



# Promotional Schedule Checklist



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Use in conjunction with the artwork available on the Client Portal

### FIRST 10 DAYS OF YOUR RAFFLE

- Hit the ground running with your raffle promotion by accessing our marketing toolkit via the Client Portal. Download our selection of graphics & templates to make life easier.
- Temporarily change your Facebook cover picture. Change your Call to Action button to “Book Now” or “Shop Now” and link through to your raffle page URL. We have a free cover image ready to go in the Client Portal.
- Post about your raffle on Facebook and include your RaffleLink URL.
- Print posters and display within local community and at community events
- Print flyers and distribute to contacts and prize donors or do a letterbox drop. Great for school children or sports clubs.
- Update your email e-signatures with a link to your raffle page
- If you can, load artwork & raffle link on your website. The home page is best. (& blog about your raffle, if you have a blog)
- Early Bird Draws can be an incentive for ticket buyers to respond quickly to your promotion. You could conduct a mini draw from the first 100 tickets sold or have a date deadline such as tickets bought before a set date.

### DURING YOUR RAFFLE

- Direct email is one of the most successful conversion tools. Email out to your database and supporters asking them to support your raffle – make sure you include your raffle link!
- Post on social media about your raffle at least twice a week. Alternate the focus of your posts between cause & prizes.
- Secure a newsletter shout out in your organisation’s newsletter, school newsletter etc.
- Contact your local newspaper to ask about an editorial about your raffle cause. A media release guide is available in the Client Portal.
- Footpath decals are a great promotional tool for events.
- Tap into an already supportive audience by cross promoting your raffle at other events you are holding or attending.

- Don't be shy about asking your prize supplier & festival partners if they would promote your raffle to their customer database. After all it is good kudos for them to share what they are doing to help the community.
- If your raffle prize has unique appeal to a particular group of people, then seek them out. For example if you are raffling a motorbike, saddle, concert tickets then Google for businesses, bloggers clubs or interest groups in your area that may be able to share your promotion with their database. They can only say no.

### 7 DAYS OUT FROM YOUR RAFFLE DRAW

- Post about your raffle on social media at least 5 times this week
- Create a sense of urgency in your raffle's final days. Email again to your database with a motivational call to action "only two days left to buy tickets!"
- Try a countdown app to generate excitement on Facebook in the last week of your raffle <https://www.arewethere.yt/>.

### THE WEEK AFTER YOUR RAFFLE

- Announce your winner(s) via social media
- Publish the winner(s) on your website or Facebook page
- Post a thank you notice on your Facebook page that covers how much was raised and thank sponsors (tag your sponsors if you know how to do this!)
- Arrange for your winner(s) to collect their prize(s) and invite your local paper to attend for a photo
- Post the prize handover on Facebook

Not sure what to write on Facebook? See our blog on **Creating Content for Social Media**.