



**GREAT  
ORMOND  
STREET  
HOSPITAL  
CHARITY**



# HOW TO

# ORGANISE A RAFFLE OR AUCTION AND SOURCE PRIZES

# Every day brings new challenges at Great Ormond Street Hospital.

Every day, 618 children and young people from across the UK arrive. Every day, doctors and nurses battle the most complex illnesses, and the brightest minds come together to achieve pioneering medical breakthroughs.

**And every day is a chance for you to make a difference.**

This extraordinary hospital has always depended on charitable support to give seriously ill children the best chance to fulfil their potential.

**A better future for seriously ill children starts here.**

*\*These figures are based on annual data for 2016/17 financial year.*



**Holding an auction or raffle at your event is a great way of generating big funds with minimal costs. To make sure your raffle is legal and as successful as possible, please take a moment to read the following information as well as guidelines from the Gambling Commission at [gamblingcommission.gov.uk](http://gamblingcommission.gov.uk)**

# RUNNING YOUR LOTTERY, RAFFLE OR AUCTION

## Raffle

The simplest way to organise a raffle is to have one as an additional fundraising activity at an existing event. This is known as an incidental lottery and does not require a license or registration with your council to run. This could be run during your afternoon tea, school fete, dress down day or charity ball.

To run an incidental lottery, make sure your raffle meets these requirements:

- These raffles can only be held as part of an event. If your event lasts more than one day, such as over a weekend, you may sell tickets on both days.
- The prize draw can be held during the event or after it has finished. Participants must be advised when the draw takes place when they purchase tickets.
- Children under 16 may not sell or buy tickets.
- Deductions for prizes must not exceed £500, although it is best practise to have these donated to help you raise as much money as possible.
- Tickets should be sold at a standardised price for participants.

## Small Society Lotteries

Small Society lotteries are lotteries promoted for the benefit of a non-commercial society, ie for charity or to support a sporting, athletics or a cultural society activity.

For these, tickets can be sold in advance and the draw can be advertised to the general public. To run a small society lottery, a license from the Gambling Commission is not required but you must register your raffle with your local authority licensing department, incurring a fee of about £40 – this license will last for a year.

Make sure your small society lottery meets these requirements:

- A small society lottery can raise up to £20,000 in a single draw and up to £250,000 over a year.
- You will need a person registered as the 'promoter', who is responsible for the lottery and what must be printed on all tickets.
- You can register your name or group as the promoter raising money for Great Ormond Street Hospital Children's Charity, but not under the charity name as we hold our own license.

### Top tip:

You can make your own tickets or use cloakroom style tickets that you can get in most stationers.

## Auctions

Unlike raffles and lotteries, auctions have the benefit of not falling under gambling law. Here are a few tips for running your auction, and some legislation you should be aware of before you start:

- If the auction is being held as part of another event, send a list of auction prizes (together with terms and conditions) out with the final information to your guests. That way they'll come knowing what they want to bid on.
- Display high-value items in a prominent place during the event and get a volunteer to walk them around during the bidding.
- Make sure you value any items correctly. You will also need to think about a potential reserve price and provide these to the auctioneer. A general practise is that there is a 10% discretion on any reserve price.
- Silent auctions are great ways to give an auction a boost and include people who can't make it on the night. You will need to be aware of the Distance Selling Regulations, available on the [Institute of Fundraising](#)'s website with more guidance on how to run an auction.
- Establishing terms and conditions is important to help avoid problems later. For example, what would you do if the auction prize was no longer available? What will you do if someone decides they no longer want to purchase the auction item? Is there an expiry date for any prizes?

### Top tip:

If you have any further questions about holding a lottery, raffle or auction, we'd advise you to consult the Gambling Commission's website: [gambling commission .gov.uk](https://www.gamblingcommission.gov.uk)

## ALTERNATIVES TO RAFFLES

Instead of a raffle you could also organise a 'prize competition' or 'free draw'. These do not require licenses.

A prize competition can have a cost to enter, but must require the participant to have certain knowledge or skills that will limit the number of people who can win, eg an answer to a question or the first of a certain number to enter. The rules must be clear to all participants at the point of purchase.

A free draw can only request a voluntary donation and can be used as an addition to other fundraising events and activities.



Simon, founder of the Facebook group Simply Mustangs UK, ran a raffle for GOSH at Christmas after GOSH came top of the nominations from 1,400 members.

**"We scoured around to secure 3 really fabulous prizes, and we set the raffle ticket price at £5 each in recognition of the value of the top 3 prizes. We also added in 10 other prizes to make the draw a fun and exciting experience for all concerned.**

**"We did the raffle via Facebook, with people sending their funds via PayPal and receiving the draw numbers via Messenger. We then hosted the draw live on Facebook at a specific time on a named date, so everyone could watch wherever they were.**

**"We used all our contacts to source the three top prizes, and then asked for voluntary donations for a further ten prizes with a guideline value of £25–50 each. We had ten donations within 24 hours of announcing the charity raffle.**

**"Our membership have been overwhelmingly supportive of the raffle. We wanted to raise £1k to split evenly between GOSH and Air Ambulance, then we pushed on to £2k – and we ended up raising an incredible £2,700!"**

## SOURCING PRIZES

Here are our top tips for sourcing tempting prizes to encourage your guests to dig deep and give generously!

**1** Ask early! Ensure you leave enough time before your event to get great prizes.

**2** Find the freebies. Get prizes donated from organisations – to help you, we can send you a letter of recognition you can use to confirm that you're fundraising for GOSH. We recommend contacting local businesses near you as well as larger national organisations. Have a brochure or space for some brand promotion? This is something you can offer in return for a donated prize.

**3** Get networking. Who do you know that has useful connections or even links to celebrities, sports figures or artists? Signed memorabilia is always popular!

**4** Keep it varied. Think about who your guests are and what kind of prizes would appeal to them. Consider a mix of smaller prizes for games and larger ones for raffles or auctions, and experiences or services as well as physical items.

**5** Total it up. Think about the value of your prizes and how much you hope to raise. This can also help when you're deciding how much to charge for tickets.

# TIPS AND HINTS

Looking for some more hints? We've spoken to our fundraisers who've done it well and are happy to share their secrets!

- 1** Have a clear message about what you are fundraising for and why. Try to be emotive and explain how their donation will help GOSH. We can send you a video to show on the night, or you could enquire about one of our charity speakers.
- 2** If you plan to make initial approaches to businesses for prizes or support through email, make it personal and try to find a named contact. Always follow up with a phone call.
- 3** Ask us for promotional materials – such as banners, posters, and balloons – to really promote GOSH on the night! We can also offer you our 'in aid of' logo for any social media and website promotion you might want to do.
- 4** Want an easy link to share on Facebook or Twitter? Host a Just Giving page and watch the donations flow in! You can tell your story, add pictures, and as well as collecting donations throughout the event, you can also encourage people who can't make the night to give generously. Just Giving also has the ability to set up a 'text to donate' code, so people don't have excuses not to donate.  
[Justgiving.com/justtextgiving](https://www.justgiving.com/justtextgiving).
- 5** Say 'thank you' after the event. Contact attendees to share the incredible total raised and to let them know how their support has made a difference.

# DON'T FORGET

## Keep it safe and legal

Please check our *Community Fundraising Guidelines* for everything you need to know to keep it safe and legal:

[gosh.org/fundraising-guidelines](https://gosh.org/fundraising-guidelines).

For more ideas, tips and materials, visit:

[gosh.org/fundraise-for-us](https://gosh.org/fundraise-for-us).

## Data handling

As part of your fundraising, or at your event, you may come in to contact with personal data belonging to people involved in your activity. You are responsible for ensuring that any paper or electronic data you hold complies with the Data Protection Act. A good rule of thumb is to treat information you come across with the same respect you would wish for your own personal information to be given.

## Cash handling

Please ensure you have two people present when counting any money raised. You should do this in a secure location and not in public. Please return the money you have raised as soon as possible and in any case no later than six weeks after the date of your event. You can find more information about paying in the money you have raised on our website at [gosh.org/donate](https://gosh.org/donate).



# PLEASE DO GET IN TOUCH

Contact the team

[fundraising@gosh.org](mailto:fundraising@gosh.org)

020 3841 3131

Find out more

[gosh.org](http://gosh.org)

E-news

[gosh.org/e-news](http://gosh.org/e-news)

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## OUR VALUES

At GOSH Charity we strive to treat patients and their families, supporters, volunteers and anybody else involved in fundraising for the Charity with fairness, respect, tact and dignity. We expect anyone involved in fundraising for GOSH Charity, or anyone representing the GOSH Charity brand, to uphold these values too.

Eight-year-old **Abdal**  
on Eagle Ward.



Registered with  
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REGULATOR**