



Do a raffle for the panda!

**Do it for the challenge.
Do it for the planet.
Do it for the Panda.**

Finding it hard to reach your fundraising target? Sometimes organising something like a raffle is a great way to include your friends and family in your fundraising..... they feel like they are getting something for their money too! The raffle has been a much loved part of British fundraising tradition for generations, but these days there are legal implications for holding one. Do not worry..... all you need to do it follow this step-by-step guide to make sure your raffle is fun, easy and on the right side of the law! Every penny you raise will help us to protect our beautiful planet.



Step one - Location, location, location

The easiest place to organise a raffle is at any event you're already putting on to raise sponsorship (for example a party, quiz, dinner party, bake sale, the list goes on....). These types of raffle don't need a licence, as long as you only sell tickets at the event and you draw the winner at the event too.

Please do bear in mind that if you're feeling a bit more ambitious and decide to sell raffle tickets to the general public, you may need a licence from your local authority. Give them a call and they will advise you what is needed, dependent on your specific situation. And if you do organise a raffle for the general public, please can you let us know as we also have to have the appropriate licence for it.

Step two – Get your thinking cap on..... its prize time!

Football tickets? Spa goodies? Cuddly toy? There are so many lovely things people would like. It's great to get your prizes donated rather than paying for them, so start by going to your friends and family to see whether you know anybody who would like to donate some winnable prizes. Another great idea is to write to local businesses and ask for their support, it is often a good idea to explain why you're supporting WWF. This often encourages individuals and companies to donate prizes, so remember to tell your story!

Top tip: Remember to thank anyone who donates a prize by sending them a letter and also acknowledging them on any materials you produce for your raffle, for example posters or tickets.

The aim of the raffle is to raise as much money as possible for the WWF so you'll want to keep costs to a minimum. However, if you're unable to get them for free, you could use the raffle proceeds to



purchase your prizes. But to stay within the law make sure you don't spend more than £100 on prizes.

To make your raffle the best it can be, make sure you have prizes worth varied amounts. Why not aim to secure a top prize, two second-tier prizes and a variety of prizes of smaller value so there are lots of opportunities to win. Again, if you're comfortable sharing your story with them, please do. They may buy more tickets if they understand why fundraising for the WWF is so important to you.



Step three – Round up.....Get your tickets here!

Now you've sorted your prizes, you need tickets to sell to your prospective winners! You can pick up standard raffle books in most local post offices and stationery shops. If you decide to design bespoke tickets, remember that you'll need two of each number – one to give to your customer and one to keep for the prize draw. You're allowed to use the raffle proceeds to pay for the costs of staging the raffle, so for example, buying your tickets, but again you shouldn't spend more than £100 on costs to stay within the law. If you are running a raffle open to the general public, there are various things that have to be printed on the tickets, so let us know and we will help you with this.

All you need to do now is decided how much you're selling your tickets for and you're ready to publicise your raffle!

Step four – Tell them all about it!

Now to sell those tickets... Remember to contact all your friends and family who are coming to the event. It is really important to let them know you will be holding a raffle, what the price is and where and when they can buy their ticket. You should also let them know where and when you'll be drawing the raffle (will it be at the end of the night or half way through your event?)

Step five – We would like to know your story.....

Last thing to do: remember to let us know how you get on! We are so grateful for all your hard work and love getting photos and emails about fundraising in action so keep us in the loop. Until then, we hope you have a fantastic time organising your raffle and raise lots of money for the WWF.

Thank you so much for your continued support.

