



Running an Online Raffle

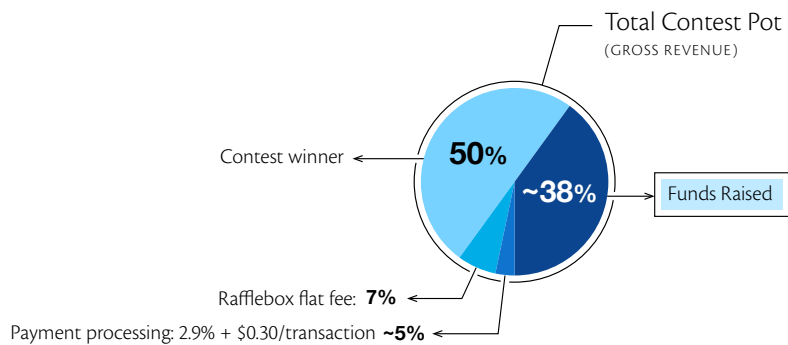
Introduction

The move to an online 50/50 is effectively inevitable development in the online/digital direction, like so many other things these days. It's essential that we both respect that move and take advantage, but remain in tune with some traditional methods for promotion at the same time. In the end the success of your online raffle will hinge on both online promotion, and effective in-venue promotion as well.

Why Move to Online Contests?

Minor sports are essential to the fabric of a healthy society. They promote fitness, participation, teamwork, and leadership amongst our youth. However the challenging costs that come along with sports like hockey are a serious obstacle to the accessibility of sport. As costs rise, populations in minor sport dwindle, and public programs are presented with increasing challenges to pull together a well-appointed experience. This gives rise to higher-cost private programs that promise to offer that well-appointed product. The long term effect is the demise of affordable access to minor sport. Any increase to the funding of minor sport will help to reduce the costs of these programs, and improve the quality of their experiences they offer our youth.

Online raffles are a means to that end. In BC, current gaming laws require that, in order to carry out an online ERS raffle, the required gaming license allows for a gross sales limit of \$20,000. If a sports team is able to achieve that pot, their funds raised will be approximately \$7,800 That amount of funds raised stands to change the complexion of a minor sports team, and represents a dramatic increase over the proceeds taken from a comparable in-person, paper-ticket raffle with it's upper maximum of \$2,500 raised. In reality, the earnings of an in person sports raffle is closer to \$500-1000.



Don't Be Shy - Ask For Community Support!

You enrolled your child in minor hockey and understand the benefits it can provide to them. Your family members are likely to want to offer some support to kids' sports experience, but aren't certain of the best way. This fundraising opportunity is an *ideal* way, so don't be shy in asking for their support:

- Approximately 38% of their proceeds go to the team, much higher than other fundraisers.
- As they participate and drive up the pot, it attracts the participation of others who want a chance at winning.
- It builds upon a traditional fundraiser that many will already be familiar with and love - the age old, festive, sports event 50/50.

The Setup Process

Start by assembling these details:

- 1. Designate a 50/50 leader for your team** to be your point of contact and the quarterback of this process. This person will be communicating with the PMHA 50/50 Administrator, Rob Sunderland, and will need to be available at the time of the draw for a Zoom call, as it's drawn online.
- 2. The draw date for your contest:** This is recommended to be at the end of the last game of your tournament. The draw is a simple 2-minute process that happens over a Zoom call, witnessed by yourself and a PMHA board member. It's not visible to the public, so there's no reason to do it when guests are still at the arena.
- 3. Ticket sales start date:** It's recommended to make this date as early as possible so that you can begin promoting your contest long before the tournament begins, driving up the pot. Select a date that's about 2 weeks after you will be applying for your license.
- 4. Ticket sales close date/time:** It's recommended to make this 30 minutes before the draw, simply to maximize ticket sales. If you wish to go with another approach, just let me know why.
- 5. The name and identity of your tournament and contest:** Because the contest is associated with a tournament both of these need to be named and need a graphic identity. We're can help with the graphic part, but these names are up to you. You'll be provide a Promotions Guide to help you through this effort efficiently.
- 6. Reach out to Rob Sunderland** (Online 50/50 Administrator) to provide the above informtion, and get help to apply for your license:

> 5050.pmha@gmail.com <

The Program

There are a few factors that the association operates consistently in order to efficiently maintain this program:

1. The type of license must be Class B. This license level is required in order to involve an Electronic Raffleing Service - Rafflebox in our case. It also brings the much higher maximum pot level of \$20,000, meaning that a runaway contest can drum up a great amount of money for your team.
2. We will always proceed with the same ticket pricing scheme (. The scheme that we use is one that Rafflebox promotes as the best way to maximize sales and minimize transaction charges, based on their experience running thousands of contests. Thankfully, being handled by computer, the detailed information that comes with every contest is recorded, organized and available. There is a science to understanding the likelihood of selling out the 4 price denominations (\$10, \$20, \$50, and \$100 tickets), and though the scheme may see strange at first, the highest denominations turn out to be the biggest drivers of your sales, making the lowest cost tickets the hardest to sell.

1 for \$10 | 4 for \$20 | 20 for \$50 | 100 for \$100

3. The names that will appear on the license must include required board members and the 50/50 Administrator, or the license will not be approved. These names and roles are made very clear in the license application guide, and must be included for a PMHA license approval.
4. The format of the contest must be a 50/50. The straight-forward accounting, familiar rule set, and basic culture around a 50/50 percentage draw is central to this program. When applying for a license and exploring Rafflebox, you'll see that there are several options to create other forms of contest, but for the time being PMHA's program is designed to optimize the yield from repeated 50/50's into the future.

Applying For a License

Licenses take about 10 days or less to process, so account for 2 weeks safely before you'll have a license. This means that the LATEST that you can pull together a contest is 2 weeks prior to your ticket sales start. See the dates and scheduling section below for more on timing matters. When you've pulled the above details together, and have reached out to the Administrator with it, you'll be provided a License Application Guide. This is a step by step guide designed to make applying as simple and quick as it can be, where all the extra info you'll need is provided as it's needed, showing you exactly where and how to fill it in.

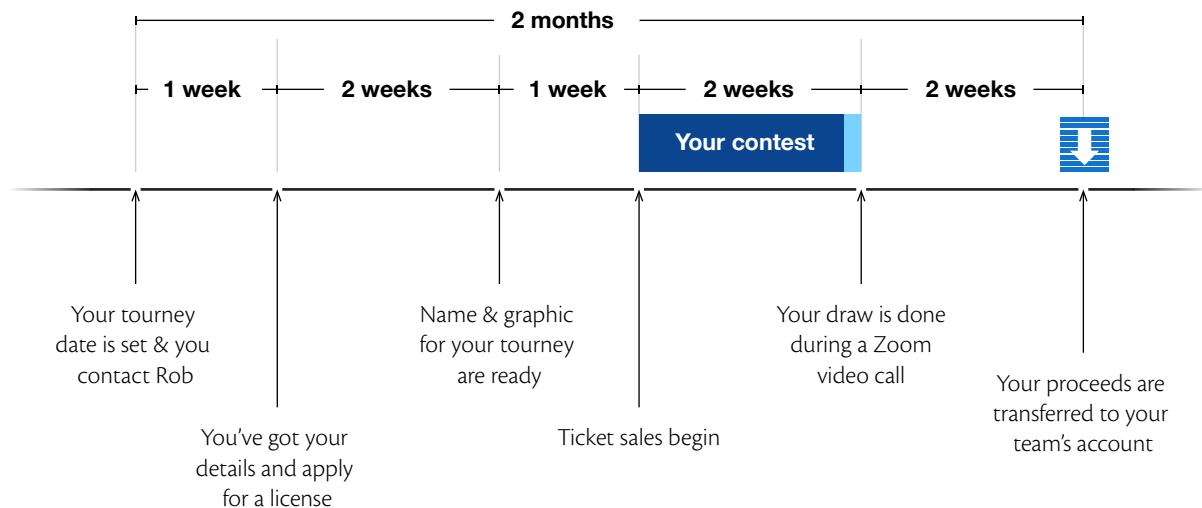
The license fee is \$25 and that cost will easily be covered by your proceeds. Simply reimburse the person that applies and pays for the license from your team account.

Upon applying, you'll wait for the license to be approved and provided by BC Gaming, then the PMHA will provide that license along with all of your details to Rafflebox to initiate the contest.

Following the contest PMHA's 50/50 Administrator will file a GERR report on your behalf. It's essential that these reports be handled properly, and that PMHA remains in control of the values associated so that we can file an annual gaming report for our organization.

Timing and Dates

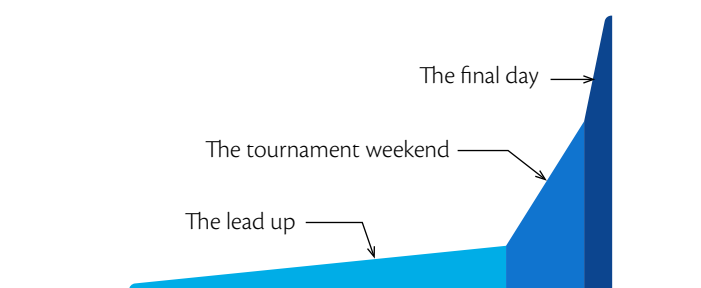
The path to successfully running a contest looks a little like this:



1. As soon as you've learned the date of your home tournament and know when the last day of games is, you should reach out to Rob to get started. The sooner you're ready, the more you can relax and start selling tickets early to drive up your pot prior to the tournament.
2. About a week later, you should be able to provide details and at least a concept for your identity to Rob. At that stage, you'll be able to use the application guide to apply for your license. The absolute minimum needed from that point to your ticket sales start date is 2 WEEKS.

3. During that time, Rob will ensure that you have a graphic for your tournament and your contest, as both will be needed for promotions of both the event and the 50/50 contest. Rafflebox asks for a few days to get their own matters in order after Rob's provided all your information and contest promo graphic to them. They then take your contest website live.

4. The duration of your contest (from the start date for tickets, to the draw) is suggested to be approximately 2 weeks. This is because of the way that a 50/50 pot grows over time. Over the course of about 2 weeks of ticket sales, there are three phases to focus on (discussed in the Promotions Guide): there's an initial priming period that allows you to begin drumming up support for your tournament and selling initial contest tickets. By the time your tournament weekend starts, you want to have a good pad to begin with, because a good percentage of people will purchase based on the incentive of winning a large jackpot. The higher the pot value of a 50/50 the higher the ticket sales *rate* becomes! The second phase, the tournament weekend must be spent with promotions at a fever pitch, with as many touchpoints of promotion as possible. The final phase is the final hours leading up to the draw, and this generally happens while the final games of the tourney are being played, and emotions are highest for those still in the arena. Push this final phase as hard as possible to take advantage of the attractive pot value.



5. Once your contest has been drawn and is concluded, there is a wait of approximately 2 weeks before the funds from ticket sales have all been processed and deposited to PMHA. That's when you'll see your proceeds transferred to your team.

What can you do with the proceeds?

Like any other licensed contest, the BC government expects the funds to benefit the members of the associated with the organization that runs the contest. That means that, as long as it's benefitting your entire team equally and the funds are used appropriately, you can spend it how you want.

There are only a few notable exceptions to how you can use the funds:

- Personal gain
- Debt, loan or interest payments
- Professional development of staff
- Costs NOT related to the direct delivery of an eligible organization's program and services
- Travel that is social, recreational or invitational in nature or travel for annual general meetings, board meetings, retreats, or conferences

Other Types of Raffle

Tournaments are enhanced by gift basket raffles, loonie sticks, and wine draws, and no one wants to see those end! We strongly recommend that these continue, but they're to be handled separately from the Online 50/50, and under licenses that are not associated with the PMHA. The online 50/50 is the only contest type that requires that you work with the PMHA to run it, because it requires a heftier Class B license. This license must be applied for with our explicit knowledge and involvement. Do not attempt to pull a license under PMHA's profile to use with your own Rafflebox account, as it will affect PMHA's accounting.

Class D License Contests

Traditional gift basket raffles, Loonie Stick raffles, or paper ticket 50/50's and Wine raffles (wine draws) are all to be run with a Class D license that has a maximum pot or gross yield of \$5000. When applying for a license, the website will ask you to search for your organization, and you'll be able to find the PMHA, however **you must not use the PMHA's profile, as you will not be awarded a license under our profile, unless you're working with us.**

The BC Gaming website is unfortunately setup in a confusing fashion, and they're aware it needs updating. In order to get past this initial step, you must attempt a search once, and the website then allows you to enter new information in for your team via a link at the top. The Gaming Board furnishes licenses to individual sports teams, without any need to involve the association. You can find the website to apply for a Class D license here: <https://www.gaming.gov.bc.ca/gaming/common/Welcome.do?start=true>

Filing Closure Reports

As with any gaming license, you are required by the Gaming Board to track the financial for your contest and file a Gaming Event Revenue Report (GERR) within 3 months of the license close, or draw date.

Carrying out an Online 50/50 fundraiser is a guided experience with the PMHA's online 50/50 program. It's designed to raise more funds than you would have had access to in the past, so look at it as the most important fundraising opportunity you'll have, and represent it that way to the families on your team. After all, the amount you draw from these efforts are mainly determined by the tireless promotion done by the families on your team, so Good Luck!

