



Kin Canada

Association of Kinsmen and Kinettes
Association des Kinsmen et Kinettes

Fundraising Project Library



50/50 Raffle

General Description:

Perhaps the simplest of all fundraisers, the 50/50 raffle is easy to run and you don't require very many volunteers to run it. Many fundraisers operate solely on offering a 50/50 raffle at every event. The 50/50 raffle itself is incredibly simple. You get a roll of raffle tickets from a local party supply shop. These are the style of tickets that have two sections that both share a unique serial number. You sell as many tickets to each person as they want, for a fixed fee, which can vary depending on the type of event. You give the participant one half of the ticket and place the other half in a bucket or box. At the end of the event you draw a ticket from the bucket and announce the winner. The prize is the half of the amount collected from ticket sales.

Resources Required:

- ◆ An event or venue to sell raffle tickets at
- ◆ Raffle tickets, make sure you purchase extra just in case you have some great ticket sales people on the team. The raffle tickets should be the double roll ones you can keep one half and give the other half to the participant.
- ◆ A raffle draw box
- ◆ Ticket sales volunteers
- ◆ Float for the people doing the sales
- ◆ Someone responsible to count the cash and split the amount collected. *Two people should be selected to do the counting.*
- ◆ Aprons or pouches for the people selling the tickets to keep money
- ◆ Lottery license (apply at least 6 weeks before with the Alcohol and Gaming Commission)

Pre-Event Activities:

- Contact National to verify coverage
- Obtain a certificate of insurance from National if required
- Confirm venue
- Determine how much you are going to sell the tickets for
- Secure lottery license
- Purchase raffle tickets
- Prepare seller packs, with float, tickets, and a apron our pouch
- Get a raffle box
- Calculate the number of tickets you need to sell to make the desired profit

- Promote the draw
- Recruit key volunteers

Event Activities:

- Sell,Sell,Sell!
- Count the money after the sale is over and split the total revenue
- Put half of the revenue in an envelope to be awarded to the winner
- Announce the winner
- Have someone responsible drop the money off at the bank or bring it back to the club.

Post Event Activities:

- Send in a record of your event and the success to National Head Office.
- Send out a press release to local media announcing the success
- Thank all of your volunteers for their help

Tips for Success:

- ◆ Make sure the volunteers selling the tickets are outgoing and approachable
- ◆ Everyone involved in the raffle should be able to speak about the cause the money is going to
- ◆ Purchase more raffle tickets than you expect to sell, better to have too many than not enough.
- ◆ Smile