

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

- Pick an event - Examples include Eurovision, the World Cup, Grand National, X-Factor... the choices are endless!
- Get a prize - Contact local businesses and ask if they would be willing to donate a prize for you.
- Set a price - The better the prize, the more you can charge to enter! Think about your networks and how much you think they will be willing to pay.
- Advertise your event - Create a Facebook event and invite all of your friends (and ask them to share it with their friends too!). You can then post in this to announce the winner, publicly thank people for taking part and help maintain interest throughout. 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 team that ends up winning the competition, 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)

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Katie raised £300 from her
Rugby World Cup Sweepstake!

- Katie Landreth, London Marathon

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Post event

- Announce the winner and how much money you have raised from the event.
- Remember to thank everyone for taking part!

Top tips

- Ask local businesses to donate a prize so you don't have to buy one. Alternatively, offer a cash prize of half of the total amount raised (with the other half going towards your fundraising).
- 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 having a screening of the event/final at 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!

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

**For more information contact
fundraising@meningitis.org**

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

- Lisa Lambourn, London Marathon

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