

50/50 RAFFLE FUNDRAISER



 **AMERICAN
LEGION**

Department
of Florida



Post Involvement

50|50
RAFFLE 4 VETERANS

SCHEDULE

- **Raffle Page & Details**
- **Eligibility**
- **Legal Matters**
- **Revenue Breakdown**
- **Ways to Promote**
- **Marketing Materials**
- **Ticker Link**
- **Post unique websites / QR codes**

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RAFFLE DETAILS

- **BI-WEEKLY Drawing**
- **Early Bird at Halfway Point (\$1,000)**
- **Day of Draw – Friday**
 - Winner selected EVERY Friday
- **Time of Draw - 8:00 PM**

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WHO IS ELIGIBLE?

- **Florida participants**
- **Do NOT have to be Legion Member**
- **18 years or older**
- **US residents**
- **Legion Staff not eligible**

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LEGAL MATTERS

- **Prize Pool vs. Jackpot**
- **Half the cash**
- **Ticket submission vs. purchase**
- **FL participant vs. resident**
- **Free entry**

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REVENUE BREAKDOWN

10%

FEES

Rafflebox
Transaction

50%

WINNER

40%

DEPT/POST

Dept – 30%
Post – 10%*
**Participating Posts Only*

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DEPARTMENT/ POSTSHARE

40%

DEPT - Pays

- **Unrelated Business Taxes**
- **Advertising**
- **Marketing Materials**
- **Early Bird Winner (\$1,000)**
- **Administrative Personnel**

POST - Receives

- **10% of tickets submitted supporting Post**
- **\$500 bonus for Winner's Post**

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HOW TO PROMOTE

- **Utilize Marketing Items**
 - *Table-tops, restrooms, events*
- **Share on Social Media**
- **Put in Post newsletter**
- **Email to friends/family**
- **Send to local media**
- **Display Ticker on TV/Monitor**
- **Host a Watch Party for Drawing**

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MARKETING MATERIALS

Department Supplied

- **Posters / Flyers**
- **Business Cards**
- **Coasters**
- **Napkin Holder with Display**
- **Table-Top Displays**
- **Touch-to-Pay Devices**
- **Firestick with Ticker Site**

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MARKETING MATERIALS

Post Supplied

- **Point of Sale Terminals**
 - Card submissions only
 - Email/print ticket numbers



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MARKETING MATERIALS

Post Supplied



Pax A920 Pro
Handheld Unit
\$500 Purchase



Pax E700 Mini
Counter Unit
\$1,000 Purchase



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POSTLINK

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QUESTIONS?

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