



# Ultimate Guide to Running a Virtual Raffle

A step-by-step guide to running  
a winning raffle for your charity



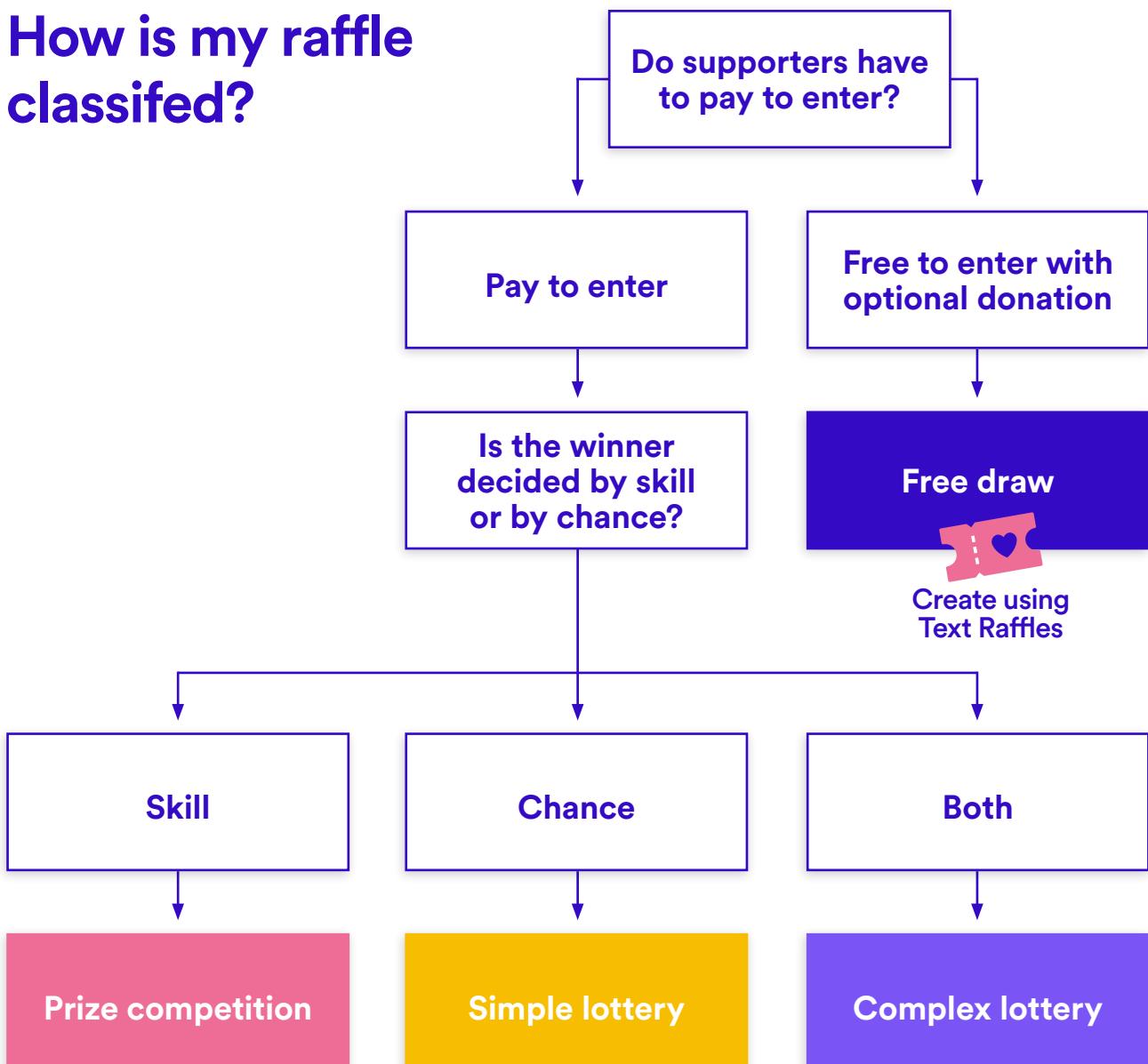
## Step 1

# Choose which type of raffle to run

Organising a virtual raffle can be a minefield. The regulations can be confusing, as they vary depending on how you are planning to organise your raffle.

The first step in organising your raffle is to work out how your raffle is classified, so that you can understand which regulations you need to follow.

## How is my raffle classified?





## Free draws

A free draw is the **simplest way** to organise a virtual raffle. In a free draw supporters have the option to enter for free. So you could have a free-to-enter raffle, with supporters asked to make an optional donation. Free draws **do not** need to be registered with the Gambling Commission or local authority. You can find full guidance on [free draws here](#).

ENTER on 70215	£1.00	Wed 11th Aug 2021 11:20	Wed 11th Aug 2021 11:25	<a href="#">Open</a> <a href="#">20</a> <a href="#">£0.00</a> <a href="#">...</a>
GINGANGOCOLIERATE on 70215	£3.00	Thu 4th Feb 2021 12:00	Thu 18th Feb 2021 12:00	<a href="#">Close</a>
RAFFLETEST on 70215	£0.50	Wed 1st Sep 2021 12:00	Sun 31st Oct 2021 12:00	<a href="#">Schedule</a> <a href="#">Edit</a>
BARAFFLETEST on 70215	£1.00	Fri 29th Jan 2021 12:00	Fri 5th Feb 2021 12:00	<a href="#">Close</a>



### Pros

- ✓ Easy to organise - can be created in minutes with Donr Text Raffles
- ✓ No registration with Gambling Commission or local authority (for charity and any partners like fundraising platforms)
- ✓ Gift Aid collected on donations

### Cons

- ✗ Supporters can enter for free (though 90% will choose to donate)



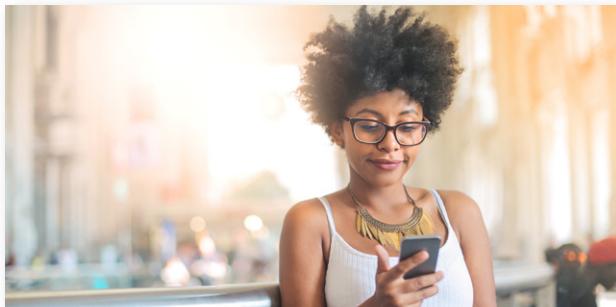
You can create your free draw in minutes with Text Raffles from Donr

[Learn more](#) ▶

# Prize competition

A prize competition is where the outcome is determined by **skill, knowledge or judgement** rather than chance. They are a bit trickier to organise, as you need to prove that the competition is difficult enough to prevent people from winning. Prize competitions do not need to be registered with the Gambling Commission or local authority.

[Full guidance on prize competitions](#)



## Pros

- ✓ No need to offer free entries
- ✓ No registration with Gambling Commission or local authority

## Cons

- ✗ More complicated to organise

# Lotteries

If your raffle has a **compulsory entry fee** and relies on chance then it will likely be a lottery. A simple lottery relies solely on chance, whereas a complex lottery may also have a skill-based element to it.

A lottery raising less than £20,000 for a single draw, or less than £250,000 over a calendar year needs to be registered with your charity's local authority.

A lottery raising more than this needs to be registered with the Gambling Commission.

Regardless of the size of the lottery, any external partners (such as fundraising platforms) need to be registered with the Gambling Commission.

## Pros

- ✓ Don't have to offer free entries

## Cons

- ✗ Need to be registered with Gambling Commission or local authority
- ✗ Tend to be more costly to organise, which reduces income for charity

You can find [full guidance](#) on lotteries here.

All of the guidance here is provided in good faith and is up to date at the time of printing. However, you should check that your virtual raffle complies with rules set out by the [Gambling Commission](#) before going live.

**GAMBLING  
COMMISSION**

## Step 2

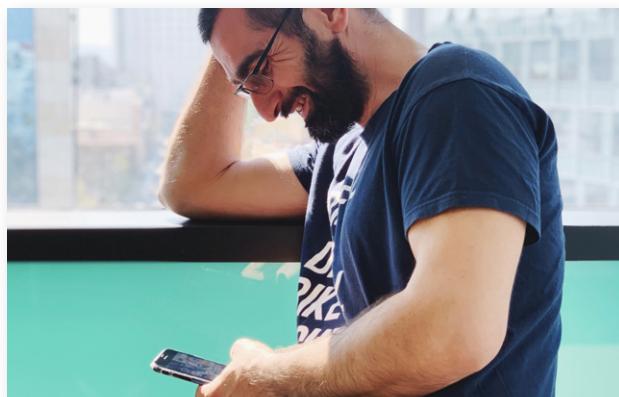
# Select your prize

You have chosen which type of raffle you would like to run, you now need to find a prize which will excite your supporters.

### 1. Something simple

Good prizes don't necessarily have to be fancy - try thinking of a simple prize that works for your audience!

For example, a doggy hamper is a great prize for a dog rescue charity - as you know many of your supporters will have a dog of their own.



### 2. Something exciting

At the other end of the spectrum - an exciting prize can help to attract attention and publicity!

Charity Escapes certainly attracted attention by having a £17,000 car as the main prize for their raffle.

### 3. Memorabilia

If your charity has any connections to celebrities, then some memorabilia could be a great prize!

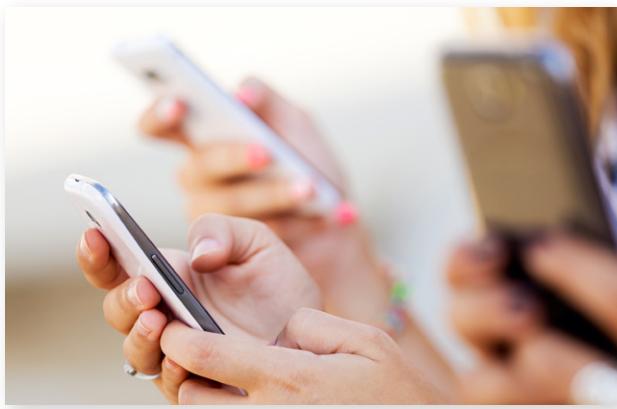
This also gives you the opportunity to reach a new audience, if you can encourage the celebrity to share details of the raffle to their fans on social media.



## 4. Experiences

Perhaps there is something that your charity can do for supporters?

Could you give the winner a VIP tour, arrange for them to meet an ambassador or give them entry into a competitive event? Not only does this create a cool prize, but it also helps to build a relationship with supporters.



## 5. Supporter donation

If you have any close relationships with supporters who would be willing to donate a prize, this will add a personal touch to your raffle.

Make your supporters and other contacts aware that you are planning to run a raffle, and you will often be surprised at the offers you receive!

## Struggling to find a prize?

Check out [Charity Escapes](#), who match-make companies willing to donate prizes to charities hosting fundraising raffles - like CHUF who partnered with Charity Escapes to source a trip to Marbella as a prize for their raffle.



**“** Using Text Raffles, we were able to raise over £45,000 for North East charities. It was a new initiative for us, so we were particularly pleased with its success.”

**Jordan Proctor**, Charity Escapes

## Step 3

# Choose your entry method

The next step is choosing how supporters will enter your raffle.

**Here are a few of the main options:**

### Text message

Maximise the number of entries in your raffle, by giving a quick and easy method for supporters to enter.



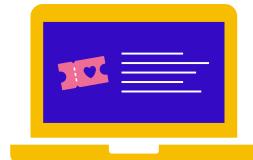
### Paper tickets

The traditional method! Paper tickets can be used for a virtual raffle, but are perhaps better suited to those taking place in-person.



### Online entry

Allow supporters to enter your raffle online. If using an external platform, be sure to check the rules so your raffle doesn't get taken down!



## Step 4

# Plan your promo

You now have an amazing prize and a fantastic entry method. The final piece of the jigsaw is ensuring that people hear about your raffle!

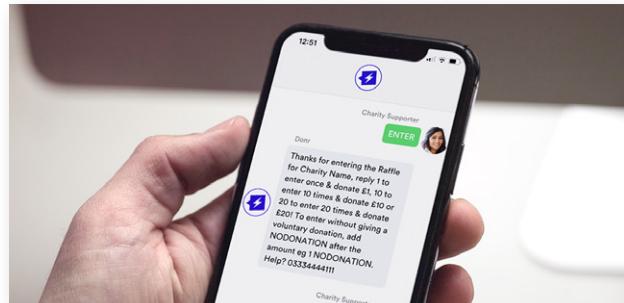
**Here are a few top tips for promoting your raffle:**



## Social media and Email

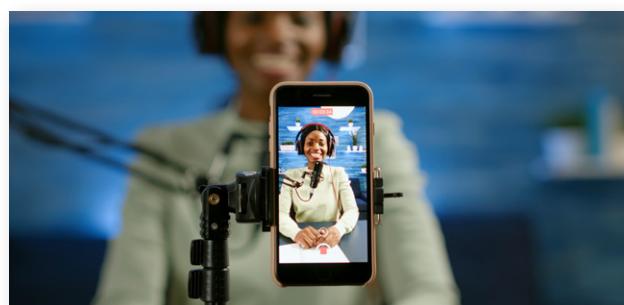
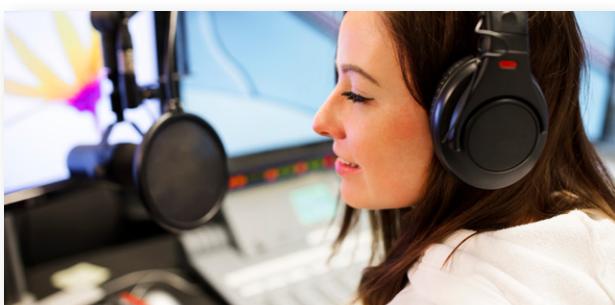
Reach your **existing supporters** by promoting through social media and email.

Note - if you're running a lottery, you will need to notify most social media networks before promoting. This may also apply to other types of raffle depending on the platform.



## Text Message

With a **98% open rate**, text message marketing is a great way to reach your supporters.



## Radio, TV, PR and other external marketing

Raffles are a great way to attract **new supporters** to your charity, so this could be a great opportunity to run an external marketing campaign.

## Influencer marketing

Benefit from **huge reach** by asking influencers to share your raffle through their channels. This is particularly successful if someone with a big network has donated the prize.

## Step 5

# Pick your winner!

Congratulations, by now you have run an amazing raffle!

The final step is to select your winner.

Selecting a winner is a great opportunity to engage with your supporters - as people will definitely be listening to you!



### Pick a winner at a virtual event

Encourage attendance at your virtual event by selecting your winner there. People will be keen to attend to find out if they have won, which gives you a great opportunity to tell them more about your charity!



### Make a show on social media

Use picking a winner to create some engaging social media content. You could live stream the winner being selected, or pick the winner in advance and record their reaction when you tell them!



### Get creative with your announcement

We have had some memorable and hilarious announcements... From animals picking the winner, to the winner being sent a text message during a live event! Get creative with your announcement and finish your raffle off in the best possible way!

## The simplest way to run a raffle

With Donr Text Raffles, it's easy to create a fun and engaging raffle for your supporters, without having to jump through regulatory hoops.

[Learn more ▶](#)



# What next?

We hope this guide has helped you to understand more about how Donr can assist with your digital fundraising needs.

## New to Donr?

Yes, I am ready to get started with my first campaign

[Sign up now ▶](#)

## Already signed up?

Yes, I am ready to run my next fundraising campaign

[Login now ▶](#)

Trusted by over 5,500 charities, including:

