GalaBid

FREE PRICING WORKBOOK

Raffle Ticket Pricing Guide

Set a ticket price that works for your supporters and your fundraising goals. Learn how to choose the right price point, create bundles that encourage higher spend, and work backwards from your target to understand exactly how many tickets you need to sell.

GET STARTED

How to Use This Workbook

Pricing is the quietest lever in a raffle, and the one most often set by instinct. Bundles are where the revenue is actually made, because they lift average spend without raising the entry price, which is the only way to earn more without asking more of anyone.

Work through the five steps in order. Each one ends with something to fill in, and by the last page you will have a price, a bundle and a cap you can defend. Anything in [square brackets] is for you to complete.

You'll Find

1. **The three numbers to put on paper first**
2. **Price points, and which audience each one suits**
3. **Bundle structures worked out at four price levels**
4. **How to use the cap and the calendar as levers**
5. **A presentation checklist for your campaign page**
6. **The three numbers to read after the draw**

The One Mistake to Avoid

Pricing to your costs instead of your audience. A $10 ticket at a primary school fete will underperform a $2 ticket, whatever the spreadsheet says, because the buyer there is deciding with pocket change and buying for participation as much as for the prize.

The Short Version

- ✓ **Work the maths backwards from your target.** Not forwards from what feels reasonable.
- ✓ **Pick a price your audience spends without thinking.** Seconds, not deliberation.
- ✓ **Build a two or three tier bundle, middle anchored.** And present the bundle first.
- ✓ **Use the cap and the calendar as levers.** Scarcity and a real deadline both sell tickets.
- ✓ **Show the deal everywhere.** Pricing work is wasted if the page hides it.
- ✓ **Read the reports and sharpen it next time.** Each campaign prices the next one better.

STEP #1

Work the Maths Backwards

Before you choose a price, put three numbers on paper. Price times the tickets you can actually sell has to clear your target comfortably above what the prizes cost you.

Your three numbers

Prize cost, zero if donated: [ ]

Revenue target: [ ]

Realistic audience size: [ ]

Revenue needed per person reached (target divided by audience): [ ]

Ticket revenue as a multiple of prize cost: [ ] times

If you purchased your prizes, aim for ticket revenue of at least three to five times the prize cost. Below that, one quiet week puts the whole campaign at risk. Donated prizes enter at zero, which is why chasing donations changes raffle economics more than any pricing decision you will make.

Why This Calculation Matters

Worked backwards: *"We need $6,000, we can reach about 1,500 people, so we need to average $4 per person reached."*

Now apply a realistic conversion. If 10 to 20% of the people you reach actually buy, $4 per person reached means each buyer is spending $20 to $40. That is a bundle, not a single ticket. This one calculation is usually what tells you the bundle has to do the heavy lifting.

STEP #2

Pick a Price People Do Not Think About

Community raffle prices cluster at $2, $5 and $10 for a reason. They are decisions made in seconds, they divide cleanly into bundles, and at in-person events they match the notes already in people's pockets.

Price	Best for	What it wins on	Watch for
$2 to $3	School fetes, high-volume community raffles, modest prize pools	Participation. Almost nobody has to think about it	Revenue per ticket is low, so volume has to carry the total
$5	The community fundraising workhorse	Meaningful revenue per ticket, and still an impulse buy	Very little. This is the default for a reason
$10 and up	Strong prize pools, gala audiences, supporter bases with capacity	A larger average spend per buyer	Fewer buyers, so the prize has to carry the price
$20 to $50 and up	Premium raffles with a headline prize such as travel or a vehicle	Better stated odds at a serious prize	Usually needs a capped ticket count to make the odds argument credible

Decide It Here

Our single ticket price

Our audience is: [ ]

So our single ticket price is: [ ]

STEP #3

Design the Bundle Before the Single

This is where raffle revenue is actually made. A bundle lifts average spend without raising the entry price, so nobody is priced out and the people who want to give more have an obvious way to do it.

✓ **Two or three tiers, never more.** More choices slow the decision down, and a slow decision is a lost sale.

✓ **A visible saving, not a giveaway.** Around 15 to 20% on the middle tier reads as generous while protecting your revenue.

✓ **Make the middle tier the obvious pick, and present it first.** Buyers choose from what they are shown, and the anchored middle option reliably becomes the default.

✓ **Name the top tier for what it is.** "Best odds" or "supporter pack". The people who take it are backing the cause, so let the label say so.

Worked at Four Price Points

Single	Middle tier, present this first	Saving	Top tier	Saving
$2	3 for $5	17%	10 for $15	25%
$5	3 for $12	20%	7 for $25	29%
$10	3 for $25	17%	7 for $50	29%
$20	3 for $50	17%	7 for $100	29%

The middle tier carries the 15 to 20% rule. The top tier can run deeper, because the people choosing it are making a supporter decision as much as a value one. A 33% discount on the middle tier, such as 3 for $10 against a $5 single, is deeper than you usually need.

Before you publish: *some jurisdictions have rules about discounted ticket pricing. Confirm that bundles are permitted where you operate before you build them.*

STEP #4

Use the Cap and the Calendar

Two levers sit alongside price, and both work by making the offer feel finite. Used honestly, they lift sales without touching your price point at all.

The lever	How it works	When to use it
A ticket cap	Price and cap together define your maximum revenue, and a stated cap tells buyers their odds are real	Premium raffles lean on it hard. Community raffles benefit from a visible cap once sales pass halfway
Remaining tickets on display	Turns your pricing structure into a live sales argument as the count falls	Any capped raffle, from the halfway point onwards
An early bird window	A cheaper ticket or a richer bundle in the launch week, which front-loads sales and rewards your fastest supporters	Launch week only. The deadline has to be real, and honoured to the minute

Set Your Levers

Our cap and calendar

Total tickets, if capped: [ ]

Maximum revenue at our top tier (cap times price): [ ]

Early bird offer: [ ]

Early bird ends: [ ] at [ ]

STEP #5

Present the Price Properly

All of the pricing work is wasted if the page hides it. The price is part of the offer, not the small print.

- ☐ Ticket price and bundle sit beside the star prize, at the top of the campaign page
- ☐ Phrased as the deal it is, for example "$5 a ticket, 3 for $12"
- ☐ The bundle is presented before the single, not after it
- ☐ The middle tier is the visually obvious choice
- ☐ The top tier is named for what it is, such as "best odds" or "supporter pack"
- ☐ At in-person events, the price is on signage readable from walking distance
- ☐ Remaining tickets become visible once you pass the halfway point
- ☐ The early bird deadline is stated with an exact date and time

---

Write Your Offer Line

One sentence, the way a buyer will read it on the page and hear it from a seller:

[ ] a ticket, [ ], or [ ] for the [ ] pack. Draw is [ ].

AFTER THE DRAW

Three Numbers That Price the Next One

Pull these from your platform reports within a week of the draw. Each campaign prices the next one better, and this is the whole mechanism.

The number	How to work it out	What it tells you
Average transaction value	Total raised divided by the number of buyers	Whether your bundle did its job. Compare it against your single ticket price
Bundle take-up	The share of buyers who chose a bundle over a single ticket	Below half suggests the deal was too shallow, or buried too far down the page
Sell-through against your cap	Tickets sold as a share of your total cap	Selling out weeks early suggests the price or the cap had headroom you did not use

Record Them Here

Number	This raffle	Last raffle	What we will change
Single ticket price	[ ]	[ ]	[ ]
Average transaction value	[ ]	[ ]	[ ]
Bundle take-up	[ ]	[ ]	[ ]
Sell-through against cap	[ ]	[ ]	[ ]
Early bird take-up	[ ]	[ ]	[ ]

PRO TIPS

Tips That Lift Average Spend

- ✓ **Price to your audience, not your costs.** The spreadsheet does not buy the ticket.
- ✓ **Pick a number decided in seconds.** $2, $5 and $10 divide cleanly and match the notes in a pocket.
- ✓ **Present the bundle before the single.** Buyers choose from what they are shown first.
- ✓ **Anchor the middle tier.** It reliably becomes the default choice.
- ✓ **Keep the middle saving at 15 to 20%.** Generous enough to feel like a deal, shallow enough to protect the total.
- ✓ **Name the top tier for what it is.** The supporters who take it are backing the cause.
- ✓ **Make the early bird deadline real.** A deadline you move is one nobody believes next time.

Raise More Without Raising the Price

Your bundle strategy should be a setting, not a workaround. On GalaBid it is configuration:

- ✓ A direct link and QR code for every raffle
- ✓ Digital tickets delivered instantly via email or SMS
- ✓ Funds go straight to your own account. GalaBid never touches them

Real fundraising experts, not chatbots. Trusted by fundraisers since 2011.

GET STARTED →

SEE PRICING FOR YOUR REGION →