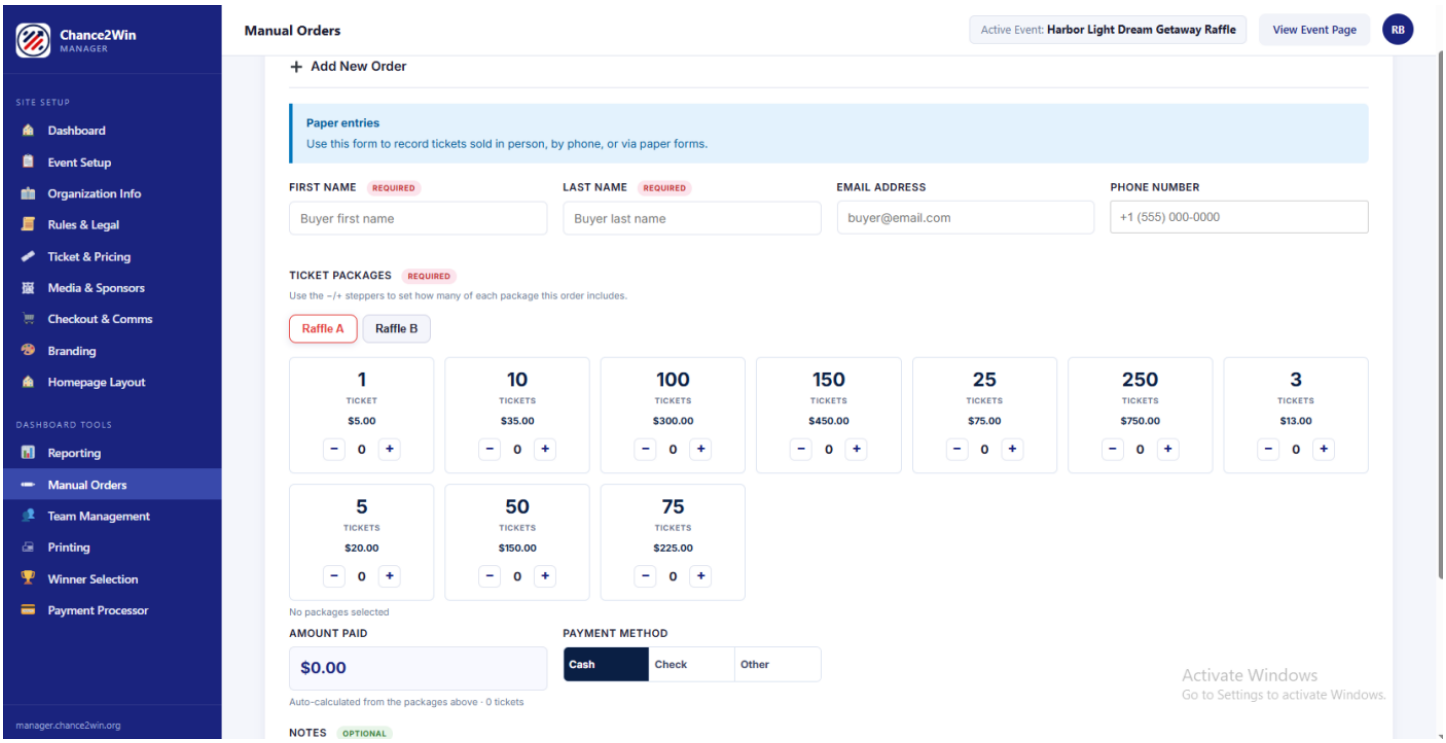
Ticket Packages

Selling Tickets · https://chance2win.org/research-library/ticket-packages/

Remember how Section 4: Tickets & Pricing handled how tickets are *numbered*? This is where the actual *prices* live — the bundles supporters choose from at checkout. It's one of the most important screens in the whole platform, because bundle design drives your total raised more than almost anything else.



Ticket Packages builder with submitted packages list

Building a package

Enter a **ticket count** and a **price** (minimum $1.00 per ticket), then **Save Package**. Repeat for each tier. A **"Submitted Packages"** list shows every bundle with its publish status and submission date.

Reality check. New packages get a quick review by our team before they go live — a safety check, not a delay. If you're on a deadline, build them a day ahead so they're published and ready when you launch.

How many tiers, and why bundles win

Offer three or four tiers: a small entry point, a middle option, and a bigger "supporter" tier. The math is not subtle — single-ticket buyers average around **$11 an order**, while bundle buyers average around **$64**. Same people, same cause, framed differently.

Pro tip. Price the middle tier as the obvious best value — it's where most orders land. That one pricing decision does more for your total than a week of extra promotion.

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Manual Order Entry