

Request for Board Approval of a Fundraiser
“Lucky’s Christmas Vacation Raffle”

We had to cancel the Duck Derby, but there is still a chance to raise money for nonprofits and give people a chance to win a week at the Vanderbilt Beach Resort. Ray called Peter and he has already spoken with Mike Moore who has agreed to donate this for us.

We do not think we should add additional prizes. First of all, we need to move fast to get this going. Secondly, we want to make it simple – just “Lucky’s Christmas Vacation Raffle”. We do not recommend including a cash prize as this would just take money away from the nonprofits that we are helping.

We suggest that the drawing be held at 4pm on Sunday, December 20th at the Christmas tree lot so the winner is announced before Christmas. Lucky would be there and we would invite local media to attend. We think that Mr. 2x4 should draw the winning ticket.

Although proceeds from our fundraisers normally go into our general fundraising account, we think we can generate more buzz and more sales if we donate the net proceeds to specific nonprofits that will help people in need. We suggest limiting this to three or four and suggest these three nonprofits. These will cover all the basic necessities.

- Camden Area Christian Food Pantry
- One Less Worry
- The Shields Mission Project

Other than the cost of the raffle tickets, there shouldn’t be any other costs. We can make a flyer to send out for people to print or email to friends and family, and we can make something to hang at the Christmas tree lot.

How we will sell the tickets:

- Online
- Christmas tree sales
- Members if interested

What we need to do:

- Set ticket prices – a few options showing the gross proceeds if all tickets are sold:
 - 500 tickets at \$20 a ticket/6 for \$100 = \$ 8,333 - \$10,000
 - 500 tickets at \$15 a ticket/4 for \$ 50 = \$ 6,250 - \$ 7,500
 - 750 tickets at \$10 a ticket/6 for \$ 50 = \$ 6,250 - \$ 7,500
- Get tickets
- Setup Square for tree sales
- Setup online sales
- Decide who will track online sales
- Notify club members by email
- Advertise in all the usual places – local media online and in print, Facebook, Chamber Friday report, and emails. We will contact the nonprofit recipients so they can share with their supporters. We will get definitely get the word out.

Thank you for your consideration!

Ray and Deborah