Chance2Win Research Library: General FAQ

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An FAQ covering all major topics in nonprofit raffle fundraising. Answers provide clear, research-based guidance for organizations, volunteers, and donors.

Raffle Types

Q1: What is a traditional raffle?

A traditional raffle involves participants purchasing tickets for a single prize drawing. Each ticket has an equal chance to win, and the prize is typically fixed.

Q2: What is a Queen of Hearts raffle?

A Queen of Hearts raffle is a progressive jackpot raffle where participants select from a grid of cards. The jackpot grows until the Queen of Hearts is revealed, sustaining long-term engagement.

Q3: What is a basket raffle or tricky tray?

These formats feature multiple prizes. Participants allocate tickets across different prize pools, increasing engagement and overall fundraising potential.

Q4: What is a 50/50 raffle?

A 50/50 raffle divides total ticket sales between the winning participant and the hosting organization. The prize value varies with ticket volume, providing transparency and scalability.

Q5: What is a ball drop or duck race raffle?

These raffles link tickets to numbered objects (balls or rubber ducks) that are released in a public event. The winning object determines the prize, combining visual excitement with community participation.

Q6: Can a raffle have multiple winners?

Yes. Basket raffles and some specialized formats allow multiple winners through separate ticket pools for each prize. Additionally, a traditional raffle may have multiple prizes and a ticket is drawn for each prize from the pool of all ticket entries.

Donor Behavior and Participation

Q7: Why do people participate in raffles?

Participants are motivated by prizes, excitement, and community engagement. Structured choice, visible outcomes, and growing jackpots increase participation.

Q8: What is donor friction and how does it affect fundraising?

Donor friction refers to obstacles in the donation or ticket purchase process. High friction can reduce participation and revenue, while streamlined processes improve results.

Q9: How can nonprofits increase ticket sales?

By offering clear instructions, multiple engagement opportunities, diverse prizes, recurring participation options, and an easy checkout process.

Q10: Are online raffles effective for engagement?

Yes. Online raffles allow wider reach, easier ticket tracking, and the ability to support multiple raffle types simultaneously.

Compliance and Best Practices

Q11: Are raffles legal for nonprofits?

Yes, but laws vary by jurisdiction. Nonprofits must follow state and local regulations, including registration, reporting, and jackpot limits. States like HI, UT, WA, KS and others do not allow charity raffles.

Q12: What are best practices for transparency?

Document all ticket sales, clearly communicate rules, publicly verify draws, and maintain secure records to sustain participant trust.

Q13: What operational considerations are critical?

Accurate ticket-to-prize mapping, secure handling of funds, consistent drawing procedures, and clear communication with participants.

Q14: Can technology improve raffle administration?

Yes. Digital systems help manage multiple raffle types, automate ticket tracking, calculate jackpots, and generate audit-ready reports.

Fundraising Strategy

Q15: Which raffle type is best for long-term engagement?

Queen of Hearts and 50-50 raffles encourage repeat participation and sustained interest due to progressive jackpots. Basket Raffles also work because of the multiple prize choices and the bulk ticket packages encourage more ticket sales.

Q16: How do visual and event-based raffles impact participation?

Formats like ball drops and duck races increase excitement and community involvement, enhancing ticket sales and donor engagement. Basket raffles where prizes are well photographed can promote the prizes in a dynamic view on the right platform.

Q17: How can recurring raffles be implemented?

Schedule weekly or monthly drawings, track participant history, and provide clear communication to create predictable engagement cycles.

Q18: What role does prize variety play?

Offering a mix of prizes appeals to different interests, increases ticket allocation across prizes, and maximizes overall participation.

Q19: How do nonprofit organizations track fundraising performance?

Track ticket sales, participant behavior, jackpot growth, and event attendance to assess success and inform future campaigns.

Q20: What are emerging trends in raffle-based fundraising?

Digital raffles, interactive public events, recurring programs, and integrated donor data tracking are increasingly common and effective.

This FAQ is intended for educational purposes only and reflects observed nonprofit fundraising practices. It does not constitute legal, financial, or regulatory advice.