

2019 FUEL THE PASSION

Auto Raffle & Add-On 50/50 Bonus Raffle



To Benefit the Athletes of

Special Olympics
Idaho



Ticket Sales HANDBOOK

THANK YOU for supporting the athletes of Special Olympics Idaho by participating in the 2019 **Fuel the Passion Auto Raffle and Add-On 50/50 Bonus Raffle.**

We have designed this handbook to provide you with useful information and instruction to use throughout the raffle campaign. I ask that you take the time to read through this handbook and become familiar with the processes and ideas presented so that you can take full advantage of all the available materials and sales strategies.

if you have questions or comments about this handbook, the raffle, or any of the other ticket sales materials, refer to the contacts listed on the back cover and let us know. We'll be happy to assist you.

Remember that many ticket sales materials (including more handbooks) will be available to you on our website at www.idso.org and all materials can be ordered in quantity from the Chapter office.

Once again, THANK YOU for participating in this exciting fundraiser to support the athletes of Special Olympics Idaho. We urge you to set your sales goals high by **Fueling the Passion** for our athletes!

All the best,



Laurie La Follette
CEO

OFFICIAL RULES & QUICK FAQs

Official Rules

1. Entrants must be 18 years of age or older
2. Special Olympics Idaho Employees, Board Members, and their immediate families (spouse, children) are not eligible to win
3. All title and registration fees associated with the prize are the responsibility of the winner. ***The winner will not have to pay Idaho sales tax on the vehicle.***
4. All prize deliveries will occur within 30 days or less of drawing
5. **Winner does not need to be present to win.**
6. **Tickets cannot be sold outside of the state of Idaho. For those local programs who serve athletes from Oregon and Washington, you can sell tickets to out-of-state residents if they purchase the ticket while they are in Idaho and the purchaser will fill out a form stating they purchased the ticket(s) in Idaho.**
7. **Online ticket sales will be available as well.**
8. Add-On 50/50 Bonus Raffle Tickets **must** be purchased in conjunction with a Car Raffle ticket(s). There is no limit to the number of Add-On 50/50 Bonus Tickets that can be purchased as long as a Car Raffle ticket was purchased first and the Add-On Tickets are purchased at the same time.
9. Due to Idaho Lottery Rules that only allow a cash prize of \$1000, this year, the Add-On 50/50 Raffle will be a "rolling" raffle so that when the jackpot reaches \$2000, SOID will draw a ticket for the winner of half the pot (\$1000). We have the option of doing up to 11 Add-On 50/50 Raffle Drawings, which includes the final drawing on June 1, 2019. SOID will try to ensure that the last drawing jackpot has \$2000, so all winners will receive the maximum prize of \$1000. However, to be on the safe side, the marketing materials say prize of "Up to \$1000 maximum."

Quick FAQs (frequently asked questions)

Why are we having a raffle?

- To raise funds to carry out the Mission of Special Olympics Idaho throughout the state of Idaho
- To create a statewide turn-key opportunity for Local Programs (teams) to raise funds
- To create opportunities for public education about Special Olympics Idaho programs

Who will be selling tickets?

- ANYONE and EVERYONE CAN!
- The Board, Chapter staff, Area staff, Local Programs, Athletes, Family members, Volunteers, Businesses, Law Enforcement Torch Run

Who can win?

- You can!! ... If you are 18 years or older and you are NOT a member of the Board or paid staff, and NOT a member of their immediate family

- All other persons 18 years of age or older: athletes, volunteers, family members, community members, co-workers ...!

How long will tickets be for sale?

- Tickets are on sale from February 2019 up until right before Closing Ceremony at State Summer Games on June 1, 2019. Winner need not be present to win. However, all sold ticket stubs need to be at the SOID offices by **NO LATER THAN MAY 30**.

When is the raffle drawing?

- The drawing will be June 1, 2019, at approximately 7:00 pm during Closing Ceremony at College of Idaho.
- **You DO NOT NEED TO BE PRESENT TO WIN (that's why it's VITAL to include a phone number on each ticket stub!).**

How do the Athletes benefit?

- Local Program ticket sales ensure that Athletes have new uniforms, equipment and quality training opportunities
- Staff, Board, Business and Law Enforcement Torch Run ticket sales ensure that Athletes have quality State and regional and world level competition and leadership opportunities

More Quick FAQs

Where do I get tickets?

- Complete the enclosed Ticket Request form and mail or fax it to the Chapter office - your tickets will be sent out within two days of when we receive your completed request
- For faster response / service you can submit your request on-line through our Website www.idso.org click "online ticket request," it's that easy!

Will there be any kind of training offered?

- Yes! Plenty of helpful materials will be sent along with your tickets

What do we do with our ticket stubs and money?

- Turn in all raffle money, ticket stubs and paperwork to the Chapter Office (see *Ticket Sales Process* for details)
- Be sure to include a completed Sales Reconciliation form (see *Sales Reconciliation Process* for details) and convert cash to check or money order

When do tickets have to be turned in?

- Raffle money, ticket stubs and paperwork should be turned in to the Chapter office at least weekly during the selling period.
- All remaining money, ticket stubs, paperwork and unsold tickets must be in the Chapter office by May 30, 2019. if you are mailing them in make sure to allow enough time to meet the deadline.

Why do we have to keep track of the ticket numbers?

- All tickets must be accounted for to meet the requirements of the State Lottery Board and our auditor's scrutiny.
- To accurately and fairly account for monies raised for Special Olympics Idaho programs

Can we accept credit cards?

- Raffle tickets may be purchased via credit cards by having buyer fill out the credit card form. Buyers must designate your team on the form for you to be credited with the sale so be sure to remind them of this. We accept all major credit cards. Buyers can also purchase online at www.idso.org and will have the option of designating your team.

Where do we go with other questions???

- Look on the back cover of this handbook for contact names, phone numbers and e-mail addresses

Sales Training

Please contact anyone listed in the booklet if you need ideas about selling the tickets. Your athletes are your best sales people! Parents, coaches and volunteers can certainly tell their own stories as to why Special Olympics is important to them. Think about having a contest as to who can sell the most tickets within your own local program. Reach out to businesses that support you or employ our athletes to see if you can set up a table on a weekend and sell raffle tickets. Think about selling raffle tickets at your churches or schools or retail stores. The ideas are endless!

Ticket Tracking Process

All tickets must be accounted for, whether sold or unsold! This Ticket Tracking Process was designed to meet the requirements of the State Lottery Board and our auditor's scrutiny. Your adherence to this process will ensure the accurate and fair accounting of monies raised for Special Olympics Idaho programs.

You have been assigned consecutively numbered Raffle Tickets, packaged in groups of 25. As the "Ticket Coordinator", you have the responsibility of accounting for ALL of these tickets, either as SOLD ticket stubs or UNSOLD tickets. Therefore, it is essential that you keep a record of which tickets you assign to other sellers and to whom you assign those tickets. To make this easy, we have designed a simple "Ticket Tracking Sheet" which you received in your sales packet with your tickets.

The "Ticket Tracking Sheet" is to be filled out by you (the Ticket Coordinator, LPC or group leader) at the time you assign tickets to the individual who will sell the tickets. If you plan to sell all of the tickets yourself, you may not need to use this form.

EXAMPLE: Mr. Seller has agreed to sell 50 tickets for your group. You assign him a group of 50 tickets. Let's assume the first ticket number in this sequence is 10001 and the last

number is 10050. On the "Ticket Tracking Sheet" enter the first ticket number (10001) in the "From#" column and enter the last number (10050) in the "To#" column. Enter the name "Mr. Seller" in the "Assigned To" column. Enter Mr. Seller's daytime phone number so you can easily follow up with him on how sales are progressing. Enter the date that you assigned the tickets to him in the "Date Out" column. When Mr. Seller returns his sold ticket stubs and/or unsold tickets, once again enter the "From#" and "To#" sequence of the tickets he is returning (he may not return all of his tickets at once). Again make note of his name and this time write the date he returned his tickets in the "Date In" column.

Ticket Tracking: BEST PRACTICES

- Keep all unsold tickets and ticket stubs together in a safe, dry, secure place
- Always assign or sell tickets in consecutive order starting with the lowest ticket number
- Be sure to count your tickets to ensure their sequential order (none missing, none out of order) when you assign tickets AND when tickets are turned in to you
- Use the Ticket Tracking Sheet or a similar schedule to keep track of all the tickets and sellers in your group

Ticket Sales Process

Now that you have received your tickets you can actually begin to sell them! Selling anything can be frustrating if you aren't prepared to answer a few questions about the product or the cause you are selling. This year's Auto Raffle not only has a great "cause," supporting the Athletes, but offers a terrific "product", the chance to win the Grand Prize of the 2019 Toyota RAV4 LE AWD SUV, valued at \$29,259.00, AND there will also be a second place prize of a \$1000 Amazon Gift Card, and a third prize of a \$500 Amazon Gift Card for just \$10. Also, we have the Add-On 50/50 Bonus Raffle. Tickets are only \$5. Once the jackpot hits \$2000, SOID will draw a ticket for a winner to receive a \$1000 cash prize (one-half of the jackpot). There is a chance for SOID to conduct 11 separate Add-On 50/50 Raffles (which includes the final drawing on June 1.). SOID will try to ensure that each drawing will yield the maximum cash prize of \$1000. However, for marketing purposes, the language states "up to \$1000." This will cover SOID should the final jackpot fall short of the \$2000.

With that combination you and your group should have no trouble meeting your sales goals. Nonetheless, we have provided you with a few items which we think will help you present the Auto Raffle to your ticket sellers and/or ticket buyers. Be sure to check out the Materials section of this handbook for a full description of all the materials that you've received with your tickets.

It's important to go over the details of how you (or other sellers) will handle the actual ticket sale before you get caught up in the excitement of selling. So before you start to practice your perfect sales pitch, take a few minutes to review the Ticket Sales Process outlined below. Then, think through the details of how you will accomplish your sales goals.

WHAT THE CUSTOMER (BUYER) NEEDS TO KNOW

- Why Special Olympics Idaho is having an Auto Raffle - To support the Athletes and the programs; be specific about the needs of your Local Program and number of athletes who participate.
- A description of the Auto – use a Poster or Sales Aid to help you describe it (see Materials)
- The price of tickets - all raffle tickets must be sold for \$10.00 each. There is NO discount for volume buying!
- Buyer keeps the Ticket Claim from each ticket sold – the big end of the ticket (see sample page 9) and **MUST PRESENT THIS STUB IN ORDER TO CLAIM THE CAR.**
- The money - total number of tickets times \$10.00; cash or check
- Complete contact information – ask the customer to **PRINT** their full name, address and phone number on the Ticket Stub.
- The Ticket Stub from each ticket purchased - the little end of the ticket with their contact information on it (see sample below)
- “Up Sell” the customer and invite them to purchase Add-On 50/50 Bonus Raffle Tickets for only \$5 each! Add-On Raffle Tickets must be sold in conjunction with the purchase of a Car Raffle Ticket first.

Ticket Sales: BEST PRACTICES

- Keep your sales materials together in a portable bag or box so it will be easy to carry and keep track of
- Be prepared! Have your sales materials on hand whenever you think you may be able to make a sale
- Always make sure that the customer pays for the tickets at the time of the sale
- Always make sure that the customer’s name, address and phone number are complete and readable
- Return all tickets and ticket stubs to a safe, dry, secure place at the end of each sales day
- Always assign or sell tickets in consecutive order, starting with the lowest ticket number

2121

Name John F Doe


Address 14 North Smith Ave.
Anderson, ID 80808


Phone (208) 000-0000

**Sample TICKET STUB
(completed)
goes to Chapter office**

#2121

Drawing will be held on June 1, 2019. . Winner need not be present to win. Tickets at \$10. Must be 18 years of age or older to participate.



Sponsored by TOYOTA 
Net Proceeds to Benefit Special Olympics Idaho

Sample TICKET CLAIM

goes to ticket buyer

WHAT TO DO IF YOU NEED MORE TICKETS

- Complete the enclosed Ticket Request form and mail or fax (208) 323-0486 or email (llafollette@idso.org) it to the Chapter office - your tickets will be sent out within three days of when we receive your completed request. All forms and printed collateral are available and downloadable on the web site www.idso.org under events.

Sales Reconciliation Process

The "Reconciliation Process" is designed to account for your tickets, your sales revenue (money) and to ensure that proper credit is given for sales. Throughout the Auto Raffle campaign it is essential that you reconcile and report your ticket sales regularly. We have provided you with a Sales Reconciliation form that matches your sales group (Local Program OR Chapter/LETR/BOARD/BUSINESS). Complete this form at a minimum bi-monthly (each time you turn in sales revenue) following the instruction on the reverse side of the form and send it (or hand deliver) along with the matching ticket stubs and sales revenue to the Chapter office.

NOTE: Your total sales revenue reported MUST always equal the total number of tickets sold multiplied by \$10.00. Ticket stubs WILL NOT BE ENTERED into the official drawing and sales WILL NOT BE CREDITED unless the Total Dollars turned in equals the Total Sales. When cash is reconciled, if cash is short, the Local Program (or Ticket Coordinator) must cover the sales shortage.

Sales Reconciliation: BEST PRACTICES

- Reconcile often! Reconciling on a regular basis ensures that you have the correct amount of money for the total number of tickets that have been sold
- Use a separate reconciliation form for each source of sales to ensure proper credit; i.e., per individual, per team, etc. You may, however, submit multiple forms with a single money order or combined monies
- Keep a copy of your Sales Reconciliation Forms for your record, make note of the date that you mailed or delivered it to the Chapter office
- DO NOT MAIL CASH, convert all cash to cashier's check or money order before mailing!

All ticket stubs, money and unsold tickets must be returned to the Special Olympics Idaho Chapter office no later than MAY 30, 2019

Return to: Special Olympics Idaho, 199 E. 52nd Street, Garden City, Idaho 83714

Materials Available

Following is a list of materials you have received along with your tickets:

COLOR RAFFLE POSTER – use the Color poster when presenting the Raffle to groups or businesses. Ask local stores if you can display a color poster in their storefront or on a community bulletin board. Post a few color posters in public event areas (that allow you to post them).

HANDBOOK – be sure to review all of the Handbook prior to launching your sales campaign. It explains the entire process.

SHARE EXPLANATION – graphically shows how this joint fundraiser can help your Team!

INCENTIVE EXPLANATION – outlines great prizes to be won by individuals and team ticket sellers!

TICKET RECONCILIATION SHEET – see detailed explanation on page 10. A MUST!

SAMPLE LETTER TO SERVICE/CIVIC GROUPS – a suggested format of introduction to groups in your Area.

TICKET REQUEST FORM – quick and easy way to obtain more raffle tickets.

FAQs SHEET – one more way to get answers to questions!

TICKET TRACKING SHEET – a suggested way to keep track of the raffle tickets sent to you.

**Use this sample letter to recruit local Businesses/Organizations
to help your team sell tickets**
(TEAM/AREA LETTERHEAD)

DATE
CONTACT NAME, TITLE
SERVICE/CIVIC GROUP NAME
ADDRESS
CITY, STATE ZIP

Dear [CONTACT NAME],

On behalf of the 3000 athletes who participate in Special Olympics Idaho, thank you for the support you have given to our program. Because of the tremendous support of community-based volunteer service organizations such as yours, we can continue to provide quality year-round sports training and athletic competition to the thousands of children and adults with intellectual disabilities throughout Idaho.

We are excited to announce the kick-off this month of our 2019 **Fuel the Passion** Auto Raffle. Tickets are \$10 each. This year is even more exciting because in addition for a chance to win the Grand Prize of the 2019 Toyota RAV 4 LE AWD SUV, valued at \$29,259.00, there will also be a second place prize of a \$1000 Amazon Gift Card, and a third prize of a \$500 Amazon Gift Card! Also, we are offering an Add-On 50/50 Bonus Raffle where the winner will receive half the jackpot not to exceed \$1000. Add-On Raffle Tickets are only \$5 each.

All monies generated from this raffle will be used to ensure a greater than ever number of opportunities to a growing number of athletes!

We would like to invite you and members of your organization to be a part of this exciting campaign. It is easy for [ORGANIZATION] to become involved: just give me a call at your convenience and I'll be happy to provide more information to you. You can reach me at (phone number; day, evening) or (e-mail address).

As always, we appreciate your support and welcome your input. Thank you for making a difference and helping to Inspire Greatness throughout Idaho!

Respectfully yours,

Contact NAME
TITLE

CONTACTS

Phone: (208) 323-0482

Fax: (208) 323-0486

Website: www.idso.org

Laurie La Follette—ext 1— for questions regarding overall raffle sales ideas, marketing materials and raffle tickets.

llafollette@idso.org

Shannon Reese— ext #3 - questions regarding Publicity and Torch Run and ideas for locations to sell tickets.

Shannon@idso.org

Allison – ext #4 – for questions regarding Finance/money tracking

Allison@idso.org

Dallas Leatham – ext #2 – for questions regarding Website or finances

dleatham@idso.org