

FUNDRAISING GUIDE

Congratulations! Just by registering for the Scouts and Schools Monster Raffle, you've taken the first step towards a huge fundraising opportunity for your group, club or school. Now let's jump into how we can help you do exactly that.



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Proudly making the Monster Raffle possible each year.



HOW TO RAISE SERIOUS CASH FOR YOUR GROUP, CLUB OR SCHOOL

We know running a fundraising raffle can seem like a lot of work. Where do I start? What do I do? How do I do it?

Scouts Victoria at making everything as easy as possible so you can run a successful fundraising campaign. That's why we've made the raffle digital, and we've put together a whole heap of tips and tools to help you get serious about raising money.

Because the raffle is online and your group, club or school has their very own raffle page, you can sell tickets anytime and anywhere, even while you're sleeping! Don't worry, you can still make in-person sales with cash too. So if you want to make the most of the opportunity, take a bit of time now, set your goals and develop a plan. You'll be on your way to raising more than ever before.

It all starts with setting realistic goals, sharing them with your group, club or school members and making the most of your group, club or school opportunities. The following guide to fundraising should point you in the right direction, but if you need more help, don't be afraid to ask.

This document is a guide, for more information please contact us at monsterraffle@scoutsvictoria.com.au.



SO WHAT ARE YOU RAISING FOR?

Over the years, hundreds of clubs around Australia have used the raffle to raise money for all sorts of reasons. What's yours?

- Equipment
- Uniforms
- Upgraded facilities
- Pay bills
- Lower fees
- Holding school/club events

There's always a reason to get around the raffle. Knowing exactly what you're raising for and setting a fundraising target is a great way to inspire your community to buy and sell raffle tickets. Once your group, club or school has registered, you'll get your very own fundraising web page that's easily accessible. Once you've got the link, you can share it by email, in a newsletter or via social media. Now that's good for everyone.



YOUR FUNDRAISING PLAN

We all know how important it is to have a solid plan. The same applies when it comes to fundraising.

If you spend a little time getting your fundraising plan right, you'll have more success in the long run. If it's your first time running the Monster Raffle, find a seasoned fundraiser to see what has worked for them in the past. It's not a solo activity! The most important part of fundraising is to spread the load and ask the right people for help.

What's in a plan?

It all starts with clear goals. Be specific. Identify what you're raising funds for and communicate it clearly to your group, club or school. Make sure it's attainable.

A goal gives the people buying tickets a reason to buy. For example: "Your donation will help us raise money for much needed equipment, plus you'll go in the draw to win a brand new car!"

Make sure you set clear deadlines and communicate them. "We're aiming to raise \$500 by Sunday." Breaking up a big goal into bite-sized chunks will increase urgency and get some little wins on the board. It all adds up!



Here are a few good fundraising goal examples:



Goal #1 "We're aiming to raise \$2,500 to purchase new books for the library. This will give our students more learning opportunities."



Goal #2 "We're aiming to raise \$10,000 by the end of the year to help pay for a van for the club. This will assist us to get to more matches."



Goal #3 "We're aiming to raise \$700 in seven days! All this money will go towards an excursion for the year level."



Goal #4 "We're aiming for every youth member at our group to sell at least 20 raffle tickets each to their community"

SPREAD THE WORD

If you don't ask, you don't get! It's important to spread your fundraising message far and wide and make it as easy as possible for people to buy tickets. These platforms are tried and tested ways to reach your community, but you should use what works for your group, club or school.



Group, club or school Website

Many groups, clubs or schools already have their own website, so speak to the person who manages yours and put the raffle up in lights. Make sure you include a link on the homepage that sends visitors directly to your raffle page to buy tickets.

Include a fundraising target that's continuously updated, and even hero those in your group who've sold the most tickets with a 'weekly fundraiser champion' title.

Group, club or school Newsletters

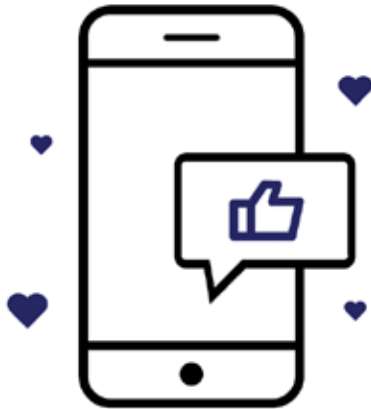
If you send out a newsletter to members and families, include a short message about the raffle and provide a live link for people who are keen to buy. It might be worth creating a 'fundraiser update' email that can go out weekly. This is your chance to highlight those who've raised money, reinforce your goals and keep your fundraising campaign top-of-mind in your community.



Group, club or school Emails

When you send out emails to members, families and the community, include a short message about the raffle and provide a live link for people who are keen to buy. It might be worth creating a 'fundraiser update' email that can go out weekly. This is your chance to highlight those who've raised money, reinforce your goals and keep your fundraising campaign top-of-mind in your community.

KEEP IT SOCIAL



Best time to post

First thing in the morning and last thing at night are generally the best times to post across social media. However, we also recommend posting regularly to achieve the best results. You want to make sure your club is top of mind.

Social Media

Facebook, Twitter and Instagram are brilliant ways to share your fundraising story with the world, but one post isn't enough. Last year, the group, club or school who raised the most, were the ones posting the most on social media. It's simple, the more you share, the more you raise. Make sure you're sharing on your group, club or school social channels, your personal channels and encourage those at your group, club or school to do the same. Add a direct link to your raffle page in the post, so fans can just click and buy tickets instantly.

Team Effort

Everyone needs to play their part to bring home a fundraising win.

Now that the raffle is digital, everyone at your group, club or school can sell tickets and raise money, no excuses. So put up a notice, send an email, tell your members, players and students, spread the word however you can and get everyone fired up and supportive.

You could even create a bit of friendly rivalry within your group, club or school and make it a competition to see who can sell the most tickets. Offer rewards, like gift vouchers or discounts to local businesses.



Promotional Posters

These are a great way to promote your fundraising campaign within your community. You can attach these to your emails, share them on social media or put them in newsletters to members.

BUY A \$2 TICKET. OVER 100 PRIZES TO BE WON!

Selling tickets and raising cash is good for your Group, and the chance of winning a Hyundai Venue or one of over 100 other prizes is good for ticket buyers! So when you're selling, make sure you show off the amazing prizes on offer... much better than a meat tray!

1st

RDS RALPH D'SILVA
MOTOR GROUP



VALUED AT

\$27,190

Hyundai Venue QX.V5

Provided by Ralph D'Silva Motor Group.

2nd

MTA MOBILE
TRAVEL
AGENTS
Darren Leckie
0410 510 517



VALUED AT

\$3,900

Family Holiday

Three day Uluru Adventure including flights for two people.

Provided by Darren Leckie MTA Travel.

3rd

Aquaplanet[®]



VALUED AT

\$999

Stand Up Paddle Board

Aquaplanet Max 10'6" stand up inflatable paddle board kit.

Provided by Aquaplanet.

HOW TO MAKE AN IN-PERSON CASH SALE



Paper tickets are gone, but you can still sell tickets in-person and the buyer can pay cash or card. To do so, group, club or school administrators can register people to become “in-person sellers” through the group, club or school portal, you can do this under the ‘Invite Ticket Sellers’ tab.

From here just fill out their details, hit enter and they’ll receive an email with their own login and unique raffle selling link. Now that they’re an in-person seller, they’ll be able to sell tickets via their mobile phone and accept cash or card.

Once that’s done, here’s how you can make a cash sale:

1. The in-person seller logs in to their raffle account using their phone, tablet or other smart device and signs into their account. Now you’re ready to sell.
2. The raffle ticket buyer fills out their information on the ticket sale screen.
3. They can choose ‘cash’ and input an amount.
4. The in-person seller confirms the purchase on screen and collects cash amount from the ticket buyer.
5. The raffle ticket buyer receives an instant text message confirming their purchase.
6. Deposit all cash into a safe place at your group, club or school.
7. All cash is to be deposited into the Monster Raffle bank account by the end of each month.
8. Details for this are in your admin dashboard, including reference number.

The Monster Raffle bank details are as follows:

Bank Account Name Raffletix Bank Account – Raffletix Trust Account4
BSB 063-010
Bank Account Number 1421-3364

THE ANSWERS TO ALL YOUR QUESTIONS

We've compiled the most frequently asked questions and answered them all. You can also find a complete breakdown of the Scouts and Schools Monster Raffle FAQ's here.



#1

What payment methods are accepted?

For online transactions, buyers can pay by credit or debit cards: Visa, Mastercard, and American Express. For in-person transactions, buyers can pay by cash, credit or debit.

#2

Are online sales secure?

All credit and debit card details are encrypted, and no details are ever stored throughout the sales process.

#3

How do I promote my group, club or schools raffle?

Each registered group, club or school will receive their own unique raffle webpage. This is where all your sales happen and funds are raised, so you need to drive as many people as possible to this page.

You can start by sharing your link across your group, club or school emails, newsletters, Facebook, Twitter, and Instagram, as well as posters or letters home. Encourage your members, players and students to share the link further, so more and more people visit your group, club or school page and purchase tickets.

#4

What if I need help to get started?

All the support that you'll need to guide you through your registration and to start selling tickets is available on your raffle portal. But if you need help or want to speak to someone, send an email to support@raffletix.com.au and someone will get in touch within 24 hours to assist you.

THE IMPORTANT BITS



CHECKLIST

Set your fundraising goals

☐

Find the fundraising champions at your group, club or school

☐

Allocate responsibilities

☐

- Team Sellers
- Social Champions

Promote your raffle

☐

- Posters
- Newsletters
- Email
- Social posts

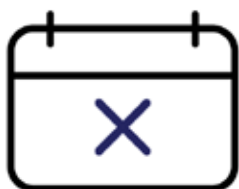
Make it a competition (offer prizes to highest seller)

☐

Monitor sales

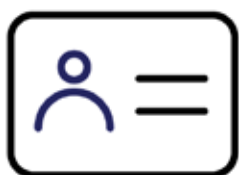
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Update community on fundraising progress

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DATES

The raffle closes at midnight on November 27 2023.
No entries will be accepted after this time.



CONTACT INFO

If you need help with anything raffle related, you can send an email to support@raffletix.com.au or call (07) 3040 3039 to speak with a fundraising expert.