

## Vehicle Raffle Suggestions

### Volunteers

Your church or school will need the help from volunteers to help organize a raffle. This group of volunteers can help market the raffle chances to the general public. They can promote your raffle to family and friends, neighbors and co-workers. No commission, salary, compensation, reward or recompense shall be paid or given to any person for the sale or assisting with the sale of raffle tickets.

### Vehicle

A car, truck, boat, or motorcycle can be used as the grand prize. To increase interest in your raffle try the following additional prize options:

- Include a cash equivalent option for people who don't want the vehicle being raffled, for example "win a new Chevrolet Corvette or \$50,000.00 Cash".
- Offer several smaller cash prizes to increase interest in your raffle say "2<sup>nd</sup> prize of \$500.00 and 3<sup>rd</sup> to 5<sup>th</sup> prize of \$100.00 each".
- Besides cash awards for 2<sup>nd</sup> or 3<sup>rd</sup> prize you could have consumer electronics items, gift certificates, etc. but never use alcohol beverages as a prize.
- Early bird cash drawings of say \$500.00 are a good way to sell tickets earlier in your fundraiser. Usually these early bird drawings are held one to two months into the fundraiser and these early bird drawings can be held in conjunction with another family event like: bake sale, carnival, volunteer or donor recognition luncheon or dinner, etc.

The vehicle being raffled should be a desirable vehicle, like a dream car. A vehicle that is used or undesirable may decrease your chances of selling raffle tickets. This is because people dream of owning a dream car not a cheap one, so you're selling tickets for a piece of the dream.

## Dealerships

Approach local dealership managers with the opportunity to sell a vehicle for them. They give you a great deal on the vehicle and they get free publicity while still turning a small profit after all the dealer sales incentives are factored in. You could put their dealer name, telephone and webpage address on the back of raffle tickets, your raffle flyer and other raffle materials, and you should thank them on the flyer and tickets. For example you could put towards the top or bottom of the picture of the vehicle on your flyer the following statement “Thanks to Joe’s Automotive for supporting St. James School 5<sup>th</sup> Annual Truck Raffle”. In order to see the vehicle you can have the following statement “Visit Joe’s Automotive showroom to see the truck”. These statements are free advertizing for Joe’s Automotive and creates foot traffic in his showroom floor and at the same time it helps sell tickets and supports the school fundraiser, so it’s a win/win situation for both parties involved. You could even offer to have the grand prize drawing in their showroom. Remember you are developing a partnership with the dealership – they are supporting your fundraiser and you are helping them with advertising.

Ask the dealership and other raffle sponsors if their existing customer base could be E-mailed a raffle flyer, or if the dealership and sponsors send out a monthly newsletter see if they can include your raffle flyer.

A dealership may want your church or school to purchase the vehicle upfront which will eliminate a cash equivalent option mention earlier and this will decrease your chances of selling raffle tickets as well. In this scenario early bird cash drawings may help to sell tickets early in the fundraising process to help recoup some of that initial out lay of the vehicle purchase. This initial outlay of cash could lead to a raffle loss if there are low ticket sales and for this reason I don’t recommend this upfront purchase of the vehicle. The best case scenario would be to find a local dealership that allows the use of a vehicle without the upfront purchase and knowing that the grand prize raffle winner will be allowed the option of the vehicle or cash equivalent instead. If the winner chooses the

cash option the dealership still receives the free advertisement throughout the fundraiser.

## **Raffle Tickets**

Raffle tickets (except 50/50 raffle tickets) must reflect the following:

- Name and identification number of the authorized organization;
- The location(s), date(s) and time(s) of the drawing(s);
- The consecutively printed serial number of the ticket;
- The price of the ticket;
- A list of the prizes offered;
- The statement: "Ticket holders need not be present to win"; and
- Each ticket stub or receipt shall reflect the name, address and telephone number of the ticket purchaser, and the consecutively printed serial number of the ticket. You may want to include a line for E-mail address and this E-mail address can be used to E-mailing future raffle flyers to save cost of mailing flyers. Also, this E-mail address can be used as an additional way of contacting winners besides telephoning and/or mailing notification of the winner.

I suggest that the parish/school include on the ticket the following statement as well:

- Must be 18 years or older to purchase or sell raffle tickets.

## **United States Postal Service**

Postal regulations prohibit the mailing of raffle tickets through the mail, so your organization should use the E-mail address provided to send entrant their ticket numbers. This E-mail will confirm to them their order of tickets was received and processed by your organization. You may want to include a statement "Your tickets were placed in our drawing and good luck".

## Pricing of Tickets

Lower cost tickets will outsell higher priced tickets because they are more affordable to a wider audience. You don't want your ticket price to low so as to not turn a profit though. Usually you will want the ticket price range from \$10.00 to \$50.00 depending on the cost of your vehicle. Try to have the total number of tickets for sale times the ticket price to equal three times the vehicle cost. This will ensure that you make a 50% profit even if you don't sell all of your tickets and you can still cover your fundraising expenses and additional cash awards and early birds prize(s).

Note: In order to avoid a loss during your fundraiser due to low ticket sales you should list the following statement on your flyer, website under raffle rules, and on your ticket receipt:

"If less than X number of tickets are sold, there will be only one winner and the raffle reverts to a 50/50 cash raffle, and the winning ticket holder shall receive fifty-percent of the gross ticket sales."

**Scenario:** If your raffle grand prize will cost your organization \$28,000.00, you offer a 2<sup>nd</sup> prize of \$500.00, 3<sup>rd</sup> prize of \$100.00 and you expect to have additional raffle expenses totaling \$4,400.00, which is a total cost of \$33,000.00. You sell your tickets at a cost of \$20.00 each and you limited the total number of tickets for sale at 2500 tickets ( $\$20.00 \times 2500 = \$50,000.00$ ), which will be a profit of \$17,000.00 if all tickets sell. Now in order to avoid a loss in this scenario, you would use the following statement on your flyer, the ticket receipt, maybe on each ticket itself if room, and must be one of your raffle website rules: "If less than 2000 tickets are sold, there will only be one winner and the raffle reverts to a 50/50 cash raffle, and the winning ticket holder shall receive fifty-percent of the gross ticket sales". Potential buyers will have, therefore, an opportunity to decide whether or not to enter the drawing prior to purchasing a ticket.

Note: the above scenario has a total number of tickets for sale of 2500, but your raffle may sell unlimited number of tickets. If you do sell unlimited number of raffle tickets you may want to still use the limit of tickets sold in order to have the grand prize awarded or the raffle reverts to the 50/50 raffle to cover the cost of the raffle expenses and to avoid a loss. Another option would be to have a limit on tickets sold in order to have the grand prize awarded or ticket refunds to the customers will take places. This last option of canceling the raffle will be more expensive, since your organization will need to process numerous checks to the customers and for this reason I don't recommend it.

## Selling Tickets

In order to sell large volumes of tickets you will need to use the following:

- internet to list your raffle online. See **Raffle Online** below.
- getting flyers out by way of E-mail and mailing. See **Raffle Flyers** below.
- Facebook, local TV, radio, and newspaper articles and ads. Get the word out that your annual truck or car raffle kicks off on such of date. You can phone the local media to alert them so they can do a story on your raffle, or you can Email a letter to the editor of the local newspapers to announce the annual kick off raffle starts on one date and draws on another date, and tell them where people can buy tickets. The local radio show might want to do a live show from one of the sites to help with the start of selling of raffle tickets. Remember this is **FREE** advertisement for your raffle.
- selling tickets at: church/school events, bowling alleys, retail stores and/or malls, grocery stores, home improvement stores, sporting events, or any high traffic area were people gather. See if these store managers will allow one of your raffle flyers can be placed in each customer's bag as they checkout. Remember to get permission from management to setup ticket sales table outside these high-traffic retail locations. Also, place signs in front of and behind the table explaining the reason you are raising funds

and clearly state the grand prize, draw date, raffle ticket cost, and EXPLAIN WHY YOU ARE RAISING THE FUNDS. Example sign would read “St. James School 5<sup>th</sup> Annual Truck Raffle, or \$28,000.00 Cash Grand Prize, Drawing date September 30, 2009, Tickets Only \$10.00 each, or \$45.00 for five tickets”; “To benefit a new Computer Lab for our kids”. Asking for help to meet your goal may sell tickets. Contact local businesses to see if they could include your raffle flyer or a word about your raffle in with their monthly E-mails or regular mailings to their customers. Again, remember to thank the local business that agrees to do this for you on your flyer. Finally, have all tickets, flyers, and raffle website ready to go 180 days before the raffle draw date in order to increase the chances of selling more tickets to the general public. *New York State Racing and Wagering Board does not allow raffles tickets sales to exceed 180 days after the sale of the first ticket.* Having your organization’s raffle website up and running six months before the raffle draw date just increase your chance of selling tickets that far in advance to the general public and this would be little or no cost to your organization.

## Raffle Online

Listing your organization’s raffle online will reach a larger audience with a potential of selling many more raffle tickets. I suggest you have a separate raffle website from your regular church or school website just provide a link from your organization’s website to the raffle website. On your raffle website you can have links for: your raffle rules in PDF format (see **Raffle Rules** section below), previous grand prize winners (post pictures of previous winners if you have them), previous early bird winners, pictures of your church and/or school (inside and outside, in the classrooms, of church/school events, etc.), buy now (if using PayPal and/or credit card payments), and a printable raffle flyer in PDF format. For more information on **Raffle Flyers** see below. Another option is making a human connection with your organizations customers by way of a Facebook page dedicated solely for your vehicle raffle. This Facebook page can point people towards your raffle webpage to learn more about the raffle or to buy raffle tickets. Updates can be posted to your Facebook page like “We sold 1,000 tickets

toward our goal of 2,500 tickets” and “Thanks to everyone who purchased tickets so far in helping our kids reach their goal of a new science lab”. *If you have any questions with a domain name, online advertising, receiving credit card payment options, etc. call or Email Ian Fawcett at our technology office at the Diocese of Ogdensburg (315) 393-2920 or [ifawcett@dioogdensburg.org](mailto:ifawcett@dioogdensburg.org). Ian can help your organization with choosing low cost solutions for your online needs.*

OldCarRaffle.com website posts charity car raffles free of charge! Yes, I said FREE. This site isn't just for old or classic cars they list mainly new cars and even trucks. Also, this site has separate site for all types of motorcycle raffles at: [harleydavidsonraffles.com](http://harleydavidsonraffles.com). From one of the sites that you choice to list your vehicle raffle select from the ribbon on that page “Free Raffle Post”, and then follow the simple instructions they have listed there. Before you post your raffle you should look at their site: TheRaffleSite.com which was launched to provide a spot for raffle fundraisers to meet, learn free and cheap methods of online advertising, share experiences and ideas and generally help each other out. They have a host of raffle topics that can help your organization out.

Having your raffle online saves your organization time and money by reducing cost for printing raffle flyers (they print your flyer from their home), if taking credit card payments online will save time for your office staff from processing checks (the money is deposited to your account) and they are not being interrupted by taking phone calls for raffle tickets (the website works 24/7 taking your raffle ticket orders). Some charity raffles are now only taking orders for tickets over their raffle website by way of credit cards, so they are no longer taking checks through the mail. Your volunteers can process the tickets orders by filling out the ticket stubs and E-mailing the ticket purchaser his/her ticket numbers by way of a receipt that is emailed to them (see for more information on **Ticket Stub Number(s) Receipt as additional flyer with entry/order form**).

### **Raffle Rules:**

List on your raffle website the Raffle Rules for your organization raffle. These rules must meet federal and New York State Racing and Wagering Boards raffle rules and regulations, so you may want to

seek legal advice from an attorney. The following Early Bird statements are examples that you can incorporate in your raffle rules: “Early Bird winners are eligible for subsequent drawings and the Grand Prize Drawing”. Ticket purchasers will need a deadline when they need to purchase tickets so they are eligible for the early bird drawings, so use the following statements: “Tickets purchased online by May 22, 2009 are eligible for the June 1<sup>st</sup> Early Bird prize”. “Tickets purchased online by June 2, 2009 are eligible for the June 5<sup>st</sup> Early Bird prize”. These two previous statements also allow your volunteers and staff time to process the tickets before the drawing date. In addition, under the Raffle Rules for “Early Birds” should list if they are open to the public or not, if not open to the public then use the following statement: “The early bird drawing(s) will be held at St. James Church rectory office by 3 pm on the drawing date. Drawings are not open to the public”, or if Early Bird drawings are open to the public (which this will allow people to purchase tickets at the event before the drawings) should use the following statement: “The Early Bird drawing(s) will be held at St. James Church after the noon service. The drawings are open to the public and all are welcome”.

An example of raffle rules for a Grand Prize with Cash option, limited number of tickets sold for Grand prize, and to include “Early Bird” drawings that your organization can use (Remember these raffle rules that you list must meet federal and New York State Racing and Wagering rules and guidelines):

**St. James School 2009 Truck Raffle Rules:**

Providing that over 6,000 tickets are sold, there will be one first prize winner who may select either the 2010 GMC 4x4 truck or cash in the amount of \$25,000.00.

There will one second cash prize winner of \$1,500.00 and one third cash prize winner of \$500.00.

If the winner of the vehicle chooses to take the vehicle, St. James School will make a payment to the dealer of the school's choice based on the following MSRP: \$29,988.00 for the GMC 4x4 truck.

The winner may select additional features of their vehicle, but St. James School will only pay the above amount directly to the dealer and the winner assumes any additional expense. The winner must pay all applicable sales taxes, registration fees and any desired options that are not listed as standard equipment.

There will be two early bird winners of \$500.00 each awarded as follows: one on May, 31, 2009, and one on July 1, 2009. Early bird winners remain eligible to win any of the other prizes at the final drawing on September 5, 2009.

If fewer than 6,000 tickets are sold by August 29, 2009 than are needed to award the Grand prize, a 50-50 drawing will be held and there will be only one winner, and the winning ticket holder shall receive fifty-percent of the gross ticket sales.

By entering the raffle drawing ticket purchasers agree to allow use of the winner's name, hometown, and photographs for promotional purposes.

Winner(s) need not be present to win raffle prizes.

**Eligibility:** The raffle is open to anyone 18 years or older that has legal residence within the United States of America.

Ticket request must be received by August 29, 2009 at noon. Online ordering terminates August 29, 2009. Need not be present to win. Winner is responsible for all applicable licensing fees, delivery, federal, state and local taxes. St. James School reserves the right to withdraw this offer at any time with full refund and is not responsible for lost, late, or misdirected mail. Insufficient fund checks will be charged \$30.00 service charge. All names, addresses and phone

numbers are for the sole use of St. James School; lists are not sold or distributed. Void where prohibited. New York State registration number: GC XX-XXX-XXX-XXXXX.

One final note about having your raffle online with its own raffle website. This site is linked to your church and/or school website(s) which brings more people into them and if they like what you are doing as an organization they may donate to your organization instead of just buying raffle tickets. More and more business are also using Facebook and Twitter to get their message online, so can your organization set up a Facebook, or Twitter account to get your raffle news out to the general public and it's FREE! It's all about getting your message out there to the general public.

### **Raffle Flyers**

Designing your raffle flyer on an 8 ½ x 11 sheet of paper folded in thirds, which gives the flyer three distinct sections. The first section lists the particulars of the raffle like ticket cost, drawing date, prize(s), and a picture of the vehicle being raffled. The second section could list the goal(s) or benefit of the raffle and what the proceeds are going to be used for, a good idea is to have a picture of the goal as well (picture of a classroom with kids and teachers, picture of the school, or of the architectural drawing of what is being constructed). The third section of the flyer should be the entry form or ticket order form. Listed below is some suggested language for the flyer by section:

#### **The first section or top half of flyer:**

A good idea is to have a picture of the vehicle being raffled on the left or right side of this top half of the flyer. Note: if the picture is not the actual vehicle being raffled, then state the following statements under the picture "Production model shown. Actual production model being raffled may vary."

On the opposite side of the vehicle picture list the particulars of the raffle. The following statements are suggested use for describing your raffle:

“Ticket cost just \$10.00 each”, or in order to make the tickets more attractive you may want to try the following statement: “Buy 4 tickets get one free” “Must purchase 4 tickets at one time to receive 5<sup>TH</sup> ticket free”, or “Buy 9 tickets and the 10<sup>th</sup> ticket is free”, any combination is up to you.

In order to sell more tickets early in the raffle I suggest you try using what’s called “Early Bird Drawings(s)” for cash prize(s). List the following early bird statements: “Early Bird Prize Drawings of \$500.00”, then list the dates “June 1, 2009” and “June 5, 2009 after 6<sup>TH</sup> Grade Graduation Ceremony”. It’s always a good idea to tie raffle drawings in with a church and/or school event in order to sell more raffle tickets during that event. For more suggestions on Early Bird drawings see Raffle Rules below.

Grand Prize listing suggestions: “**Grand Prize Drawing 2010 GMC Sierra 1500 4x4 pickup**”, or if offering a cash equivalent option use “**Grand Prize Drawing 2010 GMC Sierra 1500 4x4 pickup or \$27,000.00 Cash**” Please note that the grand prize statements used bold typeface so that they stand out on your flyer and you can even use a little larger typeface as well. Make sure the exact year, make, and model of the vehicle being raffled are listed. Also, listing the MSRP (Manufacture Suggested Retail Price) of the vehicle is a good way to list the grand prize as follows: “**Grand Prize Drawing 2010 GMC Sierra 1500 4x4 pickup (MSRP \$33,495) or \$27,000.00 Cash**” Next list when (time and date) the grand prize will be drawn “Grand Prize Drawing will be June 30, 2009 at noon the last day of school”. Once again we tie in the drawing date with a church and/or school event. Remember to list the address of the church or school so people can attend. The following statement **MUST** always be listed on the flyer: “Need not be present to win”.

### **The second section or mid-section of the flyer**

In this section you will want to tell them to complete the entry or order form and where to mail or fax it. The statement could appear as follows:

“Complete the attached entry form and mail with payment to:

St. James School  
PO Box  
Carthage, NY 13619  
Or fax to: (315) 493-1111”

Note: only use the fax line if your organization takes credit card payments and remember to list the credit card information on the entry form. If your organization does not take credit cards use the following statement: “Make check or money order payable to:”, then list your organizations name and address. I believe the following statement should be listed as well: “Do not send cash in the mail”.

Next you want to give the general public a place to see more information about your organization and the raffle, and maybe list more pictures of the raffle vehicle or the school, etc. send them to your raffle website for example:

“Visit [www.stjamestruckraffle.com](http://www.stjamestruckraffle.com) for complete raffle rules and more pictures of the truck”, or “For more details on the raffle or to buy tickets online go to: [www.stjamestruckraffle.com](http://www.stjamestruckraffle.com)”. This last example is if your organization takes credit card payments on-line.

Finally, on the mid section of the flyer you may want to list the benefit or what the proceeds of the raffle will be used, for example:

“Net proceeds benefit St. James School construction projects for a new school roof and an addition of a 5,000-square-foot building to house new computers and science labs.”

I’m sure you get the idea, the more you tell them what the benefit goes towards the more likely they will be to purchase raffle tickets.

Note: you could have a picture of the school or a picture of kids in a classroom on one side of above statement.

### The third section or lower section of flyer (entry form or order form)

Have a line or dotted line to separate the entry form from the rest of the flyer and list the following statement above this line:

“Complete and detach order form and mail with payment.”

Under the entry/order form list the following statement:

“It is okay to make copies of this form.”

The entry/order form must list the following:

Name \_\_\_\_\_ Date of Birth \_\_\_\_\_  
 Address \_\_\_\_\_ Phone \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 E-mail address \_\_\_\_\_

Entering this drawing constitutes permission to use the winner’s name for promotional purposes. Must be 18 years or older to enter and must be a US resident. You may enter as often as you wish. For additional information contact: St. James Church at (315) XXX-XXXX, [www.truckrafflesite.com](http://www.truckrafflesite.com), or email: [stjamestruck@stjameschool.org](mailto:stjamestruck@stjameschool.org).

The above ticket entry/order form has the Name, DOB, address, and telephone number and this information needed to complete the ticket stub, and to contact the winner. The date of birth is needed, since New York State winners must be 18 years or older in order to purchase raffle tickets. If for example an order form is received by a 12 year old, or even a 17 year old the order form and payment can be returned to the individual while explaining the raffle rules for age requirement. In addition, the mailing address and E-mail address can be used for: mailing receipts, mailing raffle newsletter (for updates on your raffle), and mailing future raffle flyers. Note: to reduce costs you should E-mail all of this information instead of using snail mail. In addition, it is illegal to mail raffle tickets in the mail per USPS rules, so ticket stubs must be E-mailed to each entrant. See below for information on E-mailing **ticket stub number(s) receipt(s) as an additional raffle flyer with order form.**

Next on the entry/order form you may want to indicate that your organization accepts credit cards by listing the following information:

Amount \$ \_\_\_\_\_

Method of payment:

Check/Money Order in US funds  VISA  Mastercard

Name on card: \_\_\_\_\_

Card number: \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_ - \_\_\_\_\_

Expiration date (month/year): \_\_\_\_ - \_\_\_\_

Signature: \_\_\_\_\_

Note: there are fees associated with processing credit cards payments and you may need to list after the card number the "Security Code" with four spaces if your company that your organization uses to processes credit card payments requires the security code in addition to the card number.

On the flyer you may want to list the deadline for receiving online credit card orders, faxing ticket orders, and when checks must be received in order to process for the raffle by using the following statement:

"Online ordering terminates July 1, 2009."

Also, you can make the following statements on the entry/order form:

"I would like to purchase \_\_\_\_ Truck Raffle ticket(s) at \$20.00 per ticket."

"I would like to donate \$ \_\_\_\_\_ to St. James School."

"I have enclosed payment in the amount of \$ \_\_\_\_\_."

**Opinion:** The second statement above increases your chances of receiving additional donations without any obligation to the raffle. Some people that receive your flyer may not be interested in the raffle, but may be interested in helping your cause.

If you didn't list in the midsection of the flyer where to mail the entry/order form you can on the entry form itself, see statement below:

**“To submit an Entry Form:**

Mail completed form and payment to St. James School  
PO Box 365, Carthage, NY 13619  
or fax to 315-XXX-XXXX.”

You can indicate how the ticket number(s) or actual stubs will be handled by using the following statement:

**“Ticket Number Notification:**

You will be notified of your ticket number(s) via E-mail. Actual ticket stub(s) will not be mailed due to USPS rule prohibiting the mailing of raffle tickets through the mail”.

**Opinion:** The above statement will help reduce your fundraising cost of mailing ticket stubs to customers by using E-mail to send a receipt and ticket number(s). See **Ticket Stub Number (s) Receipt as additional flyer with entry/order form** below.

After listing the ticket number notification statement you might want to list the following statement:

**“For More Information and Contest/Raffle Rules:**

visit: [www.yourtruckraffleaddresshere.com](http://www.yourtruckraffleaddresshere.com).”

Also, you can inform them about seeing more pictures of the truck can be found on your website, or previous winners might be found on your website as well. See the following statement:

**“See the Vehicle:**

A 2010 Ford F-150 4x4 will be parked in the showroom of Art's Ford Dealership between September 1, 2009 and December 15, 2009.  
Come by and see it in person.”

## **Raffle flyer summary**

Layout is important key in catching the attention of the person viewing it, so stay consistent with your font, and bold items you want to bring to the attention of the viewer, like in the above statement “See the Vehicle” was bolded to make it stand out. The cause or the raffle proceeds benefit helps people to see your vision and helps them stand behind your good cause, so they purchase a raffle ticket. A line or dotted-line makes the entry/order form stand out from the rest of the flyer. Finally, E-mail your flyers to previous raffle customers, instead of snail mailings which cost postage, envelopes, etc. These E-mail addresses can be used to send updates, or raffle newsletters to how the raffle is progressing, like: “Only thirty days left to purchase raffle tickets for our 5<sup>th</sup> Annual Truck Raffle”, or “We only need to sell 50 more raffle tickets to meet our goal”. E-mailing gets the word out to the general public and it’s **Free**.

## **Ticket Stub Number(s) Receipt as additional flyer with entry/order form**

Using a flyer as a receipt is a good way to reduce snail mail costs by E-mailing the customer their ticket number(s) on the flyer. Also, this flyer can have an additional entry/order form to be used by the customer (or given to a friend of the customer) to purchase raffle tickets. The purpose of E-mailing ticket number(s) to the customer that purchase these tickets by mailing in an entry/order form, or for those customers that purchased tickets over the internet/phone using credit cards will reduce mailing cost, and reduce the risk of losing ticket stub(s) in the mail. The entry/order form will require an E-mail address from each customer and include the statement “In order to receive your ticket numbers an E-mail address must be entered”. Note: as mention early USPS rules prohibit the mailing of raffle tickets in the mail.

Face to face ticket purchases will obviously receive the actual ticket stub, and this purchase is the only type that your organization might allow for cash purchases along with checks, money order, and if accepted credit cards.

Designing your ticket stub number(s) receipt as a flyer is similar to the raffle flyer. It should be on an 8 ½ x 11 sheet of paper folded in thirds, which gives the flyer

three distinct sections. This sheet of paper should have your parish letterhead at the top in order to give the customer the corporation details like your organization name, address, telephone number(s), E-mail address, and website. The first section lists the customer's address, donation amount (total amount of tickets purchased), number of tickets, and the starting and ending ticket numbers. Next your organization should list the thank you statements, and information websites about your organization. The second section should list the grand prize, drawing date and time (see Second Section below for more statements). The third section of this ticket stub number(s) receipt flyer could have an additional entry form or ticket order form. Listed below is some suggested language for the receipt flyer by section:

**The first section or top half of receipt/flyer:**

Your organization should start with the parish or school letterhead, and then list the customer's name, address, donation amount, number of tickets purchased, and ticket numbers (starting number to ending number if consecutive numbers are purchased). An example would be as follows:

St. James School  
P.O. Box 317  
Carthage, NY 13619

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Phone: 315-XXX-XXXX FAX 315-XXX-XXXX

WEBSITE: [www.stjamesschool.org](http://www.stjamesschool.org)

Joe Smith	Donation:	\$40.00
P.O. Box 369	Number of tickets:	4
Ogdensburg, NY 13669	Ticket numbers:	6783-6786

**For more info on our raffle and pictures, go to [www.yourtruckraffle.com](http://www.yourtruckraffle.com)**

*Thank you for supporting our annual truck raffle!*

**The second section or mid-section of the receipt/flyer**

This second section of the flyer is your opportunity to list the grand prize, drawing date and time, and other important information you want to communicate to the customer. See example as follows:

## 2010 GMC 4x4 truck or \$25,000 Cash

2010 GMC Sierra 4x4 color red with tan cloth interior, 5.4 liter engine with automatic transmission, tow package and premium stereo system with 6 speakers.

Drawing date: September 5, 2009 at 3 pm

Winner need not be present to win

St. James School thanks you for your ticket order.

Your ticket stub(s) have been placed in our raffle box for the drawing.

This Receipt is your confirmation of your purchase. We will not be sending stubs due to USPS rules that prohibit the mailing of raffle ticket stubs in the mail.

### The third section or lower section of receipt/flyer (entry form or order form)

Have a line or dotted line to separate the entry form from the rest of the flyer, and have important statements listed that you want to pass on to the customers. See example entry/order form with statements below:

Attached is an additional order form for you, or for you to pass on to a friend!

Please send me \_\_\_ tickets at \$10.00 per ticket = \$ \_\_\_\_\_

I have ordered 9 tickets, send me my 10<sup>th</sup> ticket FREE!

(Must purchase 9 tickets at one time to receive 10<sup>th</sup> ticket free)

Name \_\_\_\_\_ Date of Birth \_\_\_\_\_

Address \_\_\_\_\_ Phone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

E-mail address \_\_\_\_\_

Ticket request must be received by August 29, 2009 at noon. Online ordering terminates August 29, 2009. Need not be present to win. Winner is responsible for all applicable licensing fees, delivery, federal, state and local taxes. St. James School reserves the right to withdraw this offer at any time with full refund and is not responsible for lost, late, or misdirected mail. Insufficient fund checks will be charged \$30.00 service charge. By entering the raffle drawing ticket purchasers agree to allow use of the winner's name hometown and photographs for promotional purposes. All names, addresses and phone numbers are for the sole use of St. James School; lists are not sold or distributed. Void where prohibited.

## **Ticket Stub Number(s) Receipt flyer summary**

As with the Raffle flyer layout is important key in catching the attention of the person viewing it. Begin with letterhead style will inform the recipient who this document is from. In this letterhead you can also list your Games of Chance identification number along with your organization other information. Listing the Grand prize and drawing dates and times will remind the customer of the particulars of your raffle. A line or dotted-line makes the entry/order form stand out from the rest of the Receipt flyer, and this entry/order form gives the customer the opportunity to purchase additional tickets, or they can pass the entry/order form onto friends to purchase tickets. E-mail your Receipt flyer to the raffle customers, instead of snail mailings, will eliminate cost of paper, postage, envelopes, etc. E-mailing ticket stub numbers receipt to the customer is **Free**. Finally, your organization can list important statements and legal statements on this Receipt flyer like: "This receipt is your confirmation of your purchase", or "Winner need not be present to win".

### **Final note:**

The suggestions and opinions of this document are the sole suggestions and opinions of the author, Vincent M. Thouin, and are not necessarily the suggestions and opinions of the Roman Catholic Diocese of Ogdensburg. If you have any questions with regard to raffles please feel free to contact Vincent M. Thouin at the Diocese of Ogdensburg (315) 393-2920, or Email at:

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