# Charity Raffle Setup

This playbook outlines a step-by-step process to set up a successful charity raffle. It covers selecting prizes, strategies for ticket distribution, and outlines the necessary legal considerations to ensure compliance with fundraising regulations.

### Step 1: Plan Raffle

Define the goals and structure of the charity raffle, including the date, ticket prices, and the target amount to be raised.

### Step 2: Legal Compliance

Research and comply with local laws and regulations regarding charity raffles, obtain any necessary permits, and ensure your raffle is legally compliant.

### Step 3: Select Prizes

Choose attractive prizes that will incentivize ticket purchases. Consider donations from local businesses or high-value items that align with the interests of your target audience.

### Step 4: Promote Raffle

Develop and implement a marketing plan to promote the raffle. Use various channels such as social media, local advertising, and community events to raise awareness.

### Step 5: Distribute Tickets

Decide on a method for ticket distribution, whether it's through physical venues, online platforms, or both. Ensure the process is easy for participants and secure.

### Step 6: Monitor Sales

Keep track of ticket sales, monitor progress towards your goal, and make adjustments to the promotional strategy if needed.

### Step 7: Conduct Drawing

Once all tickets are sold or the end date is reached, conduct the raffle drawing in a fair and transparent manner, ensuring that all participants have an equal chance of winning.

### Step 8: Award Prizes

Notify the winners and arrange for the delivery or collection of prizes, while ensuring a positive experience that reinforces the goodwill behind the raffle.

### Step 9: Post-Event

Announce the winners and the total amount raised through the same channels used to promote the raffle, and thank everyone who participated.

## General Notes

### Documentation

Keep detailed records of all aspects of the raffle for accounting purposes and future reference. This includes ticket sales, expenses, and any correspondence regarding legal compliance.

### Transparency

Maintain transparency throughout the process to ensure the trust and confidence of participants, sponsors, and oversight authorities.