

Maximise Fundraising With Raffles

Getting started guide



A simple guide to maximising your fundraising with raffles.

Unleash the power of raffles!

[ptaevents](#)

[clubshub](#)

[charityhub](#)

Running a raffle has never been easier with PTA Events, Clubs Hub and Charity Hub, get fundraising today!



Get ready for some serious fundraising!

Welcome, fundraising leaders. This guide is your game-changer ticket to running a fully automated online legally compliant raffle using PTA Events, Clubs Hub, and Charity Hub.

Why run a raffle on our platform?

Raffles are without doubt one of the most straightforward, low-maintenance, and cost-effective ways to significantly boost your fundraising efforts regardless of the size of your School, PTA, Club or Charity.

With all our platforms, hosting a raffle becomes even easier to run and maximise your fundraising income with minimal effort required.

We have fully streamlined and integrated online raffles, from easily adding prizes and images to creating customisable blocks of tickets for online purchase and easy ways to promote your raffle through auto-generated QR codes.

That means no more paper-based tickets or trying to collect cash from your participants and reconcile the money. With our raffle feature, it's online, simpler for your community to get involved and fully integrated into your event fundraising website.

Whether you're looking to fund a school project, support a local club, or advance a charitable cause, our raffle feature is the perfect tool to enhance your fundraising potential with just a few clicks.

How do I get started?

This guide makes organising your event super simple. It covers everything from planning, following UK laws, setting up your event with our easy-to-use template, to promoting your event with promotional posters and unique auto-generated QR codes to help your community buy tickets.

It takes just one click to hold your raffle and our website will pick the winners at random. It's that easy!

To help promote your raffle, we've also provided FREE posters for you to help spread the word around your school, in local shops, and in the wider community.

We've made it so easy to help empower your fundraising activities, making them even more impactful and effective!

Getting started: planning and set up

Online versus offline raffles

Our website provides you with two facilities to support your raffles:

1. Online Raffles

Online raffles are a fully automated online and legally compliant "Game of skill" service available on all PTA Events, Clubs Hub, and Charity Hub websites. The facility is streamlined and fully integrated as an end-to-end online raffle service, from easily adding prizes and images, creating customisable blocks of tickets for online purchase, and easy ways to promote your raffle through auto-generated QR codes unique to your event. With online raffles, it's online, simpler for your community to get involved and fully integrated into your current website.

2. Offline Raffles

For offline raffles, you can use PTA Events, Clubs Hub, and Charity Hub website to process payments. However, all other aspects of the raffle management will be conducted offline. To comply with the UK Gambling Act 2005, you are required to provide evidence of a valid small society lottery licence, or a proof of purchase dated within the last 12 months before running your offline raffle.

1

What's the purpose

Here's a step-by-step guide on how to run a raffle and how easy it is to set up your event using your PTA Events, Clubs Hub or Charity Hub websites. Next, identify who in the local community you will approach to donate prizes. Agree on the price of your tickets and decide when you will hold the raffle.

2

Goals you want to achieve

Define the goals of your raffle, such as fundraising for a cause, helping to fund solar panels for your school, perhaps running alongside your Summer Ball or simply raising awareness of all your charity's main goals within your community. Once you have decided, update your raffle event page with all the relevant information for your community to see.

3

When to hold the raffle

Agree on a suitable date and time for your raffle whether it's online, offline or in conjunction with a specific event like a summer fair or Christmas fair. For these types of offline events you can still run all the ticket purchasing and payment processing on the website and hold your raffle at the event using other software to generate the winning numbers. Don't forget to send out tickets to your customers after they've purchased with all of the information required on by law to ensure compliance with the Gambling Act 2005.

4

Charging for tickets

Now create a budget that outlines the costs associated with organising the event, including prizes, marketing and communications, and any raffle administrative expenses you may have. Work out what prizes will help generate more ticket sales and then decide the ticket and bundle prices so you can then set them up on your PTA Events, Clubs Hub, or Charity Hub website.

Using our platform to run your raffles

The PTA Events, Clubs Hub, and Charity Hub platforms are your go-to time-saving fundraising superheroes that have helped foster community engagement and the support of great causes.

Your website is designed with a community focus at their core, providing powerful tools for fundraising for schools, PTAs, clubs, charities and non-profits.

With a track record of helping organisations raise millions of pounds for great causes, we're committed to empowering you to make a significant impact in your community.

Whether you're planning a local event, managing a club, or spearheading a charity campaign, our user-friendly interfaces and comprehensive platforms are here to help streamline your efforts and save you time.

Join our community of changemakers and discover how we can help you achieve your goals more efficiently and effectively, all while making a lasting difference in the lives of others.

To register for FREE, scan or visit the website relevant to your organisation, and you can be set up in minutes.

New to our websites?

Scan the relevant QR code below and get fundraising today.

ptaevents



www.pta-events.com

clubshub



www.clubs-hub.com

charityhub



www.charity-hub.co.uk

Drive community engagement

How to secure great prizes

Reaching out to your community and local businesses is pivotal in elevating your raffles to new heights.

A diverse array of prizes not only increases interest but also reflects the communal spirit, encouraging broader participation and improved ticket sales.

Be bold in your requests for prizes such as tickets to local attractions, cooking workshops, spa treatments, beauty products, sports equipment or memorabilia, free car servicing, a romantic getaway, an entertaining comedy night, or a box of your favourite doughnuts.

The more varied and appealing your prizes, the more excitement you generate, leading to a potentially larger fundraising pot.



What to do next?

To help you drive community engagement we have created customisable template letters that you can easily download and tweak to your specific circumstances and community.

When setting up your event, browse to "Admin" > "Resources" where you can find templates that are crafted to help you engage with potential sponsors in your local community.

There are templates you can use to request prize donations, outlining the benefits for their business and how they will be added to your website's business directory for free for the duration of the raffle.

Use these templates to tell everyone about your event and why it's important. By getting some great prizes, you encourage more people to join in and build better relationships with local businesses.

Recruiting volunteers

Assemble a team of volunteers to help with various aspects of your raffle, such as marketing, liaising with local businesses and distribution of your prizes after the event

Use your PTA Events, Clubs Hub and Charity Hub website to reach out and recruit your volunteers.

Setting up your online raffle

Setting up your online raffle is a breeze with our easy-to-use templates.

Here's how you can get started in just a few minutes:

- 1 Log into your PTA Events, Clubs Hub or Charity Hub website as an administrator.
 - 2 Navigate to "Admin" > "Events" and then select "Add Event from Template" > "Raffle (Online)".
 - 3 Use our intuitive template to add in the name as well as the date and time of your raffle. This is so simple and you can have your event set up in minutes.
 - 4 List the exciting prizes you've secured as well as enter the price of your ticket so we can automatically create ticket bundles to boost participation and increase sales such as 5 tickets for £5 or 10 tickets for £10.
- That's it, 4 simple steps to setting up your raffle.

The template is designed to simplify the process, ensuring you don't miss any key details.

It will guide you through each step, making it easy to customise your event information as well as managing tickets, prizes and asking for volunteers.

When you have completed the template, the website automatically generates a unique QR code for your event. Save this and use it to promote your raffle to your community.

Top Tip:

You may want to communicate what a "game of skill" is to your audience as part of your promotional outreach material.

Game of skill requirements:

We often refer to these types of events as 'raffles' for marketing, but legally, they're 'Prize Competitions' due to the skill-based entry requirement which complies with the Gambling Act 2005. This ensures our events are engaging and compliant with regulations.

So, what does this mean?

When someone purchases your raffle tickets online our platform will present a multiple-choice question. Only those that answer the question correctly are included in the final draw.

This is a UK legal requirement, but we have fully integrated this to make the process as easy as possible for you and your community to use so you don't have to do anything to ensure your organisation complies with UK gambling legislation for our online raffles service.

Raffles (Offline):

Our platform also supports organisations running offline raffles with online payment options.

To run your raffle offline but take sales on your website, browse to "Admin" > "Events" and then select "Add Event from Template" > "Raffle (Offline)". This template enables selling physical raffle tickets via our secure online system.

However, ensuring offline raffles comply with UK gambling laws is the responsibility of the organisation running the raffle. The website will handle online sales, but liability for legal compliance rests with the organisation. Be sure to send out physical raffle tickets with all of the information required on them by law and run the draw either in the same traditional way or use some other software that's available.

Getting the most out of your raffle

Promoting your raffle

Start promoting your raffle on your PTA Events, Clubs Hub, and Charity Hub website as usual, and elevate your campaign with our exclusive resources.

1 Using your QR code to promote your raffle
Boost your raffle's reach effortlessly with the FREE QR code provided for each event you create on your website.

After setting up your raffle on your PTA Events, Clubs Hub, or Charity Hub website, use your event QR code to promote to potential participants for easy sign-up. Add this code to your newsletters, emails, and handouts, and share it widely on social media.

Display it at related events to spark immediate interest. It's your hassle-free feature for greater engagement, participation, and increased ticket sales.

2 Download your raffle QR code poster
To enhance engagement and fundraising potential, we have created auto-generated event promotional posters featuring your event's unique QR code.

To download a poster, select, "Download poster" from your event management menu, and print your posters to display around your school, community hall, and the wider community. The posters are designed to drive attention, facilitate easy participation, and significantly boost the likelihood of selling more tickets.

3 Share your event
After organising your raffle and securing prizes, make sure you regularly keep your community updated. Share your raffle's URL, download your unique free QR code and poster, and spread them widely through social media. Save these on your phone and pass them to volunteers and to your local community to share, to boost ticket sales for your raffle.



Download your FREE raffle QR poster today!

Holding your raffle

When you're ready to hold your raffle, simply log in as an administrator and browse to "Admin" > "Events". Then select "Prizes" from your event management menu. In the prizes view, click the "Hold Raffle" button. This action automatically compiles a list of all eligible entries and randomly selects winners for the prizes. The process is streamlined and efficient - as soon as you hold the raffle, you'll instantly receive a list of winners and their corresponding prizes.

If you are running the raffle on the day of an event such as your summer fair or the annual black-tie ball, then just grab your tablet or mobile device and click "Hold Raffle". Instantly, the system completes the draw and provides a list of winning numbers and the selected prizes.

"Game of skill": Remember to clearly inform participants that to be eligible for the raffle they must answer a multiple-choice question correctly. Only those who select the correct answer will be entered into the final raffle draw. This step is a UK legal requirement seamlessly integrated into our online raffle service to ensure compliance with the Gambling Act 2005.

Don't forget you can run as many raffles as you like throughout the year, on their own or part of your other fundraising activities. Raffles are easy to run and provide maximum opportunity to raise funds quickly and seamlessly no matter what size of organisation you are.

Happy fundraising!

Hold your raffle with one simple click of a button and see the winning numbers in seconds!



Legal, fees and help



UK legal requirements

We have made this part really simple for your organisation.

1. Running an online raffle

We use 'raffle' throughout our service for marketing purposes. We are fully compliant with UK law for our online raffle service, which requires a skill-based entry question, making them 'Prize Competitions' ensuring we fully comply with the Advertising Standards Authority (ASA).

2. Running an offline raffle

If you choose to run an offline raffle, then your organisation is fully liable for adherence and compliance with the Gambling Act 2005. To comply, you are required to provide evidence of a valid small society lottery licence, or a proof of purchase dated within the last 12 months before running your offline raffle.



Fees

The Fees:

Raffle fees vary by service plan. To view our fees go to : <https://bit.ly/49iwWu9>

Why are fees for raffles different?

While we've enhanced our system to offer a fully integrated, simple-to-use, and legally compliant raffle service, we've maintained our standard costs. The fee adjustment for raffles is solely to uphold legal compliance, assuring you get the best value possible across our websites.



I need more help

Starting from scratch can often be challenging, but with our website it's a breeze. We have really easy to use walkthrough FAQs and videos to help you get started on our websites and set up your first event.

For all you need to know about setting up your first raffle, please visit our dedicated support page at: <https://bit.ly/4bEWm7X> or scan the raffles support QR code.



Our tools make fundraising and managing events, efficient and simple to use for your community, allowing you to concentrate on raising more funds and driving community engagement without the administrative hassle.



Your raffle checklist

CHECKLIST ITEM	DESCRIPTION AND ACTION STEPS	DONE?
1. Define raffle purpose	Determine aims and the support needed for your raffle	<input type="checkbox"/>
2. Set clear goals	Outline fundraising targets, promotional approach, and how to engage with your community	<input type="checkbox"/>
3. Select a suitable date	Choose a date and time that aligns with your activity schedule and raffle type	<input type="checkbox"/>
4. Budget planning	Create a budget for costs including prizes, marketing, and any admin costs	<input type="checkbox"/>
5. Secure varied prizes	Engage with local businesses for prize donations, and to build relationships in the community	<input type="checkbox"/>
6. Recruit volunteers	Assemble a support team for various tasks like marketing, sourcing prizes and logistics	<input type="checkbox"/>
7. Raffle set up	Use your PTA Events, Clubs Hub, or Charity Hub website templates for quick and easy raffle setup	<input type="checkbox"/>
8. "Game of skill" compliance	Communicate to your participants that a game of skill is being used, and only correctly answered questions will be entered into the draw as per UK gambling laws	<input type="checkbox"/>
9. Promote with QR codes	Utilise your raffle QR code and promotional poster for effective promotion and easy ticket sales	<input type="checkbox"/>
10. Share your raffle	Share your raffle by using the raffle website URL, QR code and your raffles poster throughout your communications and social media	<input type="checkbox"/>
11. Hold your raffle	Use the website to easily hold your raffle and auto-generate winners, anywhere and at anytime	<input type="checkbox"/>
12. Communicate results	Announce winners promptly through the admin panel and via confirmation emails	<input type="checkbox"/>

Getting started

Visit our dedicated support page for setup assistance and helpful FAQs and videos.

<https://bit.ly/4bEWm7X>

Happy fundraising!



Fundraising made easy!

Register today!

pta-events.com

ptaevents

PTA fundraising made simple.



clubs-hub.com

clubshub

Club fundraising and events management.



charity-hub.co.uk

charityhub

Streamlining Charity events.



Our address details:

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PTA Events

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Farnborough, Hampshire, England, GU14 7NA

Email: support@pta-events.co.uk

As of the publication date, the information in this guide is considered accurate for the UK. Please verify against current regulations as they may change.

Share your success!

Share your success with us and get featured!

Email your story on how our websites helped your fundraising goals to info@pta-events.co.uk with the subject "Showcase", or scan the QR code.



Include a short video clip (45 seconds max) for a chance to be highlighted in our monthly showcase updates. So join in and tell us about your successes and help inspire others!

