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RAFFLES

Pump those ticket sales with Conversations + Face-to-Face Selling

The most effective way to sell raffle tickets is face-to-face, or in-person. Use this worksheet to help you plan who and how you will have conversations with in order to make face-to-face sales.

Why sell in person?

- Personal conversation significantly heightens the emotional connection to your cause.
- People are busy. Their best intentions of buying tickets often are forgotten. An in-person interaction where they purchase on the spot is alway more effective.

Use this guide to write down who and how you can speak with to make sales.

Ready to Dive In?
We've curated a planning sheet to streamline your outreach strategy.

1. Download the Planning Sheet provided.
2. Kickstart with your Inner Circle, listing down contacts and personalizing your outreach strategy.
3. As you build confidence, extend your reach to your Intermediate Network.
4. To increase your sales even further, tap into the broader community

Need to raise a higher amount of funds? Combine these concurrently, seizing opportune moments to share your cause and sell tickets.

Use this worksheet as your brainstorming companion, assisting in jotting down potential contacts and outlining your strategy across all circles.

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Circle #1

Your Family, Friends and other close contacts.

The easiest place to start with your face-to-face sales are the people you know best.

By starting with the people closest to you, you can just focus on having a casual conversation with them, without worrying about having a perfect sales pitch. Depending on how much you need to raise, this may be enough OR you can branch out as Phase 2.

Here are some ideas and tips to get you started, then head to the next page and write a list of who you will speak to, and where or how.

Over coffee or a causal visit
When you catch up with a friend or family member, use this as an opportunity to share with them the last on your Rep Journey and mention you fundraising efforts. Ask them if they'd be interested in buying tickets.
Yes? Grab out your phone and have them scan your QR code. Get them to buy on the spot so they don't forget.

Family and friend get-togethers
Utilise gatherings like reunions, parties or family events. These intimate settings can create a supportive environment for ticket sales. Your Raffle App makes it easy to sell ticket anywhere at anytime, so consider any social setting an opportunity to sell tickets. Also encourage them to spread the word among their own connections.

Workplace
Your workplace can be an excellent place to sell tickets especially when you work in a large organisation. Walk around your office, department or entire building and engage your colleagues in-person.

Notes

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Family, Friends & Others

Take 5 minutes to write a list of who you think you could speak to. Start with the ones you know will jump at the chance to support you.

Here are some ideas to get you started.

Parents (Mum, Dad)
Siblings (Brother, Sister)
Grandparents (Grandma, Grandpa)
Aunts and Uncles
Cousins
Close Friends
Best Friends
Neighbours (especially those you've known for a long time)
Close Co-workers (if applicable)
Close classmates (if applicable)
Childhood Friends
Godparents
In-laws (Brother-in-law, Sister-in-law, etc.)
Family Friends
Sports Teammates or Club Members (who you are close with)
Mentor or Coach (if you have a close relationship)
Parent's close friends
Significant Other/Partner/Spouse
Former Roommates (who you are still in touch with)
Members of any close-knit community groups you belong to (like a book club, hobby group, etc.)

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PLANNER

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Circle #2

Your Immediate Networks

Now let's plan how you will connect with your networks... these are people who know of you know through sporting groups, school communities, etc.

Take 5 minutes to write a list of who you think you could speak to. Start with the ones you know will jump at the chance to support you.

Here are some ideas to get you started.

Your sporting club
Players, supporters and officials in your club already know you. You're a star!

A representative player in the sport they all love. They are keen to see you do well, both personally and as a representative of the club they love. This is likely to be your biggest audience of ticket buyers.

During home games, you have a captive audience, so direct interaction and engagement are key. Move through the crowd and sell tickets, or set up in a prominent location at the ground, where everyone has to walk past you.

Don't forget to reach out to the members of other sporting clubs and teams you belong to, even if it is off-season.

School or educational facility
Sell tickets at your school, Tafe or University. You'll receive even more support if you, or your child are representing that institution. Engage with students, parents and faculty members.

Sporting clubs in your competition
Additionally, use game days (home and away) to engage with the opposing team's players and supporters. After all, everyone shares an interest in the same sport and many will support you on your rep journey. At away games, focus on creating a compelling narrative that appeals to the hosting team's supporters.

Club sponsors
Approach your club sponsors. They already have an affiliation with your club and are vested in its success. Offer ticket sales in bundles and explain how these directly support your journey (ie $200 in tickets covers my uniform, $400 pays for return flights)

Gyms and Fitness Centres:
Consider gyms and fitness centres where the athlete is known. Patrons and staff who might have an interest in sports and supporting a fellow member.

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My Intermediate Networks

Who & How?

DONE

Circle #3

The Wider Community

Now let's plan how you how you will tap into the broader community.

Take 5 minutes to write a list of who you think you could speak to. Start with the ones you know will jump at the chance to support you.

Here are some ideas to get you started.

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School or educational facility
Sell tickets at your school, Tafe or University. You'll receive even more support if you, or your child are representing that institution. Engage with students, parents and faculty members.

Local sporting events
Attend similar sports events within your community where your target audience is likely to be present. Here, your focus should be on common ground and a shared interest in sports. Engage in discussions about the local sports community.

Local residents
Sell tickets door-to-door. Ensure you or your child are dressed in rep uniform (even if it is last years). This gives instant credibility. This is something your child could do by pairing up with another rep from the same team. Consider printing out pamphlets to leave behind for those who may not be available at the time of your visit.

Malls or shopping centres
This will need to be organised through centre management. This opportunity is normally only provided to not-for-profit organisations, so you will need the support of your club or sporting body. Team up with a number of other reps or parents for the day. Use visuals and concise, impactful messaging. Capture interest within the first few seconds and have a quick and efficient sales process in place.

Other sporting venues
Target places you frequent, where people engage in fitness or leisure activities. Places such as the gym, pool, beach, park or leisure centre. Utilise these environments to engage with individuals who share an interest in sports or physical activities like you do.

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Local businesses or contractors you use
Call on existing relationships you have with businesses or contractors and ask them to buy tickets. You support their business, hopefully they will feel more inclined to support you back. Ask them to display a poster in their establishments and sell tickets to other customers for you. Highlight your regular patronage and how their support would mean a lot to you.

TIPS:

- **Community Engagement:** Attend community events, introduce yourself, share your story, and sell raffle tickets.
- **Local Partnerships:** Partner with local businesses to sell raffle tickets or host joint events.
- O**nline Advertising:** Run local targeted ads on social media platforms to reach a wider community audience.
- **Engage with Local Influencers:** Connect with local influencers who can promote the raffle to a wider audience.
- **Press Releases:** Send press releases to local newspapers and radio stations to cover your fundraising campaign.
- **Utilise Local Bulletin Boards**: Post flyers on community bulletin boards in supermarkets, libraries, and community centres.
- **Virtual Events**: Host virtual events or webinars to reach out to the community and explain your cause and the raffle.
- **Transparency:** Be clear about where the funds are going and how they will support your sports representation journey.

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My Wider Community

Who & How?

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My Notes

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