



FREE PROMOTION PLANNER

Charity Raffle

Promotion Checklist

Plan your entire raffle campaign with one practical calendar. Know exactly what to do before launch, during launch week, mid-campaign, in the final 72 hours, and after the draw, with ready-to-use messages and the key results to track at the end.

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How to Use This Planner

Raffle promotion fails in a predictable way: a burst of enthusiasm at launch, silence in the middle, and a scramble at the end. The fix is not more effort. It is a checklist, written before launch, that spreads the right actions across the campaign's phases.

Work through it phase by phase, fill in the calendar, and your promotion runs itself. Anything in [square brackets] is for you to complete.

The one-line version: *schedule everything before launch, open with early access, keep a steady mid-campaign rhythm of prizes and milestones, finish with a real countdown, and close the loop after the draw. Promotion is a calendar, not a talent.*

You'll Find

- 1 The five phases at a glance
- 2 A channel matrix: what each channel does, and when
- 3 A checklist for every phase
- 4 A promotion calendar to fill in
- 5 Share messages to forward to your volunteers
- 6 The numbers to record when it is over

Where Campaigns Go Wrong

- ✓ **Nothing is scheduled.** Everything is written in the moment, so the middle weeks quietly disappear.
- ✓ **The launch is staggered.** Posts trickle out over a week, so the opening never feels like an event.
- ✓ **The middle has no rhythm.** Without a prize or milestone every few days, attention drops.
- ✓ **Milestones are invented.** A number that is not true costs more than the tickets it sells.
- ✓ **The countdown is vague.** "Closing soon" does nothing. An exact close time in every caption does.
- ✓ **The loop is never closed.** No winner post, no total, no thank you, so next year starts from zero.

OVERVIEW

The Five Phases

Two to four weeks of selling is the sweet spot. Whatever length you choose, the shape stays the same.

Phase	When	Its one job	Finish it with
Before launch	The fortnight before you open	Get everything written, scheduled and printed	The whole campaign queued
Launch week	Days 1 to 7	Make the opening feel like an event	The early bird deadline announced
Mid-campaign	The middle weeks	Keep a steady rhythm of prizes and milestones	Milestones posted at real thresholds
Final 72 hours	The last three days	Convert everyone who has been meaning to buy	A countdown run to the exact minute
Draw day and after	Draw day, plus 48 hours	Close the loop	Everyone thanked, every number recorded

What Each Channel Does, and When

Channel	Before launch and launch week	Mid-campaign	Final 72 hours and after
Email	Write and schedule the whole sequence, then send early access and the announcement	One send: prize spotlight or milestone, whichever is stronger	Last chance at 48 hours, final-day reminder, then thank you within 48 hours
Social	Prepare images and captions, then announce on every channel the same day	A prize spotlight or reveal every few days, plus milestone posts	Daily countdown posts, then the winner moment and the total raised
Community groups	Identify them, check their rules, then post personally	Refresh with new angles: a different prize, a cause story, a volunteers' note	A final call, then thank the group
Volunteers and inner circle	Brief them, and give them a share message to forward	Keep them supplied with fresh angles	A final target, and a ready-made last-chance message
SMS	Collect consent as people buy	Hold it	Text your list on the final day. It gets read in minutes
Sponsors and prize donors	Ask them to promote to their own audiences	Tag them when their prize is spotlighted	Name them in the thank you
QR codes and print	Print, size and test, then place at every touchpoint	Check they are still up and still scanning	Take them down after the draw

PHASE 1

Before Launch

This is the phase that decides whether the rest of the campaign happens. Everything here is written and scheduled in advance, so the middle weeks do not depend on anyone remembering.

- ☐ Draw date, close time and campaign length set (two to four weeks of selling is the sweet spot)
- ☐ Campaign page built: prize-led headline, prices and bundles visible, one buy button
- ☐ Every prize photographed properly, and listed in draw order
- ☐ Permit confirmed as covering where and how you plan to promote
- ☐ Full email sequence written and scheduled now, not later
- ☐ Early bird offer decided, with its exact end date
- ☐ QR codes printed for every physical touchpoint, sized and tested
- ☐ Volunteers and inner circle briefed, with a suggested share message ready to forward
- ☐ Sponsors and prize donors asked to promote to their audiences

Set Your Dates

The dates everything hangs on

Launch date: [] Campaign length: [] days

Early bird offer ends: [] at []

Close date and exact close time: [] at []

Draw date and time: [] at []

Total tickets, if capped: [] Our fundraising goal: []

PHASE 2

Launch Week

Publish everywhere on the same day. A staggered launch feels like nothing happened.

- ☐ Early access email sent to past buyers and members, a day or two before going public
- ☐ Announcement published across every channel on the same day
- ☐ Personal-share ask pushed: committee, volunteers and supporters posting to their own profiles and community groups
- ☐ First prize spotlight posted before the week is out
- ☐ Early bird deadline announced everywhere, and honoured to the minute when it lands

PHASE 3

Mid-Campaign

The middle is where campaigns go quiet. A rhythm fixes it.

- ☐ Steady rhythm kept: a prize spotlight or reveal every few days
- ☐ Milestone updates posted at real thresholds only
- ☐ Mid-campaign email sent: prize spotlight or milestone, whichever is stronger this week
- ☐ Community group posts refreshed with new angles
- ☐ Sales curve checked against plan. A flat week means the next post leads with your strongest unused prize

Milestones You Can Honestly Claim

The milestone	Post it only when	How to word it
Half the tickets sold	You have genuinely passed 50% of a capped allocation	"Half the tickets have gone"
Three quarters sold	Same again, and only if your tickets are capped	"Only a quarter of the tickets are left"
Progress to goal	You have published a real target and track against it	"We are [X]% of the way to [target]"
A new prize added	It has actually landed	"[Sponsor] has just added [prize] to the pool"

PHASE 4

The Final 72 Hours

This is where most of the remaining sales happen. Be specific: the exact close time belongs in every caption.

- ☐ Countdown running: daily posts, and the exact close time in every caption
 - ☐ Remaining-ticket counts posted, if your tickets are capped
 - ☐ Last-chance email sent 48 hours out
 - ☐ Short final-day reminder sent on the morning of the close
 - ☐ List texted on the final day, if you have SMS consent
 - ☐ Volunteers given a final target, and a ready-made last-chance message to forward
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PHASE 5

Draw Day and After

The draw itself is promotable, and the winner moment is the most shareable content the whole campaign will produce.

- ☐ Draw time itself promoted. Anticipation sells tickets to the final minute
- ☐ Draw run on time, and winners announced promptly
- ☐ Winner moment posted, with permission, along with the total raised
- ☐ Everyone thanked within 48 hours, winners and non-winners alike
- ☐ Numbers recorded against your baseline while they are fresh
- ☐ Impact update diarised for a few months out. It is the first promotion of your next raffle

THE CALENDAR

Your Promotion Calendar

Fill this in before you launch and schedule everything in it. Only the milestone post needs writing while the campaign is live.

When	Dates	Email	Social and groups	Volunteers and other
Before launch	[]	[]	[]	[]
Launch week	[]	[]	[]	[]
Week 2	[]	[]	[]	[]
Week 3	[]	[]	[]	[]
Final 72 hours	[]	[]	[]	[]
Draw day	[]	[]	[]	[]
After the draw	[]	[]	[]	[]

If your campaign runs longer than four weeks, add rows rather than stretching the gaps. A quiet fortnight in the middle is harder to recover from than a short campaign.

Messages They Can Forward

Your committee and volunteers will share the campaign if you make it effortless. Send them these three, ready to copy. Tell them to put it in their own words, keep the one link, and post it to their own profile rather than just the organisation page.

Launch

Send with the briefing, for launch week

Our [Raffle Name] is live. [Star prize] is the one everyone is after, and tickets are [price], or [bundle deal]. Every ticket goes to [cause]. The draw is on [draw date]. [link]

Mid-campaign

Send at the start of week two

Still time to get in on the [Raffle Name]. I have my eye on [prize] myself. Tickets are [price], the draw is [draw date], and it all goes to [cause]. [link]

Final call

Send on the morning of the final day

Last call. The [Raffle Name] closes [day] at [exact time] and then we draw. [Star prize] is still up for grabs, and tickets are [price]. [link]

AFTERWARDS

Record Your Numbers

Fill this in within a week of the draw, while you can still remember what happened. Next year you will plan from this page rather than from memory.

Metric	This raffle	Last raffle	What we learned
Tickets sold	[]	[]	[]
Total raised	[]	[]	[]
Number of buyers	[]	[]	[]
Average spend per buyer	[]	[]	[]
Early bird take-up	[]	[]	[]
Share of sales in the final 72 hours	[]	[]	[]
Best performing channel	[]	[]	[]
Best performing prize post	[]	[]	[]
Campaign length in days	[]	[]	[]

Diarise the impact update now, for a few months from today. Telling people what their tickets funded is the first promotion of your next raffle.

PRO TIPS

Tips That Sell More Tickets

- ✓ **Schedule everything before launch.** Only the milestone post should need writing live.
- ✓ **Launch on one day, everywhere.** A staggered launch feels like nothing happened.
- ✓ **Honour the early bird to the minute.** The next deadline is only believable if this one was.
- ✓ **Post real numbers only.** An invented milestone costs more than the tickets it sells.
- ✓ **Treat a flat week as a signal.** Lead the next post with your strongest unused prize.
- ✓ **Get winner permission on the night.** The winner moment is your most shareable content.

Give Every Post Somewhere to Land

Every item on this checklist points at the same page. On GalaBid, that page keeps selling while you get on with the rest of it:

- ✓ Flexible pricing: single tickets, bundle deals and early-bird offers
- ✓ A direct link and QR code for every raffle
- ✓ Digital tickets delivered instantly via email or SMS
- ✓ Winners notified instantly via email or SMS, drawn by a secure random draw system
- ✓ No mark-up on Stripe fees, ever. See pricing for your region

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