

# United Way Raffle Fundraiser Template

Special events are a great way to get employees involved in your United Way giving campaign. Follow this timeline to successfully add this event to your workplace campaign. Feel free to adjust this timeline to best fit with your company's campaign. Raffles can take place anytime of the year and don't have to be during your company campaign.

## 6-9 Months before Kickoff

- Establish campaign and raffle budget.
- Confirm with company leadership possible PTO and parking spot giveaways.
- Assign 3-4 committee members to obtain raffle giveaway items.
- Decide what items to purchase and what items you will ask for through a donation.
- Read through raffle rules on the United Way website and decide what type of raffle you will be having.

## 3-6 Months before Kickoff

- Ask individuals and local businesses to donate raffle items.
- Look for sales on items for the raffle and purchase.

## 2 Months before Kickoff

- Finalize raffle prizes and create packages and descriptions.
- Finalize price of raffle tickets.
- Purchase raffle tickets.
- Start to advertise raffle.

## 1 Month before Kickoff

- Send out weekly emails about the raffle and hang up posters in common areas.
- Display raffle packages around the workplace.
- It is your choice if you would like to start selling raffle tickets now or wait until the campaign kickoff.

## Campaign Kickoff

- Announce the raffle event.
- Sell tickets for the raffle and include special incentives to purchase tickets on the day of kickoff.
- Give everyone a deadline for the end of the raffle event.

- **Let everyone know that they are helping United Way lift 10,000 community members to financial stability by 2033 by participating in the raffle.**

### **End of the Raffle**

- **Draw names and distribute prizes in a timely manner.**
- **Announce the winners at a staff meeting or another staff event. Make a celebration out of announcing the winners!**
- **Share the total number of dollars raised with all the staff.**
- **Report your results/winners to United Way using raffle summary.**
- **Return Raffle Proceeds, Summary Form, Raffle Winners Form, ticket stubs and any other documents listed in the raffle requirements to United Way of Marathon County.**