GalaBid

FREE FLYER TEMPLATE KIT

Fundraiser and Raffle *Flyer Templates*

Five editable flyers for raffles, auctions, galas, fun runs and any fundraiser, plus headlines, calls to action and a print plan.

PLAN · WRITE · PRINT · SHARE



Trusted by fundraisers since 2011 · galabid.com

START HERE

How this kit *works*

A good flyer does one job: it gets people to act. Plan it in 5 minutes, fill in a template, test the QR code, then print and share.

Inside this kit

01 **Plan your flyer**
The 7 must-haves, your details and quick design rules

02 **Five editable flyers**
Raffle, silent auction, gala, general and fun run or tournament

03 **Headline and CTA bank**
Headlines, calls to action and urgency lines

04 **Distribution plan**
Where to put your flyers, and who does it

05 **Before you print**
Sizes to export and a final checklist

Before you start: the 60-second check

- ☐ What is the one action we want people to take?
- ☐ Do we have the date, time and place confirmed?
- ☐ Can we say the cause in one line?
- ☐ Is our link ready, and does it work on a phone?
- ☐ Do we have one strong photo or image?
- ☐ For a raffle: do we know our state's rules?

Anything in **[square brackets]** is yours to fill in. Each flyer prints on 8.5 x 11 in paper.

PLAN YOUR FLYER

Plan your flyer *in 5 minutes*

Tick off the 7 must-haves, then follow the design rules.

Every flyer needs these 7 things

- ☐ **A headline that says what it is** (not just your organization's name)
- ☐ **What supporters get or do** (win a prize, bid on items, enjoy a night out)
- ☐ **Date, time and place,** or the deadline for online fundraisers
- ☐ **The cause,** in one line: who or what the funds will help
- ☐ **One clear action:** get tickets, bid, register or donate
- ☐ **A QR code and short link** to that action
- ☐ **Your organization's name and logo**

QUICK DESIGN RULES

- ✓ One headline, one image, one action
- ✓ Readable from across a room: headline at least 60 pt on a printed flyer
- ✓ No more than 40 words of body text
- ✓ Put the QR code bottom right, at least 1 inch square
- ✓ Test the QR code on two phones before printing

FLYER DETAILS

Fill in *your flyer details*

Get these right once, and every version of your flyer stays consistent.

Fundraiser name	
Type	☐ Raffle ☐ Auction ☐ Gala or dinner ☐ Fun run or tournament ☐ General fundraiser
Date and time	
Location (or "online")	
Raising funds for	
Goal (optional)	$
Main action	☐ Get tickets ☐ Bid ☐ Register ☐ Donate
Link	
Contact	

RAFFLE FLYER

What to put on *your raffle flyer*

Lead with the top prize. People enter raffles to win something they want.

HEADLINE OPTIONS (PICK ONE)

1. **WIN [top prize]!**
2. **Raffle! Win [top prize] and support [cause]**
3. **[Number] chances to win, one great cause**

The flyer on the next page uses option 1.

Raffle rules vary by state. Check what your state requires on a raffle flyer before printing.

PRIZE BLOCK

Grand prize: **[prize]**
2nd prize: **[prize]**
3rd prize: **[prize]**

TICKET BLOCK

1 ticket $**[x]** · **[x]** tickets $**[x]** · **[x]** tickets $**[x]**

DETAILS BLOCK

Drawing: **[date and time]** at **[place or "online, live"]**
All funds support **[cause]**.

SMALL PRINT (COMPLETE WHAT APPLIES IN YOUR STATE)

[Organization legal name] · License or registration #**[number, if required]** · Must be **[age]**+ to enter · Need not be present to win **[or "must be present"]** · Full rules at **[link]**

ACTION

Get your tickets: [short link] + [QR code]

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RAFFLE



WIN [top prize]!

All funds support **[cause]**.

PRIZES

Grand prize: [prize]

2nd prize: [prize]

3rd prize: [prize]

TICKETS

1 ticket $[x]

[x] tickets $[x]

[x] tickets $[x]

DRAWING

[date and time] at [place or "online, live"]

Get your tickets

[short link]

QR code
at least 1 inch

[Organization legal name] · License or registration #**[number, if required]** · Must be **[age]**+ to enter · Need not be present to win · Full rules at **[link or QR code]**

SILENT AUCTION FLYER

What to put on *your auction flyer*

Show your best items. A few great photos sell the whole auction.

HEADLINE OPTIONS (PICK ONE)

1. **Bid. Win. Support [cause].**
2. **Silent Auction: [Number]+ items up for grabs**
3. **Don't miss our [year] Silent Auction**

The flyer on the next page uses option 1.

HIGHLIGHTS BLOCK (3 TO 4 TOP ITEMS, EACH WITH A SMALL PHOTO)

[Item 1] · **[Item 2]** · **[Item 3]**
And **[number]** more items

DETAILS BLOCK

Bidding opens: **[date, time]** · Bidding closes: **[date, time]**
Bid online from your phone, no app needed.
All funds support **[cause]**.

ACTION

Start bidding: [short link] + [QR code]

SILENT AUCTION

Bid. Win. Support [cause].



All funds support **[cause]**.

HIGHLIGHTS

[Photo]	[Photo]	[Photo]	And [number] more items
[Item 1]	**[Item 2]**	**[Item 3]**	

Bidding opens: [date, time] · **Bidding closes: [date, time]**
Bid online from your phone, no app needed.

Start bidding

[short link]

QR code
at least 1 inch

Presented by **[Organization name]** · **[website]** · Questions? **[contact]**

GALA OR DINNER FLYER

What to put on *your gala flyer*

Sell the evening, then make it easy to say yes.

HEADLINE OPTIONS (PICK ONE)

1. **You're invited: [Gala name]**
2. **An evening for [cause]**
3. **[Gala name]: dinner, auction and a night to remember**

The flyer on the next page uses option 1.

DETAILS BLOCK

[Date] · **[Time]** · **[Venue, address]**
Dinner · Live and silent auction · **[Entertainment]**
Tickets: $**[x]** · Tables of **[x]**: $**[x]**
Dress: **[dress code]**

CAUSE LINE

Every ticket helps **[cause]**.

ACTION

Get your tickets: [short link] + [QR code] · RSVP by [date]

YOU'RE INVITED

You're invited:
[Gala name]

Every ticket helps **[cause]**.

WHEN AND WHERE

[Date] · [Time]

[Venue, address]

THE EVENING

Dinner

Live and silent auction

[Entertainment]

TICKETS

Tickets: $[x] · Tables of [x]: $[x] · Dress: [dress code]

Get your tickets

[short link]

RSVP by [date]

QR code
at least 1 inch

Presented by **[Organization name]** · **[website]** · Questions? **[contact]**

GENERAL FUNDRAISER FLYER

What to put on *a general flyer*

Lead with the goal or the cause, then say how to join in.

HEADLINE OPTIONS (PICK ONE)

1. **Help us raise $[goal] for [cause]**
2. **[Fundraiser name]: [date]**
3. **Join us for [activity] and support [cause]**

The flyer on the next page uses option 1.

WHAT'S HAPPENING BLOCK

[Activity] · [Date and time] · [Place]
[One line on what supporters will enjoy or do]

WHY IT MATTERS BLOCK

[One sentence on the cause and what the funds will do.]

ACTION

[Register / Donate / Join us]: [short link] + [QR code]

FUNDRAISER

Help us raise $[goal] for [cause]

[Fundraiser name] · [date]



WHAT'S HAPPENING

[Activity]

[Date and time]

[Place]

WHY IT MATTERS

[One sentence on the cause and what the funds will do.]

[One line on what supporters will enjoy or do]

[Register / Donate]

[short link]

QR code
at least 1 inch

Presented by **[Organization name]** · **[website]** · Questions? **[contact]**

FUN RUN, GOLF OR TOURNAMENT FLYER

What to put on *your event flyer*

Tell people what they'll do, what it costs and what's included.

HEADLINE OPTIONS (PICK ONE)

1. **[Event name]: run, walk, cheer for [cause]**
2. **Tee off for [cause]!**
3. **[Sport] tournament for [cause]**

The flyer on the next page uses option 1.

DETAILS BLOCK

[Date] · Starts **[time]** · **[Location]**
Registration: $**[x]** per person · $**[x]** per team of **[x]**
Includes: **[t-shirt, lunch, awards]**

EXTRAS BLOCK (OPTIONAL)

Raffle · Silent auction · Sponsor holes or mile markers available

ACTION

Register now: [short link] + [QR code]

RUN · WALK · CHEER



[Event name]

Run, walk, cheer for [cause]

Every registration supports **[cause]**.

WHEN AND WHERE

[Date]

Starts [time]

[Location]

REGISTRATION

$[x] per person

$[x] per team of [x]

Includes: [t-shirt, lunch, awards]

ALSO ON THE DAY Raffle · Silent auction · Sponsor holes or mile markers available

Register now

[short link]

QR code
at least 1 inch

Presented by **[Organization name]** · **[website]** · Questions? **[contact]**

HEADLINE AND CALL-TO-ACTION BANK

Words that *get people to act*

Mix and match. Keep the headline short, and use one call to action per flyer.

HEADLINES THAT WORK

- Win **[prize]** for just $**[x]**!
- Bid on **[top item]** and support **[cause]**
- One night. One cause. **[Event name]**.
- Help **[number]** **[people, students, animals]** get **[result]**
- Last chance to **[get tickets, bid, register]**!
- Every ticket counts for **[cause]**

CALLS TO ACTION

- **Get your tickets**
- **Start bidding**
- **Save your seat**
- **Register today**
- **Give now**
- **Scan to join in**

URGENCY LINES

- Only **[x]** tickets left
- Bidding closes **[day]** at **[time]**
- Early bird price ends **[date]**
- Drawing **[date]**: don't miss out

DISTRIBUTION PLAN

Put your flyer *where people look*

Give every spot an owner and a date, so nothing is left in a box.

Where	How many	Who	By when	Done
School or club noticeboards				☐
Local cafés and shops				☐
Library and community center				☐
Church or community bulletins				☐
Sponsors' businesses				☐
Take-home folders or newsletters				☐
Social media (square version)				☐
Email (image at the top of the message)				☐

BEFORE YOU PRINT

Export the right sizes, *then check it twice*

SIZES TO EXPORT	
Printed flyer	**8.5 x 11 in**
Half-page handout	**5.5 x 8.5 in**
Social post	**1080 x 1080 px**
Story	**1080 x 1920 px**

Before you print checklist

- ☐ Date, time and place are correct
- ☐ Prices add up
- ☐ QR code scans on two phones and goes to the right page
- ☐ Link works on mobile
- ☐ Raffle details meet your state's requirements
- ☐ Someone who hasn't seen it before has read it once

TAKE IT ONLINE

Take your fundraising *online with GalaBid*

Your flyer gets attention. Give supporters one place online to take part.

- ✓ **Donations, raffles, auctions and event tickets**
- ✓ **Payments go straight into your own Stripe account**
- ✓ **Zoom support calls and a Campaign Health Check**
- ✓ **One campaign page to share with your supporters**
- ✓ **Help from real people by live chat, 7 days a week**

See pricing for your region: galabid.com/pricing

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Raise more, stress less.