RallyUp Experiences

Fundraiser in a Box

Charity Car Raffle

A complete step-by-step guide to running a successful charity car raffle experience with RallyUp

For nonprofit organizations of all sizes
Charity Car Raffle Fundraiser in a Box

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Car Raffle Best Practices

How to make your charity car raffle a memorable experience for your entrants – while achieving your fundraising goal.

Introduction

A brief overview of a nonprofit car raffle fundraiser

Raise more money for your cause when you run a high impact charity car raffle!

Entrants will buy your raffle tickets so they can get a chance to win a brand-new car. Your charity uses the ticket sales to cover any costs of the car and optional other prizes, while you achieve your fundraising goal.

Car raffles are exciting and they inspire a lot of hype, which draws attention to your cause.

A raffle fundraiser is a great way to give something back to the people who donate to your charity – and what could be better than giving them a real shot at their dream car?

Our job is to make your nonprofit car raffle a remarkable experience.
To do this, we take you through 2 phases.

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<thead>
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<th>BENEFITS</th>
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<tr>
<td>☑ Improves ticket sales</td>
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<td>☑ Inspires more support</td>
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<td>☑ Encourages community involvement</td>
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<tr>
<td>☑ Creates positive anticipation</td>
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<td>☑ Promotes ethical giving</td>
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<td>☑ Invites dealership sponsors</td>
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PHASE 1

Research-backed best practices

How to make your car raffle tickets sell

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Taking your car raffle online

How to implement your campaign on RallyUp

Grab a pen and paper to take notes as you encounter new ideas.
You can also print and use this document as a discussion point for your first planned meeting.
Ticket Setup
(continued)

For example, if the car costs $50,000, then you’ll want to sell at least $150,000 worth of tickets. At $50/ticket, you’ll have to sell 3,000 tickets.

By setting your car raffle fundraising goal at 3 times the prize cost, you can easily absorb raffle and event costs during your fundraiser.

Cause Promotion

A birds-eye view of your cause and how to rally people to participate

Before you can go about creating your media, you need to decide on the promotional strategies you will be using to get the word out about your cause.

You’ll want to create an additional marketing budget to invest in events, flyers and other marketing materials. Factor this into your overall costs when determining ticket pricing and fundraising goals.

Here’s some example promotional strategies:

- Promote your charity car raffle directly on your organization’s website
- Share your raffle link in emails to donors to inspire ticket sales
- Promote your cause on social media using your page and targeted ads
- Visit local schools, churches, and businesses and place raffle flyers on notice boards
- Host a car staging event at a car show to inspire instant sales and signups

- Use peer-to-peer or team fundraising to promote your raffle to the community
- Get the local media and radio stations involved
- Ask for business sponsors
- Use text-to-buy raffle promotions to get ticket purchases through text messages
- Focus on email marketing with existing donor lists

Whatever strategies you choose, make a note of the materials and funding you’ll need to execute them during your raffle.

Many of the RallyUp promotions are free to use with your account, like the text-to-buy option, the one-click link sharing, and team fundraising.
Raffle Media Creation

Consider the online promotions and campaign content you’ll create

One of your major costs (whether in time or money) will be creating the content you need for your RallyUp page and various promotions.

At this point you’ll need to collect details, images and content for your fundraiser, along with various marketing messages and graphics for different platforms.

**Consider which to include:**

- Cause impact stories
- Descriptions of your cause
- Online ads
- Facebook posts
- Twitter posts
- Instagram posts
- Promotional videos
- Organization description
- Photos of the prizes
- Flyers/Posters for text-to-buy
- Email templates
- Radio or TV commercials

If you use team fundraising, participants and teams will be able to create pages of their own and customize them to generate more hype and personal context.

If, for example, your raffle supports research to cure pediatric cancer, passionate supporters could join your fundraiser, create a fundraising page, and tell their story to inspire more ticket sales for your charity raffle.

*You might want to consider hiring a graphic designer or a content creator for your raffle. They can help create a professional and consistent message throughout your fundraiser.*

Goal Setting

Setting your car raffle fundraising goal and exceeding it

At this point you’ll have a stronger understanding of timelines, marketing and running costs. It’s time to set your fundraising goal so that you can successfully meet and exceed it.

**TASK!**

- Decide what content and media you’ll need to successfully execute your car raffle.

- Calculate your fundraiser costs and make sure it aligns with your fundraising goal.
### Calculate your charity car raffle cost

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<td>Car prize cost</td>
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<td>Secondary prize costs</td>
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<tr>
<td>Car raffle running costs</td>
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<td>Ticket printing costs</td>
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<td>Marketing and promotions cost</td>
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<td>Content costs</td>
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<td>Additional costs</td>
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<td><strong>Total</strong></td>
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### Subtract your corporate sponsorships

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<td>Car prize sponsors</td>
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<td>Secondary prize sponsor</td>
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<td>Ticket sponsors (logos on stubs)</td>
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<td>Additional sponsors</td>
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<td><strong>Total</strong></td>
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### Understand your total estimated costs

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<td><strong>Total costs</strong></td>
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<td><strong>Total sponsors</strong></td>
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<td><strong>Total estimated raffle costs</strong></td>
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For a fairly accurate fundraising goal, aim for 3 times the estimated raffle cost amount

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<tr>
<td><strong>Your fundraising goal</strong></td>
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Car and Prize Selection
Choosing the right vehicle and secondary prizes

The car you choose to raffle to your audience should align with your goals. If you need to raise a lot of money, you'll need a dream car and great prizes.

It can also be lucrative to focus your car on your specific audience. For example, a green charity might raffle a Tesla to raise money, instead of a gas guzzler.

Your prizes will set the tone for how successful your charity car raffle will be. If your organization can't afford to outright purchase prizes, there are other options.

- Get a car dealership to sponsor your raffle and give you an amazing deal
- Get corporate sponsors to donate prizes
- Use our prize partner Winspire and only pay once the raffle is closed

Once you have chosen your grand prize (the car) you'll need to add secondary prizes (if any) for your raffle ticket buyers. Secondary prizes inflate the value of your raffle and help you sell more tickets. You can also add images of your prizes to your promotional media to encourage interest in your raffle.

Secondary prizes that work well for a raffle include:

- Less valuable cars
- Jet skis
- Boats
- Motorcycles
- Bicycles
- Sporting event tickets
- Luxury vacations
- Luxury experiences
- Cash

Set Up Your Drawing
Choose how you'll draw and announce your winners

It's a good idea to get last-minute ticket sales at a live event before your drawing.

There, you can take a video of your raffle drawing, which will give your charity organization credibility for your next fundraising raffle. People love to see the winners of your raffle being announced!
Consider:

- Your event location and costs
- Whether your prizes will be there and how you will award them
- Inviting local media
- Hiring a photographer or content creator to take photos and videos
- Rewarding the individuals/teams who sold the most tickets

We recommend filming or live streaming the event for your RallyUp page and social media pages. This has been very successful in the past for recurring car raffles.

When using RallyUp, all ticket sales are automatically tracked and managed online before you host your event. Many charities choose to do it at a local venue or at the dealership that sponsored the car. You’ll have a few options to choose from for your drawing:

- Print out your entrants’ names and do an exciting manual draw
- Have the RallyUp platform automatically pick your winners!

Be sure to capture every incredible moment as your winners are drawn — and of course, encourage the people at the event to donate to the cause you’re raising money for!

Secondary Prize Draws

*Best practices for secondary prizes and setting up a second car raffle*

Your secondary prize draws should be just as big a deal as your grand prize car winner.

If winners are not present at the draw, publish your video online and contact them via phone, email or text. Post the winners’ names on your social media and on your website.

- Record a video chat telling them they’ve won and post it online
- Use a messaging app to record video of them winning

It’s a great idea to post photos and videos of your draw, because they’ll encourage people to buy raffle tickets for your next car raffle.

Make sure your first email list of participants is saved, so you can notify them when your next car raffle is taking place. Make it fun, and people will always enter!
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<thead>
<tr>
<th>CAR RAFFLE TO-DO</th>
<th>ORGANIZER</th>
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<tbody>
<tr>
<td>☑ Pick your car raffle team organizers</td>
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<td>☑ Consider your timelines and dates</td>
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<tr>
<td>☑ Decide on your car raffle rules, if needed</td>
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<td>☑ Decide on your ticket setup</td>
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<tr>
<td>☑ Outline your promotional strategies</td>
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<tr>
<td>☑ Decide which pieces of content and media you need</td>
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<td>☑ Calculate your fundraising costs</td>
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<td>☑ Choose the right car and optional secondary prizes</td>
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<td>☑ Choose how you will draw and notify winners</td>
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<tr>
<td>☑ Use secondary prizes to create more buzz around your raffle</td>
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<tr>
<td>☑ Save the ticket buy list from your raffle to promote your next fundraiser</td>
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PHASE 2

Getting started on RallyUp

Step One
Create your RallyUp car raffle fundraiser

☐ Register your organization using the simple registration process. Register here

☐ Create a raffle fundraiser and give it a title. Add fundraiser details, images, and a brief description.

☐ Customize your fundraiser using the step-by-step setup menu and enable the built-in promotional tools you would like to use.

☐ Enable Team Fundraising if you want to allow supporters and groups to sell tickets for you, and you want to track their progress. Add all prizes including photos, descriptions and terms for each.

☐ When you are ready to start promoting your car raffle fundraiser, hit the "Publish" button.

Step Two
Promote your fundraiser and sell tickets

☐ Review RallyUp's guide to Strategies for Promoting Your Fundraiser for tips and best practices for sharing and promoting your fundraiser.

☐ Encourage supporters to spread the word and share the link to your fundraiser within their communities.

Step Three
Finalize your raffle fundraiser

☐ If you’ve sold tickets offline by cash or check, you’ll need to enter them into the system so they can be included in the drawing. Learn more

☐ Draw your winners and notify them. Learn more

☐ Easily access contact information for the winner(s) and arrange for prize delivery. Learn more

Congratulations on hosting a successful car raffle fundraiser!