

# Text Raffles

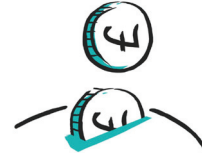
## Our tips to making your raffle a success



### Entry Prices

When setting your entry price consider your; value of prizes and prize donors, ask frequency and audience.

Raising your raffle entry price to £3 would mean your raffle has the potential to raise 3x as much as a £1 entry price. Our experience shows that raising the ticket price does not dramatically affect the number of people participating.

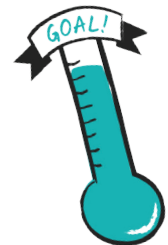


Text raffles are unlike a traditional raffle where a strip can be easily bought. Remember that each text sent is an entry to the raffle and although participants can send multiple entries there are limits. [Read more](#)

### Raffle Keywords

Keywords are automatically provided but a change should be requested through the portal. See Text Raffle Process for instructions.

Please avoid generic keywords eg GIVE, DONATE, HAMPER . We suggest using words that are specific to your Raffle and is immediately memorable and avoids homophones, if possible.



### Promoting your Raffle

Use your campaign description for your Lottery rules. You can find information about this and other Gambling Act 2005 regulations on our [website](#).

Download and use our logos and the mandatory information. Including these on your promotional materials will increase trust amongst you participants. Find these in your portal under the tab "Weblinks, Textcodes and Mandatories".

Use our Canva account to create visually engaging social media posts, posters and other communication materials. You can request this from [hello@nationalfundingscheme.org](mailto:hello@nationalfundingscheme.org).



Tweet and post regularly across your social media, talk about objectives and goals, share how to enter, celebrate prize donations and thank. Include location sign-ins for a more local audience. Create an event to build buzz and set reminders and send invites.

Communicate to your teams; front-of-house, volunteers, trustees and supporters etc. Ensure they understand how the text raffle will work and use them to guide people through the process and ask for support.

Our Text Raffle Process will provide more technical information on setting up your Text Raffle. You can request this from [hello@nationalfundingscheme.org](mailto:hello@nationalfundingscheme.org).

More information can be found on our [Text Raffle page](#). Our [News pages](#) and Campaign toolkit provides more tips, advice and best practice for digital fundraising. Examples of previous successful raffles are available in our [Case Studies](#) section.