Colorado Raffle Guidelines

First question, do you have a current Colorado raffle license?

Yes	No

Keep reading! Below is information about selling and promoting raffle tickets online.

If your chapter does not have a license, you will need to apply for one on the Secretary of State's website.

\+ In addition to that, your chapter will need to assign someone to be your games manager, who can complete the certification training online here.

Please Note: These are not official rules of the Secretary State's Department (SOS), just merely what to expect when you start planning to sell tickets online. The state will want to be involved in this process and may have other questions for your chapter that are not included here. Please refer to the **official state raffle rules and regulations here.**

The basics...

Map out all your raffle details:

- Drawing date, time, and location
- Online sales end date and time
- Raffle item(s) and total value
- Raffle ticket price(s)
- Do purchasers need to be present to win?
- Will proceeds support just your mission or
- something additional?
- How do winners claim prize and what do they need to provide to claim it?
- What is the total value of your raffle prize(s)?

Note: Prizes under 1K do not require a hard ticket proof to be mailed into the office. If you are running a bucket raffle that the combined total value of the receptacle is under 1K, you will not need to have pre-printed raffle tickets. You could use generic ones with numbers and info for just name and phone. The state raffle handbook has information about what is needed for each scenario starting on page 59.

Want to run an online online raffle with no printed tickets?

You still need to provide a drawing location, date and time, but you can use a random number generator based on raffle ticket sales and pre-assigned numbers in an excel sheet. You just need to provide documentation that your random generator went through independent testing, such as RANDOM.ORG

What to prepare for online sales

The SOS office will be looking for documentation and screenshots of all your online pages that will be selling the raffle tickets. This means all your checkout pages, purchase confirmation pages, autoresponses, and anything the purchaser might click or recieve while using your raffle webpages. Most organizations draft up a "Raffle Rules" document that is linked to all their pages to help answer all these questions below.

What you need to confirm before submitting to the state

- [ ] **Online Sales Platform:** Confirmation that revenue (entire ticket cost) will be deposited directly into the segregated bank account, upon payment (and must go directly your current bingo-raffle account).

  - ↪ **If the entire ticket cost *is not* deposited in the raffle account** the licensee must have the purchaser pay the processing fee. It must be clear to the purchaser.

  - ↪ **If the entire ticket cost is deposited in the raffle account** and fees for credit card processing taken later, then the licensee does not need to pass fees along to purchaser and can report on their raffle expenses.

- [ ] Does the system **produce tickets outside of any hard tickets**? If so, how does this work, and provide a copy.

- [ ] Does the system produce raffle ticket numbers? If so, **how are they assigned to printed tickets**?

  - ↪ How do you make sure **hard ticket numbers are never crossed with tickets** produced by the system (if this is the case). Are online raffle tickets assigned a raffle ticket number and then placed on a physical hard ticket?

  - ↪ **What information is retained by the online system** (e.g. assurance that it at least retains name and address of purchaser and each unique number is assigned to the correct purchaser)?

  - ↪ **If purchasers do not receive their raffle ticket number** in email, How long should they expect to wait for their copy of the ticket?

- [ ] **If purchasers do not receive their raffle ticket number** in email, How long should they expect to wait for their copy of the ticket?

- [ ] **When will you stop selling tickets** to assure get them into the drawing and enough time to send people their raffle tickets (if not produced automatically by your database)? Is this posted somewhere in your rules/documentation?

- [ ] **Are there rules** regarding the raffle provided to purchasers (both online and hard sales if applicable)?

- [ ] **Is contact info included** should the winner/purchaser not find their ticket? Example: Your chapter's phone, email, or contact info posted on the raffle page and email autoresponder.

- [ ] **How will the winner claim the prize?** Is this clear in your information?

- [ ] **Submit all screenshots, links, and documentation** of all your online pages or online communications a purchaser might receive storefront, checkout page, confirmation page, receipt, auto response email, raffle rules document/page etc.

Things to keep in mind

- You cannot promote raffle purchases as donations. You may provide language about where the money goes or supports, but it cannot be labeled as a tax-deductible donation.
- You cannot let the online system go live until it is approved by the state.
- The usual approval time for an online system can be anywhere from 2-4 weeks for the state.
- The main thing that will hold you back is how you decide to setup your credit card processor for online payments and setting one up that either allows the full amount to be processed and then fees taken later (monthly, etc) or passing the fee along to the purchaser.
- Proceeds cannot be deposited into the general fund and then transferred.

Sample Raffle Rules language you can adapt from ([see sample online document here](#))

The raffle winner will be contacted via phone and then email if needed after the drawing. Winner must provide proof of identity (i.e. State Drivers License) to verify the winner and link it with the same ticket purchase/stub record in our database.

This raffle is conducted under **[Licensee Organization's Name]** Raffle License **[Number]**, and is open to Colorado residents ONLY. See our Raffle License here **[link]**.

The raffle winner will be contacted via phone and then email if needed after the drawing. Winner must provide proof of identity (i.e. State Drivers License) to verify the winning ticket purchase details in our database. Winners who have not claimed their prize within 20 days of the applicable draw date will be notified by U.S. Certified Mail, return receipt requested. The notice will include information regarding the prize won, a contact person's email, phone and the time, manner, and location by which the winner may claim the prize. If a winner fails to claim a prize within 30 days of receiving this notification, the organization may retain the prize.

Possible Online Sales Processors

Authorize.net - has options that will allow you to charge fees later if you do not want to pass them along to your customers

RallyUp -TU recommended, but might not fulfill SOS requirements unless you pass processing fees along to customers

PayPal/PayPal Pro Flow- Offers low pricing for nonprofits, but might not have delayed fee processing and will need to be covered by purchasers.

Squareup.com – allows you to create online stores and collect payments with no monthly fees, but you will need to pass fees along to customers to comply with state

Salsa Engage - CTU uses this CRM database for all our online forms, emails, and allows us to use a credit card processor (Cardpointe) at a monthly fee, which takes processor fees later and deposits full amounts into the raffle account.

Where to promote your raffle online?

It is important to dedicate time and possibly money into advertising your raffle online and on social media. Below are resources CTU uses to design, and promote raffles across the state.

Utilitze your email lists and send regular eblasts.

Consider **creating a schedule of emails** either going to the same contacts, or segregating out those who have not purchased a raffle ticket or opened your past promotions to continue reaching out to them. This can help limit spam to those who already purchased raffle tickets.

Consider **sending one last email** to everyone (purchasers and nonpurchasers) to give everyone one last chance to purchase raffle tickets, either a few days or the day before online sales end. Make it simple and direct. Less text and more visuals or buttons.

Setup your Public Facebook Page to use Facebook Ads.

You can send targeted ads to custom audiences, your page likes, follows, and more to help sell raffle tickets through both Facebook and Instagram.

This is a great way to reach audiences that are new and not normally contacted on social media.
A great ad has beautiful, simple images or videos and direct advertising.

Example: CTU has spent from $100-$200 over 2-4 week intervals and seen that 40-60% of sales are coming from our Facebook/Instagram Ads in combination and the rest from eblasts. So it's worth it for us!

Use Canva (Canva for Nonprofits) to design all your promotional graphics for every social media platform, email, sales page etc (they have templates) and you can resize anything you need. Seriously, this is a powerful and easy tool that multiple chapter leaders can use. Plus it's *free*.

Instagram is great, but you will need to link people in your bio to purchase online.

Since Instagram doesn't allow links in posts, you will want to direct people to your bio link. You can signup for a free linktr.ee account to host multiple links on your bio link. See example of CTU's here.