



## How to Sell Raffle Tickets

Tips for selling raffle tickets that should double or triple your sales!

### Your Sales Pitch:

- First and foremost, regardless of where you are selling the tickets, ensure your fundraising team has a confirmed sales pitch
- Remember, you only have 30 seconds to capture your prospect's attention and convince them to stop, find out who you are and why they should purchase tickets
- There are three main points you will want to cover in your pitch:
  - Explain why you are raising funds
  - Ask for their help to meet your goal
  - Use the word "because" with your call to action
  - Sample Pitch: *Here is some sample script: We're selling raffle tickets because we're fundraising for \_\_\_\_\_ . Can you help us meet our goal of \_\_\_\_\_ by buying a ticket?*
  - In summary, you want to: 1. state a problem that you're solving (need for new playground equipment), 2. ask them directly for their help, and 3. use the word "because" as a psychological trigger to get a positive response.
  - If they have questions, explain details about the car and how much fun the event will be. Remember, enthusiasm sells, so don't wear yourself out trying to explain every detail to every prospect.
- If you know the person you're selling tickets to, just ask for their help and assume they will give it.
  - *"Would you like to help with our raffle fundraiser? How many should I count you in for?"*
  - Have the raffle tickets in hand when you ask for their support
  - Don't worry about trying to explain every aspect of the raffle

### Your Sales Location:

- Sell at high traffic locations. People are already out and about with cash or check books in hand. There's no better time to offer a quality fundraising product than at places like:

Pharmacies	Grocery Stores
Shopping Malls	Big Box Stores
Sports Fields & Events	Community Events
- Before you set up, get permission from the store manager ahead of time.
- Schedule your sales team at times when there are lots of shoppers out.
- Position your table so it's easily seen as people approach the store.



### **Securing a high traffic spot for sales:**

You want the best location for your weekend fundraising table so scope out the lay of the land.

- Check which entrance gets the most foot traffic.
- Find out who is in charge of the location. Usually it's the store manager, but occasionally approval may be needed from a regional manager or shopping center management. Don't expect them to drop everything to speak with you about your project. If necessary, set up an appointment to seek permission.
- When you meet with them, be prepared with a two-minute overview:
  - Who - Tell them who you (and your group) are representing.
  - What - Describe what your fundraiser involves.
  - When - Propose a primary date, but have an alternate date, too.
  - Where - Identify the exact spot you'd like to use.
  - Why - Give the specific reason you are raising funds.
  - How – Summarize your proposed activities at their location.
- It's a good idea to have everything written up in a well-prepared letter. Stick to the basics as described above. If you have group letterhead, use it!

### **Setting up on sales day:**

- Set up in the previously arranged spot by the front entrance, but make sure there is plenty of room for people to get in and out.
- Look for good places to hang your signs and posters advertising the raffle.
- Bring any presentation materials you have that give people a better idea of who you and your organization are and what you do.
- Bring a table and possibly some chairs for the slow parts of the day. Place folding chairs on the side away from the door and use them only when necessary. (Don't expect someone to make the effort to approach the table and buy tickets, if you can't even expend the energy to stand up.)
- Schedule your fundraising teams with overlapping pairs so you don't miss any sales.
- Ensure any one selling tickets is dressed reasonably tidily and appears professional. If you have T-shirts with your organization's logo on them, wear them!
- Act professionally. You want to be able to use the space again so make sure you are not hindering traffic in and out of the business.
- Be polite, friendly, keep the area clean and tidy and respond immediately if the retailer raises any concerns.