GalaBid

FREE SCRIPTS AND TEMPLATES

How to Get Raffle Prizes Donated

Everything you need to secure great raffle prizes, including ready-to-use scripts for in-person and phone outreach, three email templates, who to approach and what to ask for, what to offer in return, and the follow-up that helps turn one-time donors into supporters for next year.

GET STARTED

How to Use This Pack

The prizes in your raffle determine how many tickets you sell. Everything else, the promotion, the emails, the reminders, is working with whatever you managed to put on the prize list.

This pack is the asking part. It has the words to say in person and on the phone, three emails to send, a list of who to approach and what to ask each one for, and the recognition you can offer in return. Print the scripts and take them with you. Anything in [square brackets] is for you to fill in.

You'll Find

1. **A prize plan worksheet**
2. **Who to approach, and what to ask each one for**
3. **Scripts for the in-person visit and the phone call**
4. **Three email templates: warm, cold and follow-up**
5. **What to offer in return, and what it costs you**
6. **Responses for when they hesitate**
7. **A tracker and an after-the-event checklist**

What Makes a Business Say Yes

✓ **A specific ask.** "A dinner for two" gets an answer. "Anything you can spare" gets a maybe that never lands.

✓ **A reason it suits them.** Exposure to your guests, who are an audience of local people.

✓ **Recognition they can see.** Named in the programme, mentioned from the stage, and on your campaign page.

✓ **Someone turning up in person.** It is the most effective of the three approaches, by a distance.

✓ **A smaller option in reserve.** Offer it before they have to say no to the big one.

✓ **No admin at their end.** Bring the donation form, and offer to collect the prize.

Before You Ask: A 60-Second Check

- ☐ Do I know exactly which prize I am asking this business for?
- ☐ Do I know my guest number, and who those guests are in one line?
- ☐ Do I have the donation form with me, or attached to the email?
- ☐ Do I know the name of the person who actually decides?
- ☐ Have I checked whether anyone on our team already knows them?
- ☐ Do I have a smaller alternative ready if they hesitate?
- ☐ Do I know my deadline, and am I going to say it out loud?

STEP #1

Plan Before You Ask

Three questions decide everything that follows: how many prizes will you have, what value range are you aiming for, and what types of prize would excite your particular audience? Answer them before you speak to a single business, and map who your team already knows before you chase anyone cold.

Your prize plan

Prizes we need in total: [ ]

Value range we are aiming for: [ ] to [ ]

Our headline prize should be worth roughly: [ ]

Who attends our event, in one line: [ ]

Prize types that would excite them: [ ]

Businesses someone on our team already knows: [ ]

Deadline for prizes to be confirmed: [ ]

Work through your warm contacts first. A named introduction converts far better than a cold call, and it costs you nothing but the asking.

STEP #2

Who to Approach, and For What

Do not walk in and ask what they can spare. Walk in and ask for the specific thing that business is best placed to give.

Business type	Ask them for	Why it works	Best time to call in
Restaurants and hospitality	A dinner for two, or a tasting menu for four	Dining experiences are popular prizes, and the business gains customer exposure	Mid-afternoon, between lunch and dinner service
Spas and wellness	A treatment package, or a spa day for two	Consistently high demand, especially at mixed or female-majority events	Weekday mornings
Hotels and accommodation	A one or two night stay	Aspirational enough to headline your raffle	Weekday mid-morning
Sporting venues and clubs	A corporate box, behind-the-scenes access or signed memorabilia	Strong appeal for the sports fans in your room	Anything other than a match day
Retail, boutiques and artisan producers	A premium hamper, or a gift voucher	Works particularly well built into hampers	Quiet weekday hours, never weekends
Experience providers	A cooking class, an escape room booking or similar	Novelty appeal that stands out on a prize list	Weekday mornings

Three Ways to Ask

Method	How well it works	Use it when	What to prepare
In person	Most effective	The business is local and someone on your team can get there	A specific ask, a donation form, and one line on your event
Phone	Between the two	You cannot visit, but an email is not enough	A script you can deliver in under two minutes
Email	Weakest alone, but it scales	You are approaching many businesses, or the contact is not local	The right named contact, and a subject line naming your event

SCRIPT #1

The In-Person Visit

The most effective of the three. Go during a quiet period, ask for the manager, and keep it to this.

"Hi, I'm **[name]** from **[organisation]**. We're running our annual fundraising event next **[month]** to raise money for **[cause]**, and we're hoping to get some fantastic local prizes together for our raffle. We have around **[number]** guests attending, mostly **[brief audience description]**. I was wondering if **[business name]** might be able to donate **[specific prize, e.g. a dinner for two, a treatment package]** as one of our prizes. Your business would be credited in our event programme, on our promotional materials, and mentioned from the stage on the night. We'd love to have you involved."

SCRIPT #2

The Phone Call

Keep the whole pitch under two minutes. Ask your question and then stop talking.

"Hi, is this **[name/the manager]**? Great. My name is **[name]** and I am calling from **[organisation]**. We are holding our annual fundraising event in **[month]**, raising money for **[cause]**. I was hoping to ask if **[business name]** might be able to donate a prize for our raffle. We are expecting around **[number]** guests at the event and all our prize donors will be recognised in our programme and from the stage on the night. I am specifically hoping for **[specific prize]**. Would that be something you would consider?"

THE EMAILS

Three Email Templates

Keep them short. Name a specific prize, name your guest number, and name what they get back.

EMAIL #1

Warm Contact or Previous Donor

For businesses you already have a relationship with. Send this one first

Subject: *Raffle prize donation for [Event Name] [Year]*

Hi [Name],

I hope you are well. I am reaching out on behalf of [Organisation Name] as we get ready for [Event Name] on [Date]. Each year our event raises funds for [cause, one sentence].

This year we are expecting around [number] guests and are putting together our raffle prize list. Given our connection with [business name], you would be our first call.

Would you be able to donate [specific prize] as one of our raffle prizes? In return, we would be happy to include [business name] in our event programme, on our promotional materials, and in our thank-you communications to guests.

If this works for you, I can send over a donation form, or we can arrange a quick call to sort out the details.

Thank you so much for considering it, [first name]. Your support makes a real difference to [beneficiary].

Warm regards,

[Name], [Organisation], [Contact details]

EMAIL #2

Cold Approach to a Local Business

For businesses with no existing connection to your organisation

Subject: *Supporting [Organisation Name]: Raffle prize donation opportunity*

Hi **[Name or Business Name]**,

My name is **[name]** and I am reaching out on behalf of **[Organisation Name]**, a **[brief description, e.g. local not-for-profit supporting young people in the area]**.

We are holding our annual fundraising event on **[date]** at **[venue]**, with around **[number]** guests attending. We are pulling together a raffle prize list and would love to include **[business name]**.

Would you be open to donating **[specific prize]**? In return, we would credit **[business name]** in our event programme and promotional materials, mention you from the stage on the night, and include you in our post-event thank-you communications sent to all guests.

[Event name] is a real highlight for our community and all funds raised go directly to **[cause or beneficiary]**. I would love to have you involved.

Please let me know if this is something you would consider, or if you would like more information about the event or our organisation. Thank you for your time.

[Name], **[Organisation]**, **[Contact details]**

EMAIL #3

Follow-Up After No Response

Send about a week after the first email, and lower the ask

Subject: *Following up: [Event Name] raffle prize request*

Hi **[Name]**,

I wanted to follow up on my email from **[date]** about a raffle prize donation for **[Event Name]**. Our event is on **[date]** and we are finalising our prize list this week.

If **[business name]** is able to be involved, we would love to include you. Even a smaller contribution, such as **[specific alternative if the original ask was large]**, would be a wonderful addition.

Please just reply to this email or give me a call on **[number]** if you have any questions.

Thank you again for considering it.

[Name]

THE OFFER

What to Offer in Return

Recognition is the currency here, and almost all of it is free to you. Name two or three of these in the ask itself, rather than saying "we will recognise you".

What you can offer	What it costs you
A mention in your event programme or table materials, with the business name and a brief description	A line of print
Logo or name inclusion on your event signage, or on your campaign page where guests browse online	Nothing, once it is set up
A mention from the MC on the night, as the raffle is drawn or the prizes are revealed	Twenty seconds
Inclusion in your post-event thank-you email, sent to all attendees	One line
Social media recognition on your accounts, before, during or after the event	One post
A thank-you letter or certificate of appreciation they can display or use in their own marketing	Ten minutes
For major prize donors, a personal thank-you from a senior figure in your organisation	One phone call

If They Hesitate

If they say	Try this
"We have already given to a lot of charities this year"	"I completely understand. Would something smaller work instead, such as a voucher rather than the full package?"
"I would need to check with the owner"	"Of course. Would it help if I left the donation form with you and called back on [day]?"
"We do not usually donate to raffles"	"That is fair. Could we credit you as a sponsor instead, with your name on the campaign page and a mention from the stage?"
"Send me an email"	"Happy to. Who is best to address it to, and is there a date you need it by?"
"Maybe closer to the time"	"Our prize list closes on [date]. Could I pencil you in and confirm the week before?"
"What do we get out of it?"	"You would be named in the programme, mentioned from the stage, and included in our thank-you email to every guest."

KEEP TRACK

Track Every Ask

One spreadsheet, not five inboxes. Build it with these columns and you will have next year's prize list half written before you start.

Column	What goes in it
Business	Trading name, spelled exactly as they want to be credited
Contact and role	The person who actually makes the decision
How we know them	Warm, cold, or introduced by a named person
What we asked for	The specific prize, not "a donation"
Approach and date	In person, phone or email, and when
Status	Asked, chasing, yes, no, or not this year
Prize confirmed	Description and value, ready for your prize list
Collected	Date, and who picked it up
Recognition promised	Programme, stage, social, certificate
Thanked after	The date your thank-you went out

After the Event

Every business that donated a prize should receive a genuine thank-you after the event, not a generic form letter. This is what earns you the yes next year:

- ☐ Thanked personally, by name, not in a bulk send
- ☐ Told how much the event raised, and what it funds
- ☐ Told specifically how their prize was received on the night
- ☐ Sent a photo of the prize, or of the winner with it
- ☐ Named in the post-event thank-you email that went to all guests
- ☐ Recorded in the spreadsheet as a yes for next year
- ☐ Asked, at the right moment, whether they would do it again

PRO TIPS

Tips That Get More Yeses

✓ **Walk in during the quiet hours.** Mid-afternoon for restaurants, weekday mornings for nearly everyone else.

✓ **Ask for one specific thing.** Name the prize before they have to think one up.

✓ **Bring the donation form with you.** A donation confirmed on the spot rarely falls through.

✓ **Lead with the audience, not the cause.** Tell them how many guests you expect and who they are.

✓ **Keep a smaller ask in reserve.** It turns a no into a yes more often than persistence does.

✓ **Thank them with a photo.** It is the single thing most likely to get you a yes again next year.

When the Donations Fall Short

Even a good procurement round can leave you a headline prize short. GalaBid's consignment catalogue covers the gap, with luxury travel and experiences your team doesn't have to go out and source:

✓ Consignment prizes for raffles, arranged with our team

✓ You keep the profit above the item's cost price

✓ No mark-up on Stripe fees, ever. See pricing for your region

SIGN UP NOW →

SEE RAFFLE FEATURES →