raffleboxr

Your guide to **raffle marketing**

How to sell more raffle tickets and raise more funds.



rafflebox

Planning

Inventory

Impact

Key messages

Compliance

Social media

Email

SEO

Tracking

Free tools

MOST FAQ: "HOW DO I MARKET MY RAFFLE?"

With this guide, you'll:

Solidify key messages, plus how often to share them

Get templates + schedules proven to drive ticket sales

Learn the team fundraising tactics used by top raffles



Making a **plan that works**

YOU WANT TO SAVE TIME AND RAISE MORE, RIGHT?

The **State of Raffling Report** says:

- 44% of raffle admins say a clear strategy would help them grow their raffle program
- 20% struggle to build a marketing plan
- 56% run marketing themselves (often off the side of their desk)
- And another 21% are volunteer run



Your raffle software saves time by streamlining admin.

***This* is your guide to marketing your raffle with proven strategies and templates.**

Taking **inventory**

LET'S UNBOX WHAT YOU'RE WORKING WITH

MARKETING CHANNELS

- [ ] Facebook / Instagram
- [ ] TikTok
- [ ] Email + newsletter
- [ ] Website
- [ ] SMS / text

BRAND ASSETS

- [ ] Event + impact photos
- [ ] Short videos
- [ ] Team + volunteer features
- [ ] Logos + brand kit
- [ ] Winner photos + testimonial

OTHER GROWTH LEVERS

- [ ] Sponsors + partners
- [ ] Influencers
- [ ] Community voices
- [ ] Paid ad budget

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LIST COMMUNITY GROUPS, PARTNERS, SPONSORS, INFLUENCERS, ETC. HERE FOR QUICK REFERENCE:

Your impact
aka your advantage

YOU'RE NOT SELLING RAFFLE TICKETS,
YOU'RE SELLING IMPACT AND COMMUNITY EXCITEMENT

Because that's what really drives repeat buyers to your raffle webpage (literally, it was the top sales driving content in this year's **State of Raffling report**).

The channels, tools, and templates in this guide are just the messengers, not the message itself.

So, let's get your story straight.

Key messages

EVERY POST, EMAIL, AND RAFFLE AD SHOULD ANSWER:

Who	What	Where
Your organization	Raffle title + prize	Direct link

When	Why
Draw date(s)	Impact

That's your **key message**. The most important message to get across in any raffle marketing materials.

Then, use **secondary key messages** to dig deeper into your impact and hype up past prizes and winners.

Solidify your key message and write secondary key messages to sprinkle through your raffle marketing strategy with **this template**.

Key messages template

Raffle compliance

DEPENDING ON WHICH PROVINCE OR STATE YOU'RE IN, YOUR RAFFLE LICENCE MAY REQUIRE YOU TO INCLUDE:

- Your raffle licence number
- A safe gaming disclaimer
- Prize value and draw dates

Check your region's lottery licence requirements before creating any marketing materials to save yourself time (and headaches).

See lottery licensing

Social media

DON'T OVERTHINK IT. WINNING RAFFLES DO THREE THINGS:

1

Post more than you think.

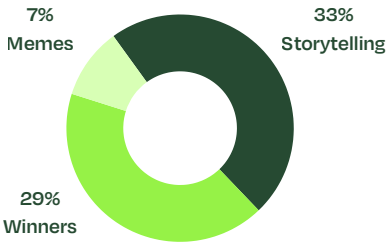
99% of ticket buyers say they want frequent updates throughout a raffle campaign.

- Post 3–5x during a campaign (minimum)
- Daily in final stretch (last 48 hours)

2

Mix content types.

According to the **State of Raffling Report**, raffle content getting top engagement includes:



3

Make it easy to act.

Ticket buyers say they want to find your raffle with ease (then buy tickets with ease, too).

- Always share your link
- Put a call-to-action in the first few lines
- Repeat your message often

WHEN TO POST

It depends on the length of your raffle campaign (we'll get to that in the social schedule templates).

Key posting days, no matter your raffle format, include:

- Launch day
- Last chance for Early Bird/Loyalty Draw
- Last chance for tickets
- Draw day (or the day after for your winner announcement)

Then, depending on the length of your campaign (and how often you post about other initiatives):

- Post 3–5x per week for weekly and monthly 50/50 raffles
- Once a week for longer seasonal campaigns

WHAT TO POST

1

Impact stories.

Combine your secondary key messages with the photos, videos, and other assets from your raffle marketing inventory to share social media posts that actually sell raffle tickets.

2

Winner announcements.

A big cheque pictures are your best bet for a social media post with viral potential. If that's not an option, use a graphic design tool like Canva to create a consistent, easy-to-update winner announcement graphic that's recognizable.

3

Jokes and memes.

With AI slop, scams, and untrustworthy influencer content infiltrating social media algorithms — a relatable, even niche joke can stand out and stop someone in their scroll.

PAID SOCIAL ADS

The fact is: on average, **only 3%** of your followers see your social media posts.

This day and age, social media algorithms are pay-to-play.

You don't need $5,000 to promote your raffle (but if your jackpots are big enough, $5,000 could grow tenfold).

Start advertising on social by boosting organic social media posts about your raffle with as little as $50.

SMALL BUDGET

Start with **Meta Ads**. They offer a low-cost, high-impact way to reach new audiences and drive ticket sales.

FLEXIBLE BUDGET

Combine **Meta Ads** and **Google Ads** to expand your reach and connect with supporters across multiple channels.

HEALTHY BUDGET

A larger budget gives you the opportunity to test not only different ad creatives and strategies, but different advertising platforms as well. Consider using **Meta Ads**, **Google Ads**, and **Reddit Ads** together to reach a wider range of audiences.

Email marketing

Email is almost always a raffle's highest converting marketing channel.

Not to state the obvious. These are all contacts who have bought tickets before, and/or consented to updates about your organization.

WHO TO EMAIL

1

Past ticket buyers.

Your biggest opportunity to grow recurring raffle support is your past ticket buyer list found in your Rafflebox Dashboard. Past ticket buyers are the most likely audience to help grow your new jackpot from the jump.

2

Donor list.

If you have an existing donor list, remind people who are already familiar with your cause about the impact of your raffle program. Then hopefully, they'll turn up on your "past ticket buyer" list, too.

DO:

- Share a link to purchase above the fold
- Use urgency language in your subject line and first lines of your email

DON'T:

- Promote multiple fundraisers or links
- Wait until the end to link your raffle

WHAT TO SAY

Start with your key messages (we're a broken record).

Then, use these tactics to make your emails stand out and get better click-through rates.

Subject lines

The highest converting subject lines are direct, use emojis 🎟️ ⏰ (but two, tops), and are under 50 characters.

Urgency

Language like "last chance", "last call", and "time's running out" are attention-grabbing for those last-minute ticket buyers.

Images and videos

Show the people, places, and things you buy with raffle funds. Don't use more than three images in your email.

CTA to share

99% of ticket buyers say they're willing to share charity raffles they care about. Make it easy with email and social sharing prompts.

WHEN TO SEND EMAILS

These are the most critical times to email past ticket buyers:

- Launch day
- Before any early bird draws
- Early bird winner announcement
- Last chance day (day before the draw)

Then, sprinkle jackpot updates throughout your campaign.

WRITE AN EMAIL

Open your key messages and let's write your marketing emails with these **email templates**:

Raffle launch email

50/50 reminder email

Prize raffle reminder email

Last chance email

Winner announcement email

Website + SEO

LET'S MAKE SURE YOUR RAFFLE PAGE IS BUILT TO BE FOUND

Your raffle page should be the first link to pop up when you search for your raffle on search engines. (Less clicks to purchase = more sales, and **ticket buyer trends show** that the easier it is to buy tickets, the better.)

1

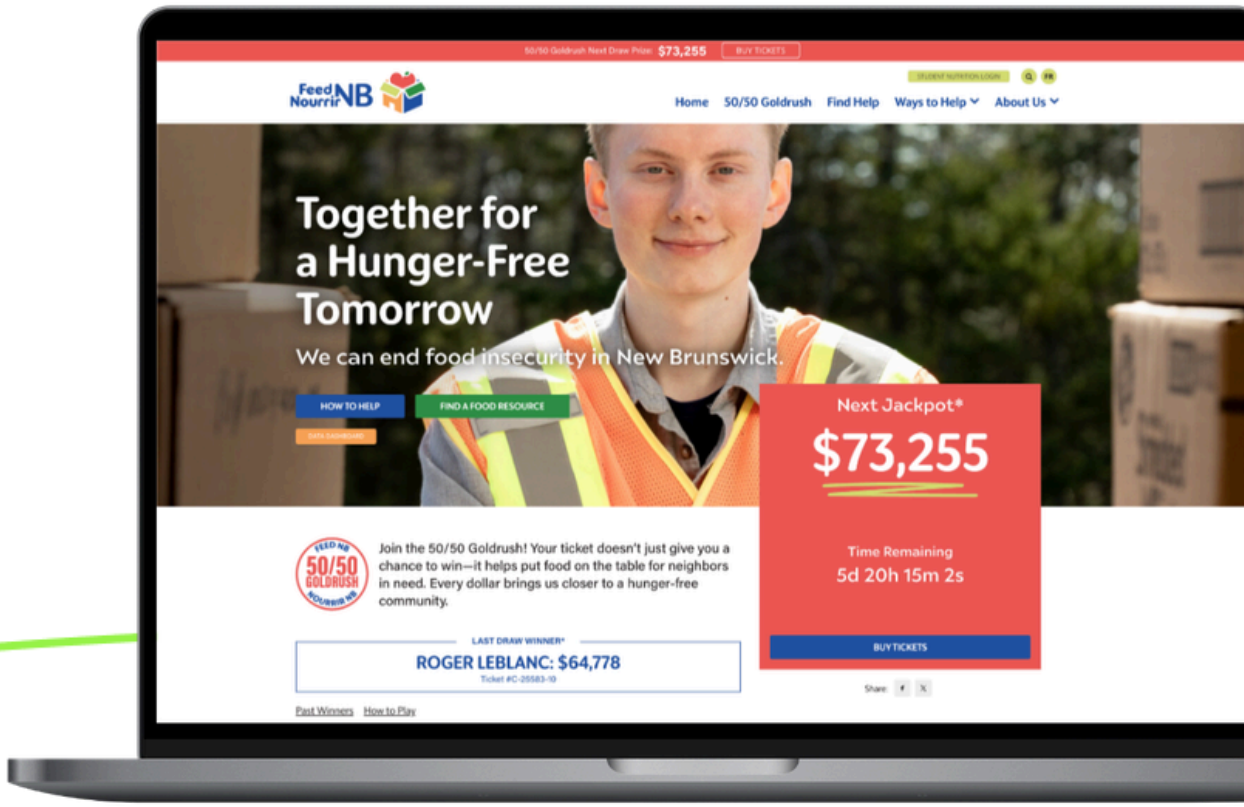
Does your raffle page cover key messages?

Your key messages go at the very top of your raffle description. This way, anyone landing on your raffle page gets the information they need to purchase tickets.

2

Does your organization's website plug your raffle?

Your organization's website is also an opportunity to effectively lead people to your raffle page (plus, search engines are more likely to show pages that have "backlinks", or other websites linking to them.



Places to add a link to your raffle webpage:

- Homepage hero banner
- Alert banner at the top of your website
- A section on your homepage

You can also add a jackpot ticker to your website with a simple HTML snippet. **Here's how**.

Top fundraiser **tracking**

Organizations who run team raffles can track individual ticket sales with the **Top Fundraisers** tracking feature.

Ticket buyers select the team and/or individual they're supporting

Top Fundraisers are displayed on a leaderboard on your raffle webpage

Raffle admins incentivize fundraising with prizes for top sellers





HOW IT WORKS

- Sellers get unique URLs that automatically tracks sales back to them
- Raffle admins get reports showing individual sales

Organizations seeing success with Top Fundraiser tracking include:

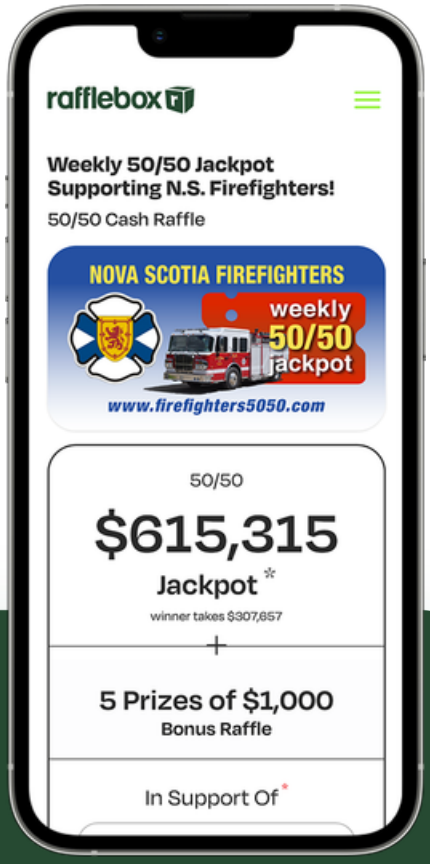
- Organizations with multiple chapters/teams
- Raffles who rely on individual ticket sellers

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IT WORKS BECAUSE:

These are the most critical times to email past ticket buyers:

- Ticket buyers love to show local pride
- Ticket sellers react well to a little healthy competition
- Raffle admins get a deeper look into where ticket sales are thriving and where there are gaps



HOT TIP

Bring Top Fundraiser tracking and its competitive spirit to social media by inviting followers to tag the person or group they're supporting.

Free raffle **marketing tools**

GRAPHIC DESIGN SOFTWARE (EASY – INTERMEDIATE)

Make posters, raffle banners, and more with editable templates. Registered non-profits can apply to get the **Canva Pro** version for free.

QR CODES

Generate a QR code in your Rafflebox Dashboard and add it to posters, signs, and other printable marketing materials.

GRAMMARLY

Run emails, social media posts, and more through Grammarly's free version to prevent mistakes and typos.

SOCIAL MEDIA SCHEDULING

Schedule posts in advance so you're consistent (but not stuck to your phone).

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Ready, set **raffle**

With a little creativity, a whole lot of heart, and just the right amount of upfront planning, raffle programs like yours are unboxing bigger raffle results and growing their impact.

Have questions or need more help?

Visit our **Help Center** or contact **help@rafflebox.ca**