

## **Raffle Committee Proposal for Reverse Raffle Drawing – NHSBFAA**

**8/7/20**

The Reverse Raffle Committee met on 8/7/20. The following is our proposal to the Executive Board for consideration and discussion in order to finalize at the General Meeting on 8/10/20 and present at the next Executive Committee for approval and a vote.

### Proposal

Due to the current circumstances with COVID, the committee has decided that it is best to plan this raffle 100% virtual and through social media. We will not call this a Raffle, but instead a Drawing.

After evaluating many platforms that best suits this description and looking at their features and benefits and cost to the NHSBFAA, we narrowed it down between RallyUp and Raffle Creator.

After more discussion and evaluation, we have decided that RallyUp is the best platform to suit our needs for this. This platform can be seen at RallyUp.com.

RallyUp has a free platform that can be utilized by the NHSBFAA where there is no cost to the NHSBFAA other than allowing donors a few extra entries into the drawings as a so-called tips to the sponsors. RallyUp does however have a 2.9% processing fee plus \$.30 per transaction for processing payments through Stipe and all payments will be processed within 2 business days. RallyUp also offers a 2.2% processing fee reduction plus \$.30 per transaction for qualified and approved 501C3 Organizations. As a group, the committee has decided to take these fees out of our overall funds raised, and not pass these along to the donors as a cost of doing business and in order to keep it simple. RallyUp allows us to also manually print tickets, link to our social media accounts, and track, maintain, and conduct, and platform this Drawing online with a user- friendly platform.

Our goal for this raffle is to sell 10000 tickets at \$20 each for a total funds raised goal of \$200,000. We have decided to give away 10% of this goal equaling \$20,000. In order to alleviate risk to the NHSBFAA, we will structure the giveaway of this 20% in the following manner:

4 Prizes of up to 10% each of the giveaway profit raised up to \$5000 max for each. We would like to do the first prize drawing the week of December 14<sup>th</sup> 2020, and the remaining 3 the week of February 22<sup>nd</sup> 2021 during Spirit Week.

Donors will be eligible to win multiple times with qualified non-winning tickets. No winning tickets will be redrawn.

Methods of promoting the Drawing selling tickets:

- 1) RallyUp
- 2) NHBFAA website
- 3) Northwood Highschool Website
- 4) Remind
- 5) Social Media Sites
- 6) Committee formed to approach businesses and individuals with information on drawing and manual tickets if necessary
- 7) Story of why this Drawing is necessary to the sports and CTE programs in the future, Budget Impact, and where these funds will be going. This needs to be distributed by Northwood, NHBFAA, and all coaches and CTE Leaders
- 8) Coordinate Communications with Northwood Phone calls, virtual learning, Open Houses, and all other means of communications to the students and parents

Additional Discussion or Questions?