearing from you soon.

Best Wishes,

[YOUR SIGNATURE]

[YOUR NAME]

Follow-up:

Make sure you keep a record of what organisations and people you've reached out to so that when you get a response, you can make a note of it. But more importantly, be able to follow-up with those who you haven't heard back from yet. Live by the rule that just because someone hasn't got back to you, it doesn't mean it's a no.

Raffle Prize Ideas:

Check out this fantastic video guide by Love Her Wild on YouTube for how to source prizes for a raffle - https://youtu.be/n7q5py_zwsy

Products

Having a physical prize that winners can take away is one of the best incentives for people to donate and make your raffle look enticing. Reach out to companies in your local area that sell:

- Electronic devices i.e. Smart speaker
- Headphones
- Chocolates / biscuits
- Luxury condiments
- Drinks
- Clothing / accessories
- Bags
- Artwork
- Ceramics & pottery
- Photography prints
- Pet products

Tickets, Vouchers and Experiences

Not all businesses will be able to provide a product so here is a way in which you can approach even more businesses and organisations

- Restaurant / takeaway voucher
- Local sports team shop
- Spa day / treatments
- Go-karting
- Experience workshops i.e. Cooking, cocktail making
- Indoor skydiving

- Magazine subscription
- Outdoor experience
- Posted subscription service
- Cinema vouchers
- Zoo or farm ticket
- Paintballing

Services

Reach out to organisations in your area that provide services or why not offer some of your own!

- Haircut at local barbers/ hairdressers
- Massage
- Yoga classes
- Personal training
- Gym membership
- Photography – portraits, children, animals
- Pet grooming
- Music lessons
- Car washing
- Flower arranging
- Gardening
- De-cluttering/ tidying