

Annual Car Draw Rotary Club of Haliburton

- Raffle for car in the \$40,000 range, or cash alternative (about \$10K less than car)
- Well established draw running for over 75 years
- 7K-8K tickets available
- Small “Early Bird” draws to encourage early purchase of tickets
- Tickets \$20 each, 3/\$50, 7/\$100, or 15/\$200
- Tickets sold “in person” by members, by direct mail (maintain database) & online (Square store)
- All members are given tickets for “in person” sales, friendly club competition to encourage sales
- Promote heavily on social media (paid and organic)
- All tickets sales are logged in database to keep direct mail database and to reconcile sales
- Database of over 5,000 names of previous purchasers. Proved very beneficial for direct mail during COVID when in person sales limited

Event Date: August 2021

Location: Haliburton

Financial Summary:

Revenue: \$110,000

Expenses: \$50,000
Postage, mailing materials,
ticket printing: \$10,000

Profit: \$60,000

Partnerships:

- Municipality (license issuer)
- Car dealership (supply vehicle)
- Retail sales locations

Additional Information:

Ted Brandon: tedlorrybrandon@gmail.com 705-457-7923

- [Car Draw Landing Site](#)

Volunteer need:

- Chairperson (detail oriented)
- Data Management (Tech Savvy and organized)
- Promotion (Social Media Savvy)
- Sales – All Members – All hands-on Deck

Lessons Learned / Critical Success Factors:

- Must be buy in from all club members
- Purchasers much prefer Credit Cards (Square) to Cheques for Payment
- Highly suggest setting up “Square” credit card sales account to order tickets online
- Municipality requires Cash in Trust Account equal to prize board to guarantee prize before issuing License (OLGC Provincial Requirement)
- Lots of frustrating municipal requirements to obtain license
- There are restrictions on how funds raised under a lottery license can be spent
- Different rules and processes for provincial vs. Municipal license. Important to consider for online vs in person sales