

HOW TO: RAFFLE OR AUCTION

Either as a stand-alone activity or as part of another event, a raffle is a great fundraiser!

THE BASICS:

Usually, raffles are simpler to organise and can boost an existing fundraiser, whereas auctions might work best as events themselves and require more planning – and of course an auctioneer!

You could use similar prize ideas for both events however the auction items tend to be higher in value as the aim is to see how much people will pay. If possible, consider a personal approach to potential prize donors in your local area, or you could write to request a donation.

WHO: Raffles and auctions are perfect for all, but remember to make the prizes appropriate for the demographic, interests and price range of your chosen audience.

WHERE AND WHEN: host your event at home or in a local bar, coffee shop, town hall or other venue at the centre of your community!

THINGS YOU NEED:

- Raffle books
- Cash tin and float
- Charity leaflets
- Prizes
- Leaflet with a list of prize donors (promotion for your supporters)



PRIZE IDEAS: when asking for prizes think about **what your audience wants...**

- Meal vouchers: date night for 2, roast at the pub, coffee shop perks
- Comedy, theatre or ballet tickets
- Sports match tickets
- Bottle of fizz or another drink
- Food and wine hamper
- Services: house cleaning or babysitting, home-cooked dinner
- Cooking or cocktail making classes
- Household items: radios, kettles etc.
- Experiences e.g. hot air balloon ride, aqua zorbing, paintballing!

TOP TIP:

- When approaching companies and people to donate prizes think about **what you can offer them in return** like promotion of their brand to your friends & family and on social media.
- Don't forget to send thank you letters and keep donors involved in your fundraising journey.
- If you sell all raffle tickets draw the prizes all at the same private event, you probably don't need a license, but make sure you check with your local council or [read the Gambling Commission's guidance here](#).

TURN IT VIRTUAL:

There are loads of free or cheap online sites to help you turn your event into a lockdown triumph. Why not try [Raffall for a raffle](#), or [32 Auctions for an online silent auction](#)!?

Get in touch for materials, support or ideas on publicfundraising@actionagainsthunger.org.uk!

THANK YOU AND GOOD LUCK!