

Top tips raffles and auctions

Finding the right prize for your auction or raffle

Unique 'money can't buy' items like a signed photograph or rugby jersey are ideal for auctions, while a dinner for two or a case of wine might be more suitable as raffle prizes. Smaller items can be bundled together to create a larger prize.

Target prizes to suit your audience

Before asking for auction or raffle prizes think about who your target audience is and what kind of event you are holding. For example, a signed rugby ball would be appropriate for a pub quiz but for a fundraising ball, a spa day or wine tasting experience may be better suited. If it's a general raffle, a prize with broad appeal like a hamper is ideal.

Ask around

Ask your family, friends, co-workers or others in your social network for help when seeking prizes. Make a list of businesses and companies you can approach for prize donations, like local restaurants, rugby clubs, theatres and shops. Local businesses are more likely to give a prize if local people are involved. If you have contacts at any local businesses, approach them first.

Visit in person, call or write to request prizes three to four months before your event. We can provide you with an official letter to confirm you are fundraising in aid of the Cancer Society. Don't feel shy about asking businesses to donate prizes; be sure to share your personal story and why you are fundraising for the Cancer Society.

What type of auction will work best?

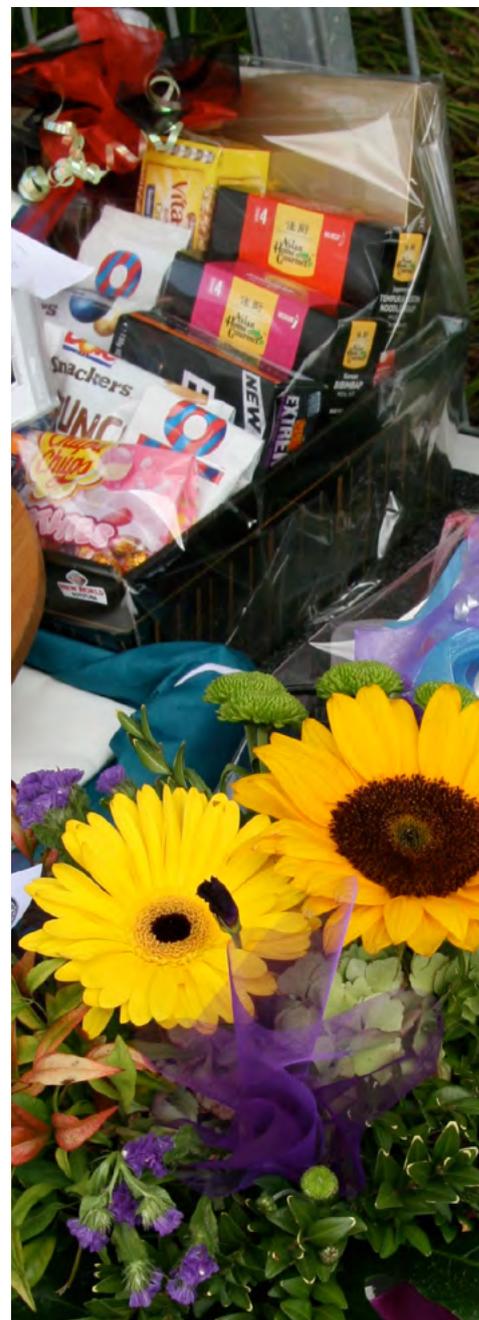
Is your auction going to be 'live' or 'silent'? Live auctions, where people compete directly against each other, normally work best for high-value or 'money can't buy' items. However, a well-organised silent auction can be just as successful.

Holding a live auction

Live auctions offer an element of entertainment. Organise an experienced auctioneer who can captivate and engage potential bidders. Provide guests with an auction programme of the available lots. Include the value (retail or priceless), starting bids and the person or company who generously donated the item.

Holding a silent auction

Include the name of the item with a short description, its value and who donated it on the bidding sheet. Start the bidding at your minimum bid level and include increments for further bids, e.g. at \$5, \$10, \$20 intervals or more depending on the item/audience. Make sure there is space for the bidder's name, phone number and their bid. Ensure that bids are in ink and bidders adhere to the specified increments.



Contact our fundraising team

We can support you and give you advice every step of the way. We can also provide Cancer Society branded promotional materials including collection buckets, balloons, bunting and information leaflets.

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Spread the word

Generating enthusiasm is key to the success of your raffle or auction. Make sure people know why you are fundraising for the Cancer Society. Consider using posters, flyers, word of mouth, email, local media, social media such as Facebook or your Intranet at work.

Keep it safe and legal

However you decide to raise funds, please keep yourself and your participants safe. If you are not sure whether or not you require a licence for your raffle or auction, speak to our fundraising team or visit the Department of Internal Affairs website for updates and further information (www.dia.govt.nz).

After the raffle or auction

It's always good to announce results and how much money was raised. Contact our fundraising team to let us know how the event went. We would love to see your photos! Also, pay in your funds as soon as possible. The quicker we receive your funds, the sooner Cancer Society clients will benefit. Remember to say thank you to everybody who took part or contributed to your event.

Holding a raffle

Depending on the type of raffle you organise, you may need to abide by the lottery game rules and obtain a licence.

If you are only selling tickets on the day of the raffle, you are not required to have a licence. You can use generic raffle tickets that are purchased in books or strips.

If you are selling tickets weeks or days in advance of the raffle you will need to get a copy of a lottery licence to arrange to have customised raffle tickets printed. The tickets must show that the raffle is in aid of the Cancer Society, the price of the ticket, the name and address of the organiser and the date of the draw.

For more information, check out:
www.dia.govt.nz

However you decide to organise your raffle, sell as many tickets as possible. Advertise your raffle prize in advance to increase interest and get your family and friends involved in selling tickets.



Mystery Creek Events Centre running an auction as part of their fundraising for Relay For Life 2015.