

Sweepstake guide

A sweepstake is a great way of making your fundraising current and relevant, and you can do one for any event where there is an element of competition or chance!

Getting ready for the event

Choose your event! - You could do 6 Nations, the World Cup, Eurovision, The Grand National or many more!

Secure a prize - Contact local businesses and ask if they would be willing to donate a prize for you. It doesn't have to be physical - it could be a voucher for a meal out or hair cut.

Set a price - The better the prize, the more you can charge to enter! Think about your networks and how much you think they might be willing to pay.

Advertise your event- Post your sweepstake on social media for your family and friends to take part (ask them to reshare!).

Ask people to donate a set amount to your online fundraising page to enter, and then randomly allocate them a team. Whoever is allocated the winning team, wins the prize!



What you'll need

- Prizes! - If you are contacting businesses to ask them to donate prizes, you will need a Letter of Authority (speak to your charity contact if you don't already have this).
- A venue to host the screening of the final.

Katie raised £300 from her Rugby World Cup Sweepstake!

- Katie Landreth, London Marathon

The important stuff

Make sure you comply with all of the following legalities:

- The entry price of the sweepstake must be the same for everyone.
- You must decide before hosting your sweepstake if the entry money is going to be split between the winner and the charity, or if you are going to have a separate prize for the winner so that all of the fees go to the charity. Whichever approach you decide to take, participants must be informed before they enter and the host cannot make a personal profit (i.e. all funds will need to be donated).
- Office sweepstakes can only take place in one office with people in the same premises.
- You must not sell entry to people on the street or house-to-house.
- For more information about the rules of running your own fundraising sweepstake please visit the Gambling Commission website: www.gamblingcommission.gov.uk

Post event

- Announce the winner and how much money you have raised from the event.
- Thank everyone who took part for their donations.

Top tips

- Ask local businesses to donate a prize so you don't have to buy one.
- Make sure you choose an event that will be popular amongst your friends/colleagues to ensure that you sell out!
- You could also have a 'bogey prize' for the worst team to add extra interest.
- Consider hosting a public screening of the event/final somewhere like a pub, local hall or even your house. This will create more interest and you could boost donations by selling drinks and snacks. Or, for example, if you were hosting a Eurovision Party you could have a costume competition and ask people to come dressed as their country (charge £1 or £2 to enter) and have a prize for the best dressed!

"A sweepstake is an easy way to raise some funds quickly!"

- Lisa Lambourn, London Marathon