



The Bluebirds Trust Christmas Community Raffle

Why are you running a Christmas Community Raffle?

Part of the Trust's core aims, alongside fundraising to maintain the supporters' stake in Barrow AFC, is to organise initiatives that are beneficial to the local community. In the past we've paid for free tickets for schoolchildren, entered teams into the Keswick/Coniston to Barrow amongst others. This year, with the restrictions on attending matches at the Progression Solicitors Stadium and other events being cancelled we have decided to hold a Christmas Community Raffle which will allow groups to come together to fundraise and raise awareness of their work.

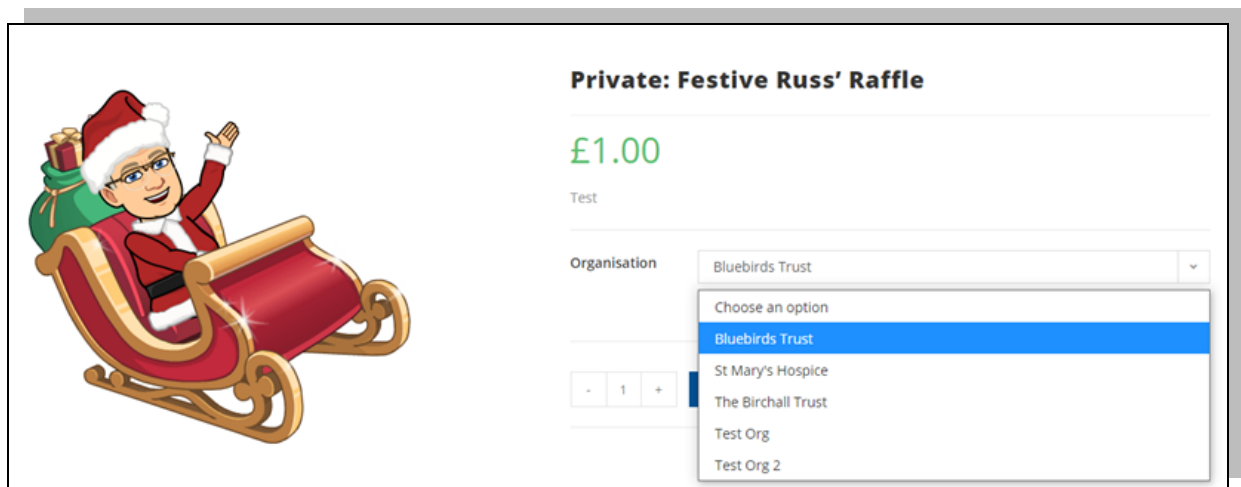
The Bluebirds Trust has been running our usual matchday 50-50 raffle online during lockdown and it has been a phenomenal success. We are confident that a Christmas raffle will be even more successful. We will open up the raffle so that ticket buyers can nominate your group as the beneficiary of the portion of money that doesn't go into the prize fund.

You will see references to the 'Russ Raffle' on our website and social media pages - we call it the 'Russ Raffle' in tribute to our indefatigable salesman, Russ Rawley, who has raised umpteen thousands of pounds for the club over the years.

How does the raffle work?

The most important thing to note is that there are no paper tickets, sales are online only. This reduces the amount of admin for our volunteers and will mean you don't have any admin to do either. Also, prizes can only won by over 18s.

We will set up a page on our website (<https://bluebirdstrust.co.uk/product/russ-virtual-half-time-draw-2/>), with a dropdown menu included which will allow the participant to select which group they would like to benefit.





Participants don't receive a number but they will get a confirmation that they are in the draw:

Hi Alan,

We have finished processing your order.

[Order #38932] (July 17, 2020)

Product	Quantity	Price
Russ' Virtual Half Time Draw	10	£10.00
Subtotal:		£10.00
Payment method:		Stripe
Total:		£10.00

Billing address

Alan Fettis
5 Clarksfield Road
Carnforth
LA5 8JE

We will be able to provide regular updates throughout December in terms of how many tickets have been sold.

How is it promoted?

We will launch the raffle on December 1st and using the Trust's facebook and twitter accounts we will post regular prompts for people to buy tickets. We have 1400 facebook followers and c1300 on twitter and we've sold tickets all over the world – USA, Australia, South Africa, China, all over Europe – Barrow fans get everywhere!

We have a 'Virtual Russ' that we use with some great imagery - we'll work up some festive scenes for use on the Christmas Draw. We would ask you to like, share and retweet these posts and by all means tag on a message asking people to choose you as their nominated beneficiary.





What's in it for you?

The raffle is run on a 50-50 basis, half going into the prize fund, the other half to the selected organisation after payment charges have been deducted. Our online payment service 'Stripe' charges 20p and 1.4% per transaction. So if somebody buys a single ticket for £1 you will receive 28.6p. If they buy £10 in one transaction you'll receive £4.66 etc etc.

You will only receive the commission from sales allocated to your organisation. You won't get a cut from the overall sales - so the more you promote it, the more you benefit. In turn, the Trust doesn't take a cut of your sales either.

The raffle has done really well over the lockdown period, with a sales record of 4467 tickets sold for the draw on May 9th meaning we could pay a prize of £2233.50 – not bad for £1! With the wider Furness community engaged, there's no reason why sales can't double or even triple.

The draw

The draw will take place after Christmas, probably on Boxing Day. Date to be confirmed when tickets go on sale.

We broadcast the draw live – see the link below for an example of how it works. A random number generator is used to select the winning ticket number. Each ticket bought is allocated 5 numbers, as in the matchday raffle you get a strip of 5 numbers per £1.

<https://www.facebook.com/watch/?v=771410540058894&extid=WYX66N5AVambNraA>

Payout

We will endeavour to pay out the commissions as soon as possible after the draw. Please be aware that we don't receive the money from Stripe immediately (funds are typically released on a weekly basis) and with our volunteers all having family commitments over the festive period payouts won't be immediate but by mid-January everything should be settled up. We will send the money due to you in a single lump sum.