

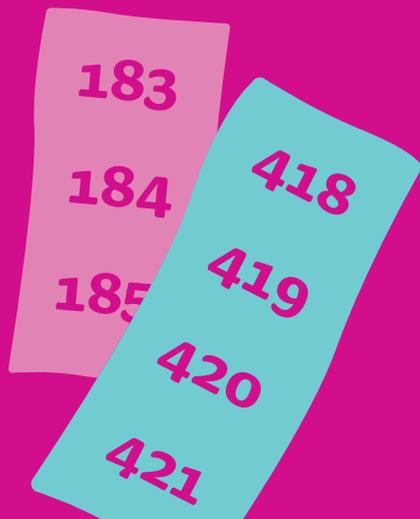


**DementiaUK**

Helping families face dementia

# How to...

## organise a raffle and source prizes





# Raffles are a great way to get lots of people involved in raising funds for Dementia UK!

## Who can resist the lure of an amazing prize, especially when it's for a good cause?

Raffles are a fun way to raise money but are strictly regulated. We recommend that you hold your raffle as part of an event, such as a school fete or pub quiz, as this means you won't require a licence (please get in touch for information about obtaining a licence).

If you are holding your raffle as part of an event, follow our five simple steps:



### 1. The legal bit

You will need to ensure your raffle complies with Gambling Commission rules for an incidental lottery. Please read the guidelines by searching 'Running a lottery quick guide' on [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk). Contact us if you're unsure about any of the guidelines.



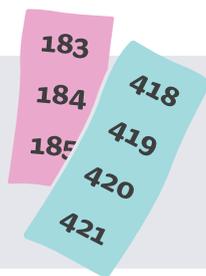
### 2. Prizes

Talk to local businesses and any contacts you have to secure free prizes. Read our tips for sourcing prizes on page 4.



### 3. Tickets

A standard raffle book can be purchased from most stationery shops, and is usually more cost effective than designing your own.



### 4. On the day

Only sell tickets to people who are at the event (i.e. you can't sell tickets in advance). Tickets must each be the same price (i.e. you can't sell five tickets for the price of four). The winners can be announced on the day or later, but we recommend announcing the winners at your event.

### 5. Get in touch

Don't forget to let us know that you are doing a raffle. We can send you some fundraising materials to help decorate your event and help make sure that your raffle follows legal guidelines.



You may deduct from the proceeds of your raffle no more than **£100 for expenses** and no more than **£500 spent on prizes**.

### If you are holding a raffle as a stand-alone event:

Please get in touch with our team to find out more about the rules and regulations. You may need to apply for a licence or register with your local authority, for which we may need to give you a signed letter of authority. You can also use this letter to ask for prizes from local business so they know you are fundraising for Dementia UK.



# Sourcing prizes



Here are our top tips for sourcing tempting prizes to encourage your guests to dig deep and give generously!

## Plan ahead



Start asking for prizes early, but keep in mind any prizes with expiry dates.

## Contacts

Brainstorm who you know, and who they know. Can they help you by donating a prize or approaching a business on your behalf?

## Research

Research the businesses you are approaching and what you would ideally like from them – if you don't ask, you won't get!



## Go local

Local businesses and independent firms are usually more willing to donate a prize than larger corporations.

## Target audience

Think about who will be at your event and what sort of prizes will appeal to them, and try to get a variety of prizes to appeal to as many people as possible.

## Quality or quantity?

Vary the value of the prizes so there are a few 'star prizes' and plenty of opportunities for people to win!



## Think outside the box

Don't just look for items; think outside the box and ask for services too, such as cookery lessons or a beauty treatment.

## We can help

Contact us for a letter of authority to take to the business to show you are fundraising for Dementia UK.





# Making approaches

## A clear message

Have a clear message about what you are fundraising for and why. Try to be emotive and explain how their donation will help you to reach your goal.



## What can you offer?

Think about whether there's anything you can offer them in return. For example, you can offer to thank them publically as part of the event, which is great advertising for them too.

## Make it personal

Try to make approaches as personal as possible. If you're getting in touch by email, try to find a named contact and follow up with a phone call.



## Remember to say thank you!



Send a thank you card to anyone who has donated a prize after the event to tell them how much you raised and how it will help Dementia UK. If you decide to hold another raffle in the future, they may be more inclined to support you again.





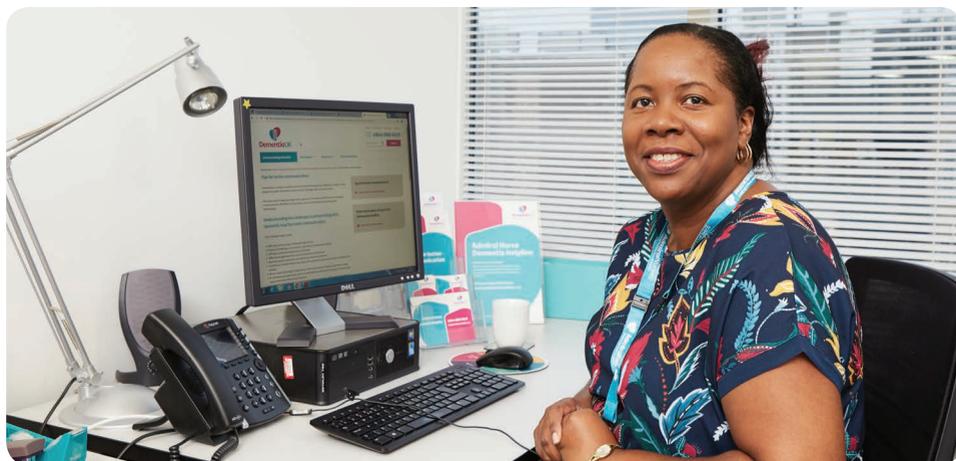
# How your fundraising will help

By choosing to raise money for Dementia UK, you will be making a difference to thousands of carers, families and people living with dementia.

Dementia UK's specialist Admiral Nurses work with families when things get challenging or difficult, giving them one-to-one support, expert guidance and practical support.

The money you raise will help us provide more Admiral Nurses to the families that need them, in their communities, in hospitals, in hospices and taking calls on the Admiral Nurse Dementia Helpline.

To find out more visit [www.dementiauk.org](http://www.dementiauk.org)



**£200**

could pay for a brand new nurse for a whole day, offering life-changing support to families facing dementia.

# Alf and Mary

“Even though Mary has sadly passed away, the impact that Anna had on our lives was profound – she went straight to the heart of our problems and was always there to listen.”



Alf and his family had the support of Admiral Nurse, Anna Bennett, after his wife of 55 years, Mary, was diagnosed with vascular dementia.

## Any questions?

Get in touch with the fundraising team by calling

**020 8036 5440**

or emailing [fundraising@dementiauk.org](mailto:fundraising@dementiauk.org)



We receive no government funding and rely on voluntary donations, including gifts in Wills. For more information on how to support Dementia UK, please visit [www.dementiauk.org/donate](http://www.dementiauk.org/donate) or call **0300 365 5500**.



[www.dementiauk.org](http://www.dementiauk.org)

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Dementia UK is a registered charity in England and Wales (1039404) and Scotland (SCO47429)

