

Event:

Date:

Location:



QUESTIONNAIRE

- 1.** Why are you hosting a raffle? What specific goals are you trying to achieve?

- 2.** Who is your target audience?

- 3.** What prize(s) will you offer?

- 4.** What do you want to get from participants in return?
(E.g., phone number, email address, data, survey answers, brand exposure.)

- 5.** How will you promote the raffle before, during, and after the show?

- 6.** How will people enter the raffle (physical forms or online)?

- 7.** How will the raffle work? When will it start and when will it end? How will you select the winner(s)? How will the winner(s) be announced and contacted?

- 8.** Are there any legal requirements you must be in compliance with?
(E.g., state and federal regulations, industry regulations, displaying contest terms and conditions, etc.)

- 9.** What follow-up steps will need to be completed, and who will take responsibility for them?
(E.g., sending thank-you emails to participants, following up on leads, sending post-event surveys to participants, etc.)

CHECKLIST

- Create SMART (*Specific, Measurable, Achievable, Relevant, Time-Bound*) goals for the raffle.
- Decide on a grand prize.
- Decide on any secondary prize(s).
- Order all prizes.
- Make a plan for pre-show promotion (*Social media, email, etc.*).
- Make a plan for on-site promotion (*Signage, flyers, social media, prize displays, etc.*).
- Make a plan for post-show promotion (*Photo of the winner, social media, etc.*).
- Order all promotional materials.
- Print the physical signup forms or set up the online signup form.
- Prepare any additional items you need from participants besides their signup information, such as a survey.
- Coordinate with your booth designer to make sure there is space to hold the raffle and accommodate for visitors, staff, signage, sign-ups, and prizes.
- Train staff on how to run the raffle, including when it starts, how to sign people up, when it ends, how to select the winner(s), and how to announce and contact the winner(s).
- Assign all follow-up steps (*E.g., sending thank-you emails to participants, following up on leads, sending post-event surveys to participants, calculating the raffle's ROI, scheduling a post-mortem on the raffle, etc.*).
- Ensure compliance with any legal requirements.

