

How to system guide: SG001

# Prize Draws (Raffles) Guide

## Configure your Prize Draw (Raffle)

Here's a brief overview of how you can configure a Prize Draw (Raffle) \* on any of the PTA Events group of websites.

- 1. Creating your Prize Draw (Raffle)
  - a. Using an Event Template
  - b. Adding an Event from Scratch
- 2. Managing Prizes
- 3. Listing Tickets for Sale
- 4. Purchasing Tickets
- 5. Holding the Draw
- \* The term "Raffle" is often referred to on our platform. However, because each entrant is required to answer an entry question upon entering, all competitions hosted on our platform are legally considered 'Prize Competitions' and not 'Raffles'.

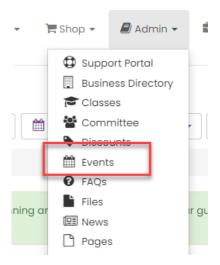
For further information about the laws and regulations on raffles and prize competitions, please visit <a href="https://www.gamblingcommission.gov.uk">www.gamblingcommission.gov.uk</a>.

### Creating your Prize Draw (Raffle)

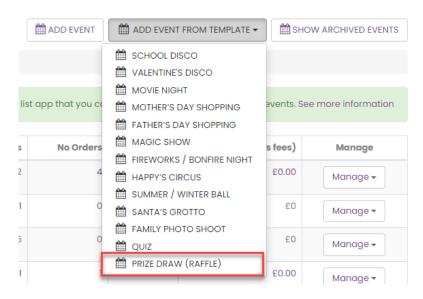
There are two ways to create your Prize Draw (Raffle).

### Using an Event Template

The easiest and quickest way to add a Prize Draw (Raffle) is using our event template. To create a Prize Draw (Raffle) using the event template, browse to "Admin" > "Events":



Then select, "Add Event from Template" > "Prize Draw (Raffle)":

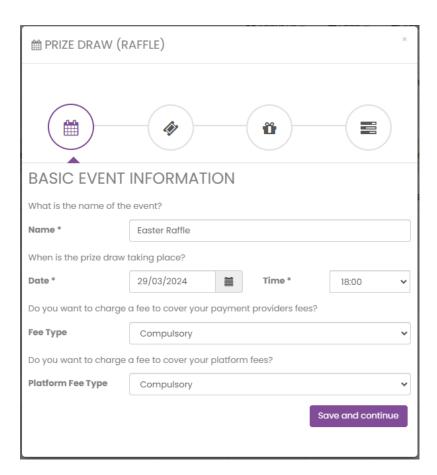


The template wizard will open where you can start to enter some basic information about your event:

Name: The name of your event eg Easter Raffle. The default is "Prize Draw (Raffle)".

Date: The date the draw will take place. For example, enter the date of 29/03/2024 at 18:00 so the draw will be held at 6pm on Friday 29<sup>th</sup> March 2024.

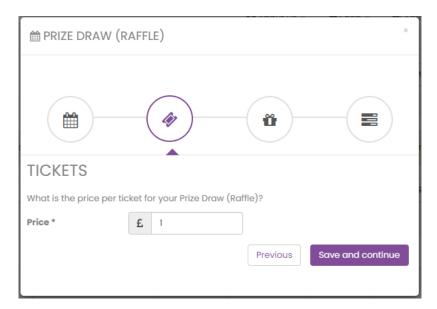
**Fee type:** We would recommend you set these to "compulsory" which is the default as fees for running raffles are higher than our standard platform fee \*\*. Our Prize Draw (Raffle) fee is 7.5% on our Starter plan and 4.95% on our Plus and Premium plans.



Click the "Save and continue" button.

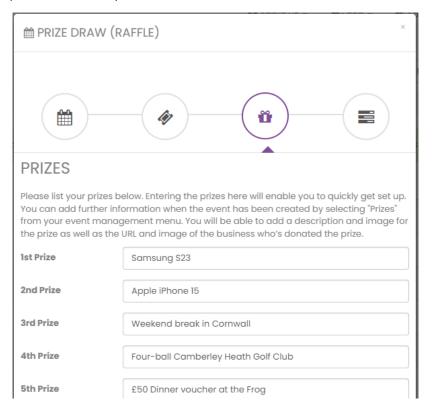
In the "Tickets" page, enter the price of your tickets. Our event template will then use this price to create bundles of tickets. For example, if the price of your tickets is £1, then we'll automatically create the following ticket bundles for you:

- 1 for £1
- 5 for £5
- 10 for £10
- 15 for £15
- 20 for £20
- 25 for £25



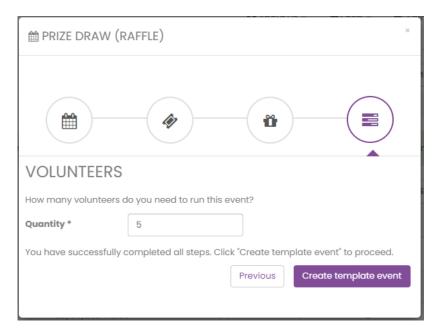
Click the "Save and continue" button.

In the "Prizes" page you can add up to 30 prizes. Just enter the name of the prize and we'll create a prize placeholder for you to add more information later.



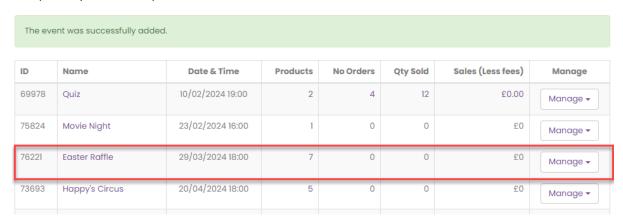
Click the "Save and continue" button.

In the "Volunteers" page edit the number of volunteers you will need for your event. Note that if you wish to add more specific tasks then you can add these later once your event has been created.

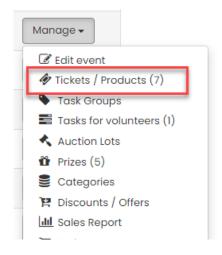


Click the "Create template event" button to add your event.

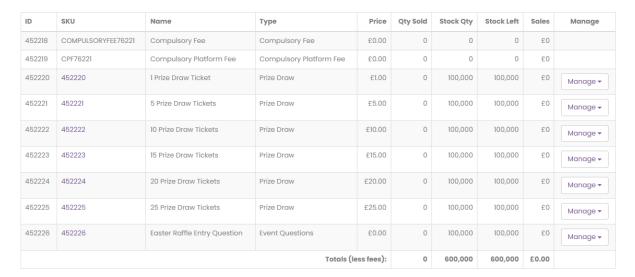
You'll get confirmation that the event was successfully added and if you used the event template, you'll see 7 products available.



To view these products, click the number in the "Products" column or select "Tickets / Products" from your event management menu:

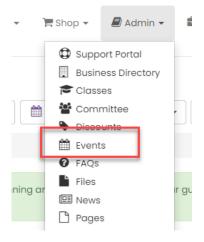


The products will be the bundles of tickets created automatically for you as well as your entry question which gets asked during checkout.



### Adding a Prize Draw (Raffle) from scratch

To create a Prize Draw (Raffle) from scratch without using an event template, browse to "Admin" > "Events":



Click the "Add Event" button:



You'll need to enter some basic information about your Prize Draw (Raffle) event:

Event organiser. Choose an event organiser from the list of registered customers.

Event name: The name of your event eg Xmas Raffle.

Event description: A description of your event if applicable.

Event type: Choose an event type of "Prize Draw (Online)". This is important as this event

type will then allow you to add prizes to your event from your event management menu.

**Event date:** Enter the start date as the date and time you will be conducting your draw eg for an Easter Raffle you could enter a date of **29/03/2024 at 18:00** so the draw will be held at 6pm on Friday 29<sup>th</sup> March 2024.

Sales start date: Enter a sales start date which is the date you want any tickets to go on sale.

Sales end date: Enter a sales end date which is the date you want tickets to stop selling on platform. We would recommend that this is at least 60 minutes before you conduct the draw.

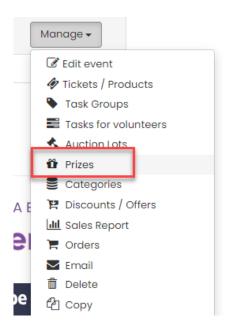
**Fee types:** We would recommend you set these to compulsory as fees for running raffles are more than our standard platform fee. Our Prize Draw (Raffle) fee is 7.5% on our Starter plan and 4.95% on our Plus and Premium plans. \*\*

Click the "Add event" button to add your event.

### **Managing Prizes**

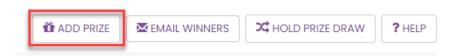
#### **Add Prize**

Once your Prize Draw (Raffle) has been created, select "Prizes" from your event management menu:



If you used the event template, you would be able to see all the prizes created. You can now add further information to them by selecting "Manage" > "Edit prize". See below for further information on editing a prize.

Click the "Add Prize" button to add a prize:



You'll need to add some basic information about your prize:

Name: The name of your prize eg Apple iPhone 15.

**Sort order.** The order of your prizes. For example, an order of 1 will be the first prize and an order of 2 will be the second prize.

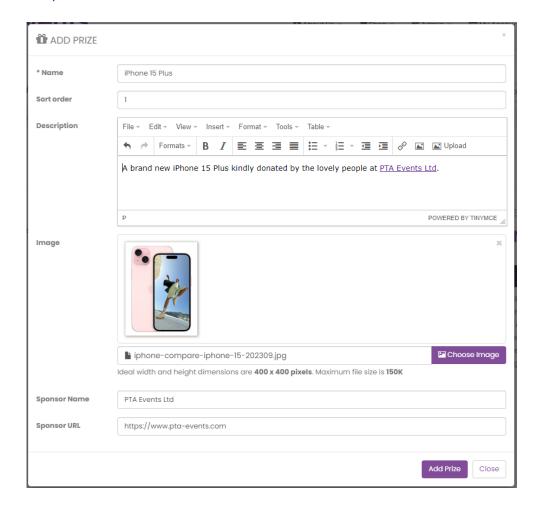
Description: A description of your prize (if applicable).

**Image:** An image of your prize (if applicable)

Sponsor Name: The name of the business or organisation that donated the prize eg PTA

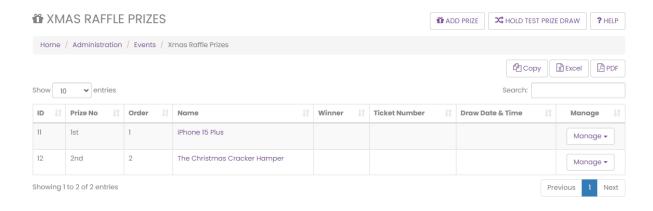
#### **Events Ltd**

**Sponsor URL:** The URL of the business organisation that donated the prize eg <a href="https://www.pta-events.com">https://www.pta-events.com</a>



Click the "Add Prize" button to add the prize.

All the prizes you have listed will show in your prize management page and you can continue to add new prizes by running through the same steps or you can copy a prize should you have a similar prize to list.



#### **Edit Prize**

To edit a prize, either click the name of the prize or select "Edit prize" from the prize management menu:



#### **Delete Prize**

To delete a prize, click "Delete" from the prize management menu:

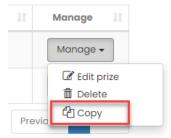


Click the "Delete" button to confirm deletion of your prize:

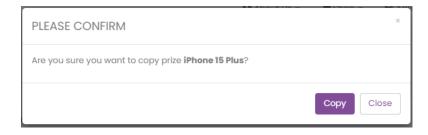


#### Copy Prize

To copy a prize, click "Copy" from the prize management menu:

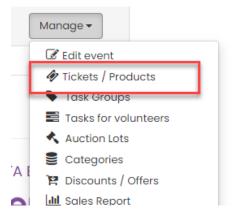


Click the "Copy" button to confirm you want to copy the prize:

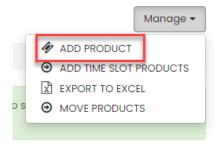


### **Listing Tickets for Sale**

To add products for sale, select "Tickets / Products" from your event management menu:



In the product management page, click "Manage" > "Add product":

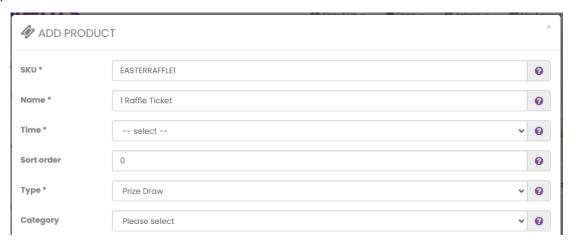


You'll need to enter some basic information for each ticket or bundle of tickets you want to sell:

SKU: A stock-keeping unit eg EASTERRAFFLEI

Name: The name of your product eg 1 Raffle Ticket or 5 Raffle Tickets

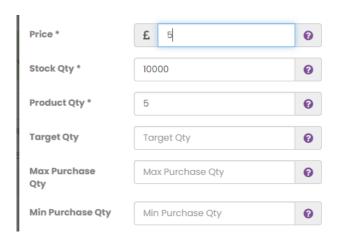
Type: Select "Prize Draw"



Price: The price of your product or bundle In the example below the price is £5

**Stock Qty:** How many of the tickets you have for sale. In the example below, we use a high figure of 10,000 which means we can sell 10,000 x £5 bundles or 50,000 entries in total.

**Product Qty:** This is the number of tickets in the bundle eg 5 if selling 5 tickets in a bundle or 25 if selling 25 tickets in a bundle.



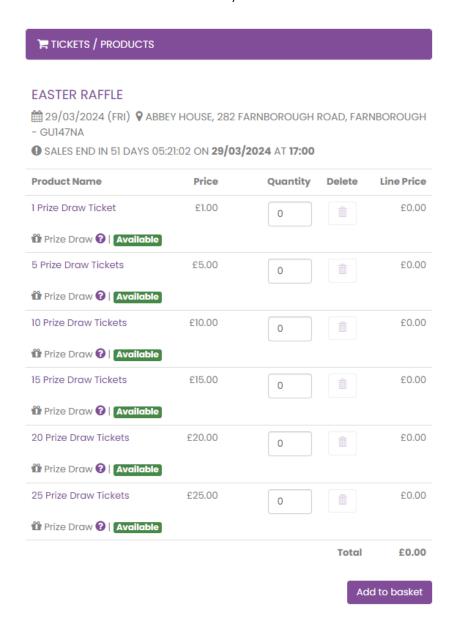
**Display:** This is checked by default to ensure your products are immediately available for sale.



### **Purchasing Tickets**

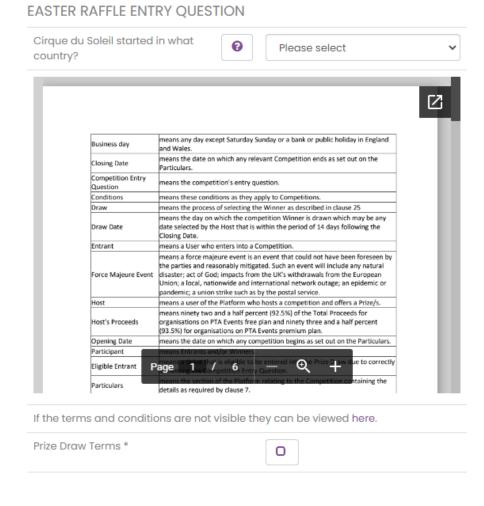
Your community can purchase tickets to your Prize Draw (Raffle) in the same way they can purchase other tickets and products.

If you used the event template to create your Prize Draw (Raffle) then you will see available for sale all the bundles that were automatically created:



Enter a quantity into the quantity field and then click the "Add to basket" button and then click "Checkout" to start the checkout process.

To ensure compliance with UK gambling laws, your community will be presented with a question they must answer during the checkout process. Only those who answer the question correctly will be entered into the final prize draw. They must also agree to the terms and conditions before they can continue to checkout.



Continue to checkout

When the order has been completed, everyone will receive their tickets in their order confirmation email or can download them from "My Account" > "Orders". All customers will be sent the number of tickets that they have purchased. For example, if a customer purchases a £1 ticket and a £5 ticket they'll receive 6 e-tickets with unique numbers. If they answered the question correctly, they'll all be entered into the prize draw. If they did not answer the questions correctly, those tickets would not be entered into the final prize draw.

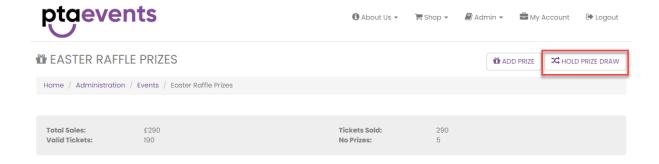


### **Holding the Draw**

The "Hold Prize Draw" button becomes available in your event prizes page when the following criteria as been met:

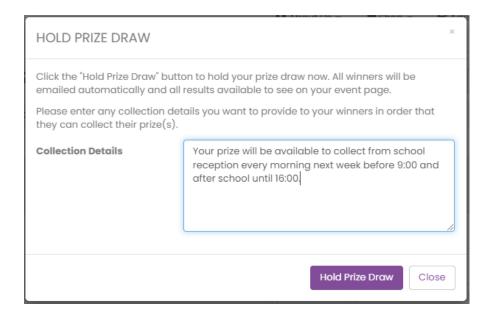
- The date for the draw has passed
- The sales for the prize draw exceed £100/€100/\$100. Due to costs associated with using a completely random and audited process for handling the draw, you will be unable to run the draw if sales are less than £100/€100/\$100.
- The number of eligible entrants exceeds the number of prizes. For example, if only
  one of your entrants answered the question correctly and you had 5 prizes, it would
  not be possible to run the draw as the number of prizes exceeds the number of
  eligible entrants.

If all the above criteria have been met, click the "Hold Prize Draw" button:



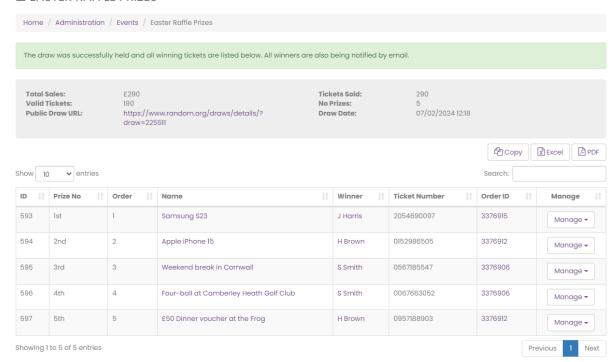
You can then enter some generic information to your prize winners such as how to collect

#### their prize.

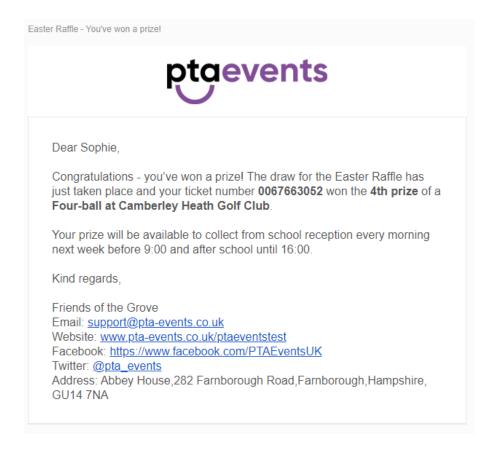


Click the "Hold Prize Draw" button to run the final draw process. You will be informed that the Prize Draw (Raffle) has been successfully run and your prizes page will show all winning ticket holders as well as winning ticket numbers and order IDs.

#### **\*\*** EASTER RAFFLE PRIZES

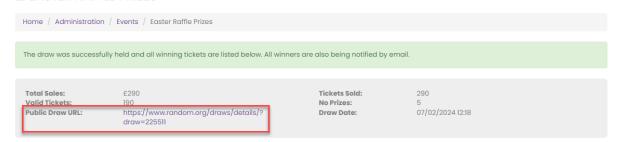


All winning ticket holders would have received notification via email that they won a prize which will also contain any generic information you entered.



A link to the public list can be accessed from your event prize draw prizes admin page:

#### **≅** EASTER RAFFLE PRIZES



This link is also visible on the public event page which also shows the winning ticket numbers:

#### PRIZE DRAW PRIZES

The draw for this event has taken place. The public draw results page can be seen at https://www.random.org/draws/details/?draw=220493



### IST PRIZE - A FREE TERM AT TOP HAT STAGE SCHOOL WORTH £295!

One term at one of the Top Hat Stage Schools for any child aged 4 – 17 years.

Kindly donated by Top Hat Stage School

WINNING TICKET: 1147853512



### 2ND PRIZE - A WEEK'S PLACE AT A BARRACUDA'S SCHOOL HOLIDAY CLUB

Kindly donated by Barracuddas

WINNING TICKET: 0166491522



### 3RD PRIZE - £100 VOUCHER FOR CLUB EXCEL IN BENGEO

£100 voucher for Easter/Summer 2024 holiday camp at Club Excel in Bengeo.

Kindly donated by Club Excel

WINNING TICKET: 2063095736

An example list can be found here:

https://www.random.org/draws/details/?draw=220493



\*\* We've worked tirelessly to bring this new and fully integrated feature to the PTA Events platform, incorporating an independent randomising and fully audited mechanism for selecting winners, and meeting strict UK guidelines that prevent gambling.

The service uses a random skill-based question for each draw. Only those participants who answer the skill-based question correctly will be entered into the draw in line with UK gambling legislation, thus ensuring we provide an engaging and compliant service.

We've even made it even easier behind the scenes, by seamlessly automating fee calculations, so, when you use the Prize Draw service, our system intelligently applies the new, market-competitive platform fees, and leaves all other platform fees unchanged.

Our standard platform fee is 2.95% on our Starter plan, 4.95% on our Plus plan and 1.5% on our premium plan.