

How to organise a raffle or lottery

Raffles and lotteries are a great way to fundraise for Alzheimer's Society, whether they are the focus of your fundraising, or form part of a larger event.

There are some important rules and regulations regarding organising raffles and lotteries which you must adhere to.



[Request a fundraising pack >](#)

How to get started

The information on these pages and in our fundraising pack will help you to ensure your fundraising is legal, successful and fun.

1. Once you've read about the [different types of raffles and lotteries](#), decide which type of raffle you would like to hold, ensuring you follow the guidelines.
2. Get in touch with local businesses and supermarkets, asking if they'll donate some prizes for your raffle.
3. Create invitations and invite your guests!

[Order a fundraising pack](#) filled with lots of handy hints and tips to help you with your fundraising. If you would like any more information on how to organise a raffle please call us on 0845 306 0898 or email community@alzheimers.org.uk.

Small lotteries

Small lotteries are incidental to a one-off, non-commercial event e.g. a bazaar, fete, dinner dance or similar event (i.e. at events where the lottery is not the main attraction.)

- The proceeds of the event and the raffle must not be for private gain.
- No more than £500 may be used from the proceeds for the purchase of prizes.
- No more than £100 of the gross proceeds can be used to cover the organisational costs and expenses involved, such as the cost of tickets (any costs incurred above £100 must be paid by other means).
- The value of donated prizes is unlimited and alcohol, cash and vouchers may be given as prizes.
- Tickets must only be sold during the event and on the premises where the event is being held (i.e. not beforehand or from any other premises).
- Special printed tickets are not a requirement, cloak room tickets would suffice.
- All tickets/ chances must cost the same and there must be no discounts (4 tickets for the price of 5 for example).
- Under 16's are allowed to buy and sell tickets for this type of lottery or raffle (but they must be properly supervised).
- The results of the lottery must be made public at the event. Announcing the results afterwards is not permissible.
- There must be no rollover.

Next Steps

Make sure that your plans adhere to the necessary [laws and guidelines](#).

Start to think about obtaining [prizes](#) for your raffle.

Your raffle doesn't fit this description? Take a look at our information on [Society lotteries](#).

Society lotteries

If you set up a Small Society to support Alzheimer's Society, (eg. Friends of Alzheimer's Society), you could run a Society lottery to raise funds in aid of Alzheimer's Society.

Even if your Small Society is set up solely for the purposes of your raffle, you must be registered with your local authority. You are required to adhere to certain rules and would need to file certain information with that local authority.

- Society lotteries must be registered with your local authority.
- Tickets can be sold in advance and the lottery can be promoted to the general public.
- The gross proceeds of any one lottery must not be capable of exceeding £20,000. Further, the aggregate of proceeds of all lotteries promoted by the Small Society in the same period must not have exceeded £250,000.
- Society Lotteries must be promoted for the purposes of the Small Society (i.e. fundraising for Alzheimer's Society) and at least 20% of lottery proceeds must be applied to the Small Society's purposes.
- No individual prize (whether in cash or goods or a mixture of both) may be worth more than £25,000.
- Under 16's are not allowed to buy or sell tickets for Small Society lotteries.
- Tickets for Small Society lotteries must be specially printed or produced and must comply with requirements set by your local authority. Please check these requirements with the local authority with which your Small Society is registered for details.

For further information visit www.gamblingcommission.gov.uk or call 0121 230 6666.

Next Steps

Once you have registered your Small Society with your local authority you should make sure that your plans adhere to the necessary [laws and guidelines](#).

Start to think about obtaining [prizes](#) for your raffle.

Your raffle doesn't fit this description? Take a look at our information on [small lotteries](#).

Legalities and guidelines

Whatever type of raffle you are organising, there are important rules and regulations which you must abide by:

- Lotteries, raffles and some prize draws are regulated under the Lotteries and Amusements Act 1976 and the Lotteries Regulations 1993. Comprehensive information on the laws surrounding lotteries and raffles are available on the Gambling Commission's website: www.gamblingcommission.gov.uk.
- If your raffle or lottery requires a licence, your local council will also be able to provide detailed information on the legal requirements of running a raffle and obtaining licences.
- Tickets and books of tickets must only be sold for the price printed on the ticket (i.e. there must be no discounts such as 4 tickets for the price of 5.)
- Each ticket should have a unique reference number.
- Keep track of ticket sales. As promoter of the lottery you are responsible for how it is run, and must ensure that records are kept of where tickets are sold and how many.
- If your raffle required a licence, a 'return' must be submitted to the relevant authority within the specified time limit. This should state how many tickets were printed, how many were sold etc. Your local council should supply details of this when they issue your licence.

The draw

- If you are organising a small lottery incidental to an event, your draw must be held at that event.
- For a Society Lottery the draw can be as low-key or as high profile as you wish. You can hold the draw as part of an event or simply hold a draw at an allotted place and time. It is unlikely that many ticket purchasers will attend a public lottery draw, but you must still announce where and when it will take place to all ticket holders.
- Following the draw for a Society Lottery, you should notify winners immediately. Send out prizes once their address details are confirmed, and publicise the results (ensuring that addresses of the winners are not identifiable).
- If you have a high value or newsworthy prize you could organise a local VIP to award the prize to the lucky winner and invite the local press to cover the prize giving. See our advice on grabbing press attention.

Next Steps

It's time to start gathering some [prizes](#)!

Prizes

A good haul of prizes will make selling your tickets easy. In order to maximise your fundraising you should try to get these prizes donated wherever possible.

Top tips

- Write to local businesses. Which of the businesses in your community could donate a product or a voucher as a prize? Shops, restaurants, sports centres, theatres, pubs and hotels are good places to start. Would your local football, cricket or rugby team donate a signed shirt, bat or ball?
- We can provide a letter of authorisation to accompany your request. Email community@alzheimers.org.uk or call **0845 306 0898** to request yours.
- Visit the businesses you wrote to and follow up your letter, persistence pays off.
- Offer to put the company's logo on your tickets or posters, and mention their support in any [publicity or media coverage](#) that you secure.
- Tell potential prize donors about your marketing plans or your event. Let them know how many tickets will be printed and how many people their generosity will be exposed to!

Alzheimer's Society National Dementia Helpline

England, Wales and Northern Ireland: 0300 222 11 22

9.00am-5.00pm Monday-Friday

10.00am-4.00pm Saturday-Sunday

Registered charity no. 296645. A company limited by guarantee and registered in England no. 2115499.