

LOTTERIES AND RAFFLES



A lottery is a game of chance in which tickets are sold, enabling the holder to qualify for a prize or money. When an element of skill is introduced then it becomes a competition and has fewer restrictions. A raffle is just another word for lottery.

There are three types of lottery:

1. Private lotteries

If you hold a raffle at your workplace, club or society there is no need to obtain a licence and no limit on the size of the lottery. Private lotteries are much easier to run and less complicated legally than public lotteries.

The lottery must be promoted by someone from within the company/ organisation and only advertised on the premises. Permission must be gained from the governing body of the club, society or company.

Tickets cannot be sold for more than £1. They must state the price, the name and address of the promoter and who is eligible to participate.

If you work for a worldwide organization you are only allowed to sell tickets to colleagues who work in the same premises as yourself.

2. Small lotteries

When a raffle is not the main focus, but part of a larger event, a licence is not required (for example, at a ball, fete, pub quiz etc).

There must be no cash prizes, and the ticket sales and announcement of the results must be carried out during the event.

Tickets must not be sold for more than £1 and you do not need to have printed tickets – cloakroom tickets are fine.

There are no limits on the value of donated prizes and we recommend that you ask local companies to donate prizes. However, no more than £250 can be spent on buying prizes.

3. Public lotteries

If you hold a larger raffle that is open to members of the public, the raffle must be registered with the local authority. A named promoter should be nominated to take responsibility for the raffle. If ticket sales exceed £20,000 you must register with the Gaming Board (visit <http://www.gamblingcommission.gov.uk/> and click on the link 'lotteries' to find out more)

The procedure may seem daunting but it isn't as bad as it seems!

- 1) To be granted a licence you need to prove that you are raising money for a charity, and not for commercial reasons
- 2) All lotteries need to be organised by a 'society' and you will therefore need to come up with a society name such as 'Amnesty Local Group Spring Appeal'. You should then declare yourself the chairperson and provide details of two 'members' of the society i.e two people who are prepared to act as referees and vouch for the fact that the money is being raised for charitable purposes.
- 3) You will have to declare yourself as the 'organiser' on the tickets and provide an address to where ticket returns can be sent (this would normally be your home address)

Running a public lottery

Prizes

Try and get prizes donated, this will increase the amount of money you raise. Have a clear idea of who you plan to sell tickets to. This will help you to determine the type of prizes you want.

- Weekend breaks and electrical goods are always popular prizes but also try and get prizes that will appeal specifically to your target audience.
- Write to local businesses to ask for prizes – you could give them the incentive of naming their company on the tickets. Tell business how many tickets you plan to distribute and to whom (i.e. who will get to see how generous they are!).

Selling the tickets

- People often print far more tickets than can realistically be sold, so do have a thorough plan. Think about who can sell tickets for you e.g. friends, family, colleagues, local pubs and shops, business contacts, clubs or associations. Try
- Try and recruit as many people to sell tickets as possible – an prize incentive for the person who sells the most tickets can work wonders!

Ticket Printing

- Once you have your prizes, set a date for the draw. Give yourself plenty of time to sell the tickets. You must read the guidelines in the Lotteries & Amusements Act (this can be found as a pdf if use an online search engine) as to what should be included on the ticket.
- Go to a printing specialist who can give each ticket a unique number and perforations to separate the ticket from the stub. Local printing firms can easily be found in the Yellow Pages or on the internet

Keeping records

- You must ensure that accurate records are kept. For example how much is spent on prizes (with receipts), who donated prizes, to whom you have distributed tickets to sell. Keep a record of the sequence of unique ticket numbers distributed, and to whom
- You must also keep a record of tickets returned, either sold or unsold. As the promoter of the raffle you will be responsible for keeping these records.

Drawing the raffle

This can be as low-key or high profile as you want, as long as you announce where and when it will take place.

After the draw

- Notify the winners immediately and distribute prizes once their address details are confirmed.
- You must then publicise the results (ensuring that addresses of the winners are not identifiable) and state how much was raised. This can be done in the classified ads of your local paper
- If you have a high value prize to hand over you could ask a local celebrity or VIP to award the prize to the winner. Invite the local press.
- A return must be submitted to your local authority within their specified time limit, stating how many tickets were printed, how many were sold etc. Your local authority will provide you with a form for doing this when they issue you with your licence.

For further advice on lotteries and raffles visit The Institute of Fundraising website:

<http://www.institute-of-fundraising.org.uk>

We also recommend that you get a copy of 'Lotteries and the Law' from the gaming board via the Gambling Commission:

<http://www.gamblingcommission.gov.uk>

If you have any further questions about holding a raffle for Amnesty please contact fundraise@amnesty.org.uk