

## How to Organize an Opportunity Drawing (Raffle)

- Step 1:** Complete and submit the [Event Planning and Promotion Worksheet](#).
- Select “Yes”, indicating that you are planning to do an opportunity drawing.

- Step 2:** Solicit donations from individuals/companies/organizations.
- Use the [sample letter](#) provided on the FSAA’s “Resource” webpage.

*Helpful tips:*

- Begin asking for donations 3-4 months before your event.
- Don’t be afraid to ask!
- Ideas for donations include: Gift cards, gift baskets, memorabilia, tickets to events, professional services (photography, interior design, etc.).

- Step 3:** Collect donations
- Get a description of the item being donated.
  - Assign a dollar value to the item.
  - Extend an invitation for the donor to attend your event.

- Step 4:** Develop a pricing strategy
- Establish price per opportunity drawing ticket.

*Helpful tips:*

- Create one price for a single ticket (i.e. \$5 per ticket).
- Create prices for bundled ticket purchases (i.e. 10 tickets for \$40).
- Please note, per California law, opportunity drawing tickets *cannot* be sold online.

- Step 5:** Develop your selection strategy
- Draw and present winners live at the event, *all at one time*.
    - During the programmatic portion of your event, call out the winner of each prize by ticket number or name.
  - Draw and present winners live at the event, in *intervals*.
    - Throughout your event, call out the winner of each prize by ticket number or name.
  - Draw and display winners at the prize tables.
    - During the programmatic portion of your event, remind guests to view the prize table(s) to see if they have won.
    - Once winners have been displayed, guests can claim their prize.
  - Feel free to create your own strategy.

- Step 6:** Prepare items for your event
- Use the [Opportunity Drawing Item Description Sheet](#).
  - Complete one for each item.
  - Purchase your supply of tickets. Tickets can be purchased at most party supply or office supply retailers.
  - Track any expenses incurred for the drawing (i.e. raffle tickets, baskets to display items, ribbon, etc.), saving your original receipts.

- Step 7:** Execution of opportunity drawing at your event
- Display items for guests to clearly see.
  - According to your pricing strategy, sell tickets at event check-in.
    - Track number of tickets sold and total revenue collected.
  - Set a clear time for ticket sales to end.
  - According to your selection strategy:

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- Select winners.
- Display or announce winners.
- Distribute prizes.
- Any unclaimed items must be held by the chapter/club for future use.

*Helpful tips:*

- Consider selling tickets throughout the event.

**Step 8: Post-event reporting; complete and submit the following:**

- [Opportunity Drawing-Raffle Report](#)
- [Payment or Reimbursement Form](#) for any event-related purchases. When turned in, you must include the original receipt.
- [Deposit Form](#) (short or long form) for any monies collected at or before the event.
- [Post-Event Report](#)