



**Raffles are a great way to engage new support for your cause. Too much hassle? Not anymore.**

A raffle creates a superb opportunity to champion your cause, and can be great fun to promote. You'll refresh the interest of your existing supporters, and reach lots of new ones in the process.

But we know that the real challenges come with administration. Printing and distributing tickets, processing responses, banking payments and keeping track of data protection... it all adds up. But most importantly, it takes up time that you could be spending on promoting your cause.

**raffles**

Our high-quality raffle management service for causes of all sizes.

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## Leave it to us.

Our Raffles management service provides a complete and cost-efficient administrative solution. We literally run every aspect of your raffle on your behalf, so that you only need sit back and watch the funds roll in.

Our team has been managing and administering fundraising lotteries and raffles for over 30 years. We've the experience to ensure that every aspect of your raffle is administrated accurately and efficiently, with the ultimate aim of preserving maximum profit for your cause. From sourcing the best ticket-printing quotes, to guiding you through the necessary legislation and even helping you plan your promotions... our experience counts.

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“St Raphael’s Hospice has used Sterling Management to administer our weekly Lottery since it started in 2000. We have always been very pleased with the professionalism and helpful attitude of the team at Sterling. Three years ago we started to use the inbound service for receipt of one-off raffle mailings, linked to our lottery.

Sterling receive the replies, bank the money, administer the entries – all we have to do is watch the money roll in through the weekly reports! We would have no hesitation in recommending Sterling as thoroughly reliable and helpful.”

**Keith Witham**  
**Director of Fundraising**  
**and Lottery Promoter,**  
**St Raphael’s Hospice**

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## How does our Raffles service work?

Our Raffles service is bespoke to your needs. Whether you're considering a raffle for the first time and unsure what's involved, or looking to streamline your existing raffle administration, we'll tailor a solution that's right for you.

### Outbound (set-up and distribution)

#### Set-up consultancy

- It's vital to ensure that your raffle is run 'above board'. If you need us to, we'll guide you through the relevant legislation and help you register your cause with the Gambling Commission.

#### Design and print of tickets

- We work with a number of reliable UK printing houses to secure the best value ticket printing for our Raffles clients.
- Once a printer is chosen, we'll create a schedule to incorporate design, approval and printing of your tickets to a pre-agreed deadline.

#### Distribution of tickets

- For ticket distribution, we'll import your mailing list into our Sterling Raffle Software. We also use Mailsort wherever possible, to save postage expense.

### Inbound (processing entries, payments and communications)

#### Communication

- Your freepost Raffle address for entries can be set up to come directly to our offices, or via your office for posting on. It's your choice.
- If required, we'll create your very own Raffle Hotline, with an 0870 number specific to you, answered at our offices by one of our experienced Hotline team.

#### Dealing with data

- All responses are opened and recorded in a secure environment. We're registered with the Information Commissioner's Office under the Data Protection Act 1998 and offer complete confidence in security of data. All data remains in your ownership at all times.
- We record all sold and unsold tickets, and issue additional tickets where requested by your supporters.
- We deal with any amendments to your mailing list, such as changes of address or bereavements.

#### Payments and donations

- We undertake processing and reconciliation of all payments, including credit/debit card payments, and banking of all monies including cheques, cash and postal orders.
- We process donations – recording, banking and thanking your supporters by letter – and record Gift Aid declarations.

- We automatically send batch letters to 'chase' unauthorised or unenclosed payments.

#### Draw-running

- We run your raffle draw using our Gambling Commission approved Random Number Generator.
- We can also notify winners if you'd like us to – some organisations prefer to do this themselves.

#### Reporting

- We produce regular banking and returns reports throughout your raffle to keep you informed of progress.
- Once your raffle is complete, we'll produce a file for you containing all valuable new data captured during administration.
- We undertake completion of your Gambling Commission/local authority Statutory Lottery Return.

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## Roll up, roll up...

Let's start planning your raffle today. To find out more, or simply to get things moving as quickly as possible, the next step is to contact us.

**Give us a call 01229 871380**

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**Explore our full range of services at  
sterlinglotteries.co.uk  
or for more information on Raffles  
give us a call on 01229 871380**



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