



THE ULTIMATE RAFFLE PLANNING GUIDE

THE ULTIMATE GUIDE TO RAFFLE PLANNING: FROM SET UP TO
MARKETING AND PROMOTION

Contents

- 3** Introduction to Raffles
- 4** Raffle Insights
- 6** Planning Checklists
- 8** Zaffo.com Setup Checklist
- 10** Digital Marketing & Promotion
- 12** Twitter Promotion
- 14** Facebook Promotion
- 16** Social Media Examples
- 18** Bonus: Free Raffle Images

Introduction to Raffles

Raffles have been around for centuries and are mostly used to raise funds for charities, community projects, sports clubs and good causes. Before Zaffo, raffles have mainly sat in a traditional sphere where causes would hold their raffles at events or school fetes. Zaffo have revolutionised the raffle by transforming the traditional and putting it at the forefront of the growing digital age.

Having an online raffle may just be the perfect solution to your fundraising needs.



Why an online raffle?

Zaffo brings your raffle campaign into the digital age and puts your cause onto the desktops, mobile screens and tablets across the country and Internationally. The benefits of having an online raffle are endless, with unlimited tracking abilities, real-time analytics, digital marketing opportunities and the opportunity to raise funds securely and easily for your cause.

We know more than anyone, that a prize-led campaign does work. It provides your supporters with the opportunity to give back to the community and get rewarded for doing so. Rewarding generosity is a brilliant way to keep your supporters engaged, excited and interested.

And remember, your message is at the heart of every raffle campaign.

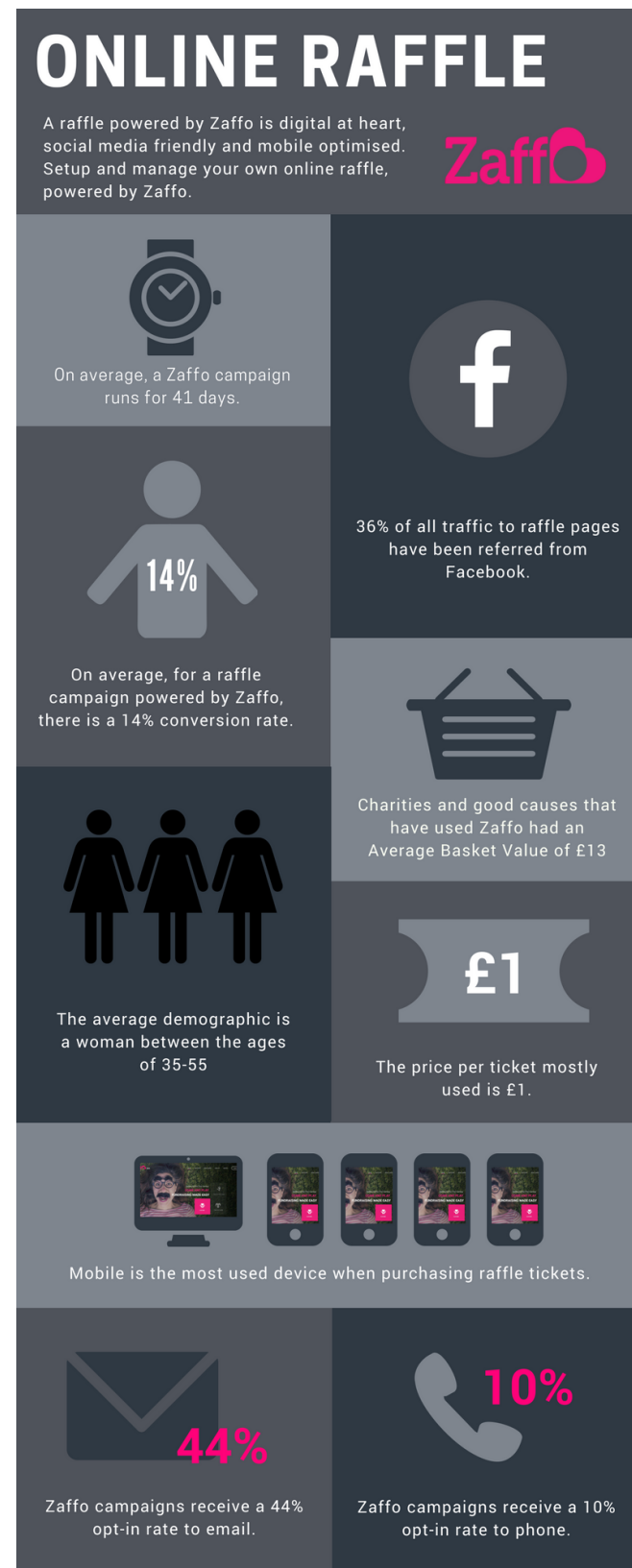
Raffle Insights and Statistics

Since the launch of Zaffo we have been working hard at collecting relevant statistics and figures that can help you tailor your raffle campaigns as well as help us continue to make Zaffo great. Below are some of our key findings.

Key Findings

- Average conversion rate for an online raffle campaign on zaffo.com: 14%
- Average referral rate from Facebook: 32%
- Mobile devices mostly used with 41.52% of all traffic coming from mobile
- There is a 44% opt-in rate to email on average
- There is a 10% opt-in rate to phone on average
- Average basket value is £14
- The mostly used ticket price is £1

To get a comprehensive view of our findings and our suggestions for a successful raffle campaign, please visit our blog: <http://blog.zaffo.com/online-raffle-insights>



Click the image below to download our Free Facebook Guide



Over 32% of all traffic is being referred from Facebook

Planning Checklists

Our Guides

We have several guides available to download completely free. These will help you during the planning stages of your raffle campaign as well as some extra guides to help you with promotional materials during your campaigns.

We also have a blog full of helpful tips and tricks that we update regularly. We write about anything and everything raffle and lottery, plus some helpful digital fundraising articles.

All of our guides have been created specifically with raffles in mind. The tools we provide are all completely free and we hope that anyone will be able to use them to achieve a successful raffle campaign.

Do get in touch with us if you have any ideas you'd like to share with us. We are always happy to create new guides, so please do send in any suggestions! Alternatively, give us a call if you would like to chat to one of our team,

Planning Checklist

Download our raffle planning checklist to help you get set up quickly and easily.

DOWNLOAD

Raffle Information Sheet (Setting Up)

Download our comprehensive raffle information worksheet to help you gather all the relevant materials you will need to get your started with a Zaffo raffle.

DOWNLOAD

Content Calendar: Raffle Campaign

Download our content calendar template to help you plan and execute a successful raffle campaign. Also includes an example raffle campaign that you can use for inspiration.

DOWNLOAD

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Zaffo												
2	Content Calendar												
3													
4													
5	Months	January	February	March	April	May	June	July	August	September	October	November	December
6	Holidays				Easter								Christmas
7	Campaigns / Raffles						Summer Raffle	Summer Raffle	Summer Raffle				Christmas Raffle
8	Deadlines					Launch Summer Raffle						Launch Christmas Raffle	
9	Events				London Marathon								
10	Awareness Days				Bowel Cancer Awareness Month								
11	Social Media Advertising							Facebook Ad (Campaign#1)					
12	Goals		Reach a younger audience										
13													
14	Influencers										Twitter: @ZaffoUK		
15													
16	Metrics		20-25 Year Demographic reach on Facebook										
17													
18													
19	Notes												
20													

	A	B	C	D	E	F	G	H	I	J	K
1	Your	Day	Objective	Goals	Messaging	Content	Promotion Channels	Complete	Metrics	Results	Notes
2	Week 1	1						✓			
3		2									
4		3									
5		4									
6		5									
7		6									
8		7									
9	Week 2	8									
10		9									
11		10									
12		11									
13		12									
14		13									
15	Week 3	14									
16		15									
17		16									
18		17									
19		18									
20	Week 4	19									
21		20									
22		21									
23		22									
24		23									
25		24									
26		25									
27		26									

Zaffo.com Set Up Checklist

Setting up your online raffle with Zaffo.com takes a few minutes and we can get you live within 48 hours of receipt of your registration. Click to download a copy of our Planning Checklists.



PLAN

- Licenses. Read this blog on [how to get your license](#).
- Decide what your fundraising goals are.
- Decide when you want your campaign to run and for how long for.
- Decide on a price per ticket.
- Decide how and where you will do the draw.



PRIZE

- Ask corporate partners or the public for donated prizes. Read this blog for more information on [how to source prizes](#).
- Obtain high quality images and/or videos of prizes
- Collect all logos and website details for sponsored prizes
- Visit zaffo.com/sign-up and register your raffle with us
- Create content to publish on Social Media platform.
- Gather images, videos and written pieces to support your raffle campaign.
- Write engaging copy that will go on your raffle page.



PROMOTE

- Tweet us at @ZaffoUK and we'll help spread awareness about your campaign!
- Promote your raffle on Social Media (Twitter, Facebook, Instagram...)
- Promote your raffle with Facebook & Instagram Advertising (we can help you with this).
- Promote your raffle through Blogs and Articles.
- Send out email marketing campaigns to your supporters.
- Put details of the raffle on your website.



REPORT

- Draw the raffle.
- Notify the winners.
- Share the news on social media and email campaigns. (Ensure you have consent of winners to share their stories).
- Plan your next campaign with Zaffo.com



Digital Marketing

There is currently 3.4 Billion internet users worldwide, with 3.7 Billion unique mobile users. It is now, more than ever, important for charities to invest in digital marketing to stay ahead of the game and are beginning to realise the huge potential digital offers.

Digital marketing does not have to take hours and you don't need a huge budget to be effective. With this guide you will be able to tackle these obstacles at your own pace.

Understanding SEO

SEO is extremely important for both users and search engines. SEO helps search engines understand what each page is about and how this can help users. It is an important factor in digital marketing as it helps gets your content seen and targeted to the right audience who are already searching for what you provide.

Building up a popular site gives your website authority and provides you with opportunity to be front and center whenever someone searches for terms relevant to your industry or cause.

Starting off

Ensure that your website is optimised using these simple steps:

1. Provide Alt Text for all images
2. Ensure your keyword is in the Title, Body Text, Alt Text of Images, URL, and Meta Description.
3. Add in both Internal Links and External Links. External Links will work better when referring to Popular Authority sites.
4. Keep creating unique content. Search engines will rank duplicate content lower.
5. Submit your Sitemap to search engines.

Download our full comprehensive Digital Marketing Guide by clicking this link.



Promoting your raffle

What is PPC?

Pay Per Click Advertising is a type of internet marketing which allows you to advertise to a specific, targeted audience online.

Advertisements are paid upon clicks and marketers use PPC to direct target audiences to their websites. A strong PPC campaign starts with using the right Keywords, quality landing pages and clear call to actions. Use PPC advertising to attract new supporters to your charity website or to a campaign you are running.

Google Grants | Google Adwords

Google are offering on-going grants of \$10,000 (over £8,000) per month for Pay per click (PPC) advertising. The grant could provide thousands of additional daily users to your charity website. Google Grants & Adwords can be used to promote charitable missions, incentives and deliver substantial results towards achieving your charity's long term goals.

Email Marketing

Using email to promote your campaign is an extremely effective method of marketing to your already engaged supporters. Email marketing can be a powerful marketing method, if done strategically. Use these steps to help guide you with your email campaign:

1. Decide on a goal: What is your desired conversion rate for this campaign? What are your goals for this email? What metric is most important to you? (Open rate, Click rate, Conversion rate)
2. Who will you target: Will you send this email to your engaged supporters or lapsed supporters?
3. Call to action: Is your CTA simple, clear and redirects readers to the correct landing page?
4. Email copy: Ensure your copy is tailored to your target audience and is engaging.
5. Images or Video: Adding in images or video will help make your email stand out.



Twitter Promotion

Twitter is a social networking site designed for quick, live updates with a character limit of 140. Twitter is used by charities, brands & individuals all over the globe with 320 monthly active users and 14.8 Million active monthly users just in the UK.

Content

Content is key when creating an engaged and loyal community especially when fundraising. Create content that will resonate with your audience whether it is inspirational case studies or a sneezing panda. A fully developed content strategy will help outline your objectives and how you will tackle the use of social media to fundraise.

- Tweets with images get 2x more engagement than tweets without. Tweets that are less than 100 characters has a 17% higher engagement rate.
- Tweets containing Hashtags receive 2x more engagement, however tweets with MORE than two hashtags receive a 17% drop in engagement.

Analytics

Hootsuite is a powerful tool that can be used for scheduling as well as analytics. Track your mentions, follower growth or tailor it to what you are tracking. For more information contact our Social Media team and speak with our qualified Hootsuite professionals.

Sumall is a visual analytics tool great for analysing your community growth.

Twitter Analytics can be used to get quick updates on engagement rates, follower growth & impressions. It is a great place to find out what type of content is resonating with your community and gain insight into your community demographic.



Twitter Secrets

There are 15.8 Million Twitter users in the UK alone

- Create a Hashtag specific to your brand or cause.
- Remember the 80/20 rule! 80% of social posts should be non-promotional and help your community by providing advice or insight, 20% should be promotional material.
- Don't forget to @mention others to increase engagement with your community and other brands or charities (@ZaffoUK).
- Use sites like Bit.Ly or Owl.ly to shorten & track URL links and keep to the 140-character limit.
- General optimal times to Tweet are between 12pm and 3pm when people are usually on their lunch breaks.
- Use Twitter Lists to track competitors, influencers and promoters so you can regularly engage and comment.
- Questions at the end of a Tweet has a 15% higher engagement rate.
- Listen and track specific Hashtags (#CharityRaffle) or Keywords to see what conversations are happening on Twitter and engage accordingly.

Download our full Twitter Guide by clicking this link.

Facebook Promotion

Facebook is one of the largest social networking sites boasting 1.5 Billion active monthly users. Facebook is typically used to share photographs, stories & videos with friends & family, however as it grows so does the potential for charities and organisations to promote material on Facebook.

Facebook can be used as an effective tool for promoting material to a dedicated and loyal online community. Building this community largely depends on what type of content you are creating – remember the 80/20 rule.

The 80/20 rule: Your content strategy should be based around the 80/20 rule. You should post 80% non-promotional material that helps your audience plus 20% promotional material marketing your products or cause.

Building an engaged community on Facebook takes time and nurturing. It is important to keep your audience up to date with your latest news and information. However if you are starting from scratch, try liking other Facebook pages and seeing what it is working for them. Tailor this to your personal strategy and keep amending



Facebook Secrets

There are 32 Million Facebook users in the UK alone

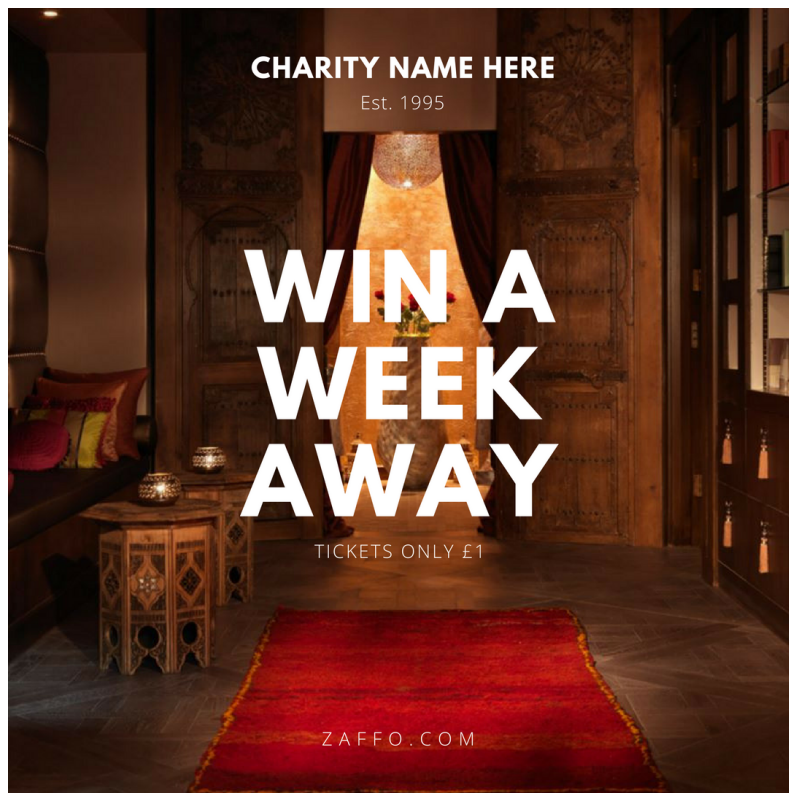
- Images of humans (especially when smiling & making eye contact) drives conversion rates better than images of inanimate objects.
- Ask questions to increase engagement rates and get conversations going.
- Questions at the end of a post has a 15% higher engagement rate.
- Remember the 80/20 rule and keep to it for all social media strategies. 80% non-promotional, 20% promotional.
- You don't need to post more than twice daily on Facebook, remember content is king. Quality over quantity wins on Facebook.
- Facebook peak times are 1pm, 3pm and 8pm. Post between the three and see when you are getting more engagement and tailor your strategy to how your community is responding.
- There are 8 Billion DAILY video views on Facebook alone – share your videos and reach higher engagement rates.
- Like & Comment on Facebook Pages similar to yours either in industry or opinion. It is a good way to building a new audience.

Download our full Facebook Guide by clicking this link.

Social Media Examples

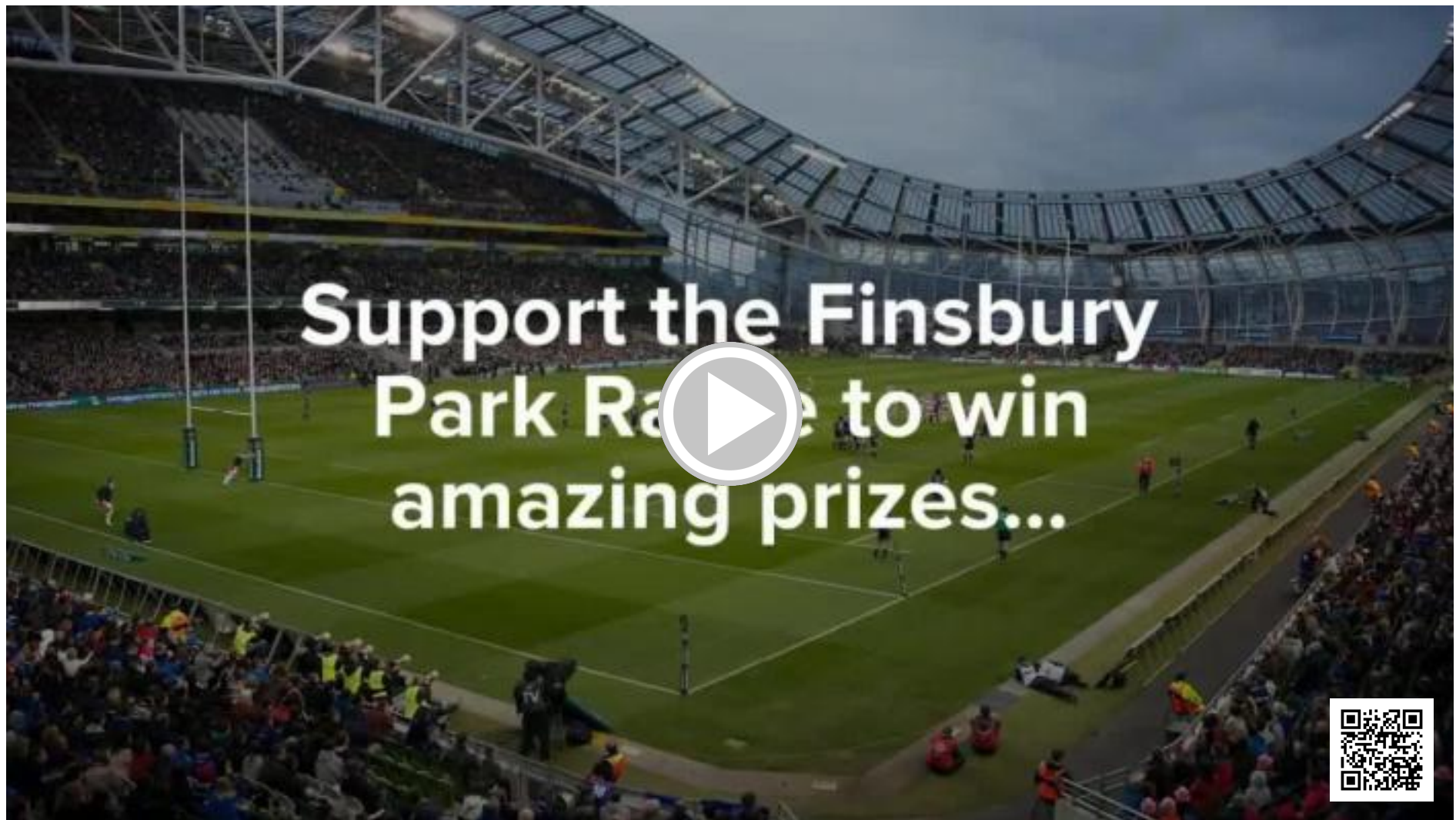
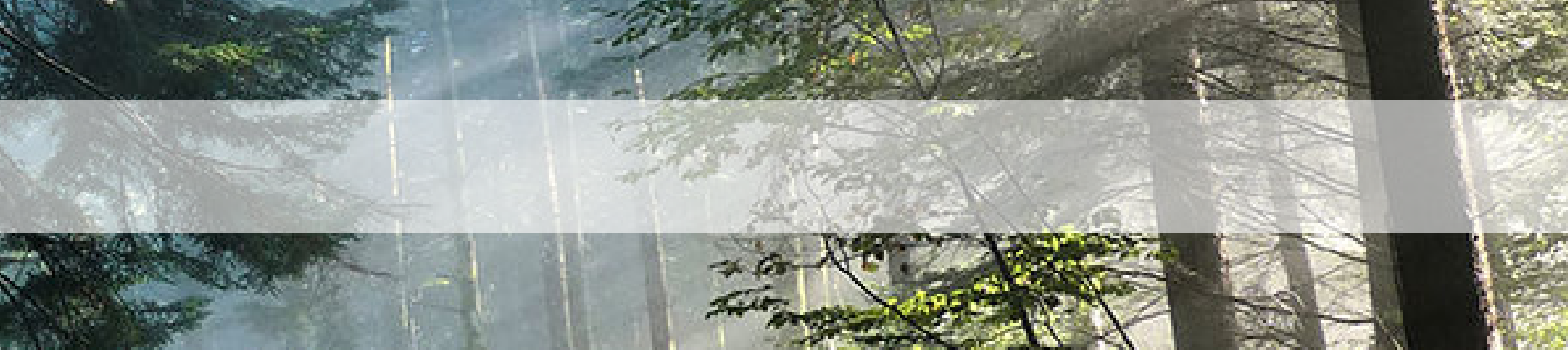
Having a prize-led campaign often means you have some amazing prizes you'd love to show off. Holding your raffle online also means that you have access to the power of social media and digital marketing. Tweets and Facebook Posts that have images and/or video attached to it, gets higher engagement rates. Creating social media graphics is quick and simple with online tools like Canva. Below are some examples of creative you could create to help promote your raffle online.

Instagram



Facebook





Creating a video that can be shared on social media and other marketing materials doesn't have to take you hours and cost you a fortune. There are several video creation platforms available online that take up 20 minutes of your time. The video above was created with Adobe Spark.

Free Images

Sourcing free images online can sometimes be a tiring task. The perfect images are hard to come by unless you have a budget or your own creative teams. There are several ways that can help you source the perfect images. Take a look at how in this blog: [5 Ways to Source Copyright Free Images](#).

To make life even easier for you, we sourced some of our own copyright free images that you can free to use whenever you like! Just click on the type of image you're looking for to download your zip file of free images.

Raffle Images



Sports Images



Fundraising Images



**VIEW ALL
FREE IMAGES**



**FOR UP TO DATE ADVICE &
INFORMATION CHECK US OUT AT BLOG.
ZAFFO.COM**

**THEN PUT YOUR KNOWLEDGE INTO
ACTION AND FOLLOW US ON @ZAFFOUK**

