



# UW-Parkside Fundraising Manual



University Activities Office  
Student Center L104  
Hours: Mon-Fri 8:00am–4:30pm  
Phone: 262-595-2278; Fax: 262-595-2776

*University  
Activities*

Modified from University of Wisconsin Milwaukee's Student Activities Fund Raising  
Manual - July 2010

# Table of Contents

<b>UW-Parkside Policy on Fundraising &amp; Solicitation.....</b>	<b>3</b>
<b>Introduction.....</b>	<b>4</b>
Fundraiser Definition.....	4
Why Fund Raise.....	4
Fundraising Success in Seven Steps.....	4
<b>Instructions for Putting together a Fundraising Event.....</b>	<b>6</b>
<b>Quick Tips.....</b>	<b>7</b>
<b>Fundraising Do’s and Don’ts.....</b>	<b>8</b>
<b>Types of Fundraising.....</b>	<b>8</b>
Commission Sales.....	8
Donations.....	9
Activities.....	11
Services.....	11
Special Events.....	12
<b>Ideas from University Activities.....</b>	<b>13</b>
<b>More Ideas.....</b>	<b>13</b>
Things You Can Sell.....	13
Things that Support Academics.....	14
Fundraisers that Support Physical Activity.....	14
Things that Support the Arts.....	14
Sport Related Items.....	14

Things that Promote the School.....	14
Things that Involve the Community.....	14
Things You Can Do.....	14
<b>Appendix.....</b>	<b>15</b>
Raffles.....	15
Fundraising Links.....	16
University Raffle Guidelines Form.....	17
University Solicitation and Fundraising Request Form.....	19

## **UW-Parkside Policy on Fundraising and Solicitation**

- All solicitation, distribution and/or fundraising activities that are held must be sponsored and coordinated by a registered student organization or university department and approved by the University Activities Office. **Solicitation of businesses requires pre-approval for products, services, and financial contributions.** A completed authorized Fundraising and Solicitation Request form must be turned in and approved by University Activities prior to any solicitation and fundraising.
- Fundraising through the sale of food also needs to be approved by Dining Services.
- If the profits from a fundraiser are to be deposited into the private account, the related expenses must be charged to the private account. If the expenses from a fundraiser are charged to the organization’s 128 (segregated fee) account, then the proceeds must be deposited into the 128 account.
- If the organization is buying merchandise for resale, obtain UW-Parkside’s tax exempt number from the University Activities Office before the purchase is made to avoid paying double sales tax.
- Please let the University Activities Office know if a business needs a letter confirming their donation as a tax deduction. We would be happy to send one on your behalf.

### **Remember!**

Fund raising deposits made are subject to 5.5% sales tax.

# Introduction

**Fundraiser (University Definition):** Any income producing activity regardless of whether or not the activity realizes a profit.

## Why Fund Raise?

Fundraising allows student organizations to:

- Cover expenses (i.e. food, gifts, prizes)
- Contribute to charities
- Plan events and projects
- Create financial reserves for future programs
- Raise campus awareness of organization

## Things to Consider

- Do your homework before you ask for money or settle on a fundraiser
- Does the event allow for possible co-sponsorships with academic departments, the administration or with other student organizations
- Look for corporate or foundation grants that fit your program. For Example, the CHS Foundation offers grants of up to \$1,000 for campus-sanctioned clubs and organizations that have an agricultural focus.

## Fundraising Success in Seven Steps

1. **Think Positively:** As you plan for the year, think big and dream a little. Ask yourself, “If money were not an issue what would the group do?” It is generally easier to scale down your organization’s plans than to scale up mid-year. Begin by assessing the feasibility of your goals based on the resources available. A dose of realism is needed at this stage, but remember to remain positive.
2. **Establish Financial Goals:** If you do not know where you are going, you will never know if you have arrived. Organizations should develop an annual budget. The development of a budget should follow, not precede, the establishment of your organization’s positive, but realistic, goals for the year. Making the group’s plan fit the budget rather than making the budget fit the plan is a common error of unrealistic organizations.

Create separate, detailed budgets for activities that will require funding. Call several vendors to solicit the best possible deals for goods and services. Remember to figure in hidden expenses like sales tax, office supplies, or copies. Once a budget of proposed expenses is developed, it must be reviewed against existing resources. The specified dollar figure, beyond existing resources that will be required to complete the group’s program for the year, becomes the group’s fund-raising target. If this figure is large, do not panic; it is time to be both creative and realistic.

3. **Develop Creative Fundraising Alternatives:** Once you have established a financial target, identify all potential sources of funds and develop creative ways to tap these sources. Successful organizations utilize multiple

approaches to fundraising. Other things to look for when raising money are methods to barter (e.g., speakers who will donate their time in exchange for experience or a chance to plug an organization or cause).

4. **Establish A Fundraising Plan:** Fundraising is like any other group project; it cannot happen successfully if left to chance. Successful fund raising requires careful planning. Answer the basic planning questions — Who? What? When? Where? and Why? (See steps to fund raising in next section.) As you creatively explore approaches to fund raising, it is important to balance the costs to the organization. (For example, required outlay of time and of human resources, material and existing financial resources, the risks involved in fund raising, any potential liability, and the possible loss of resources or good will.) If the risks are greater than what the group wishes to assume, it is time to go back and revise the organization's overall goals for the year to reflect a reduced financial base. Once a fund-raising plan is developed, write it down.
5. **Obtain Organizational Commitment:** If only a few members will implement your plan, it will fail! It is imperative to gain organization support and commitment. Brainstorming fundraising ideas and discussing your proposed strategy in small groups and incorporating members' ideas are a good start to gaining support for the project.
6. **Follow University and Community Procedures:** Many fund-raising activities require prior University or community approval, particularly for sales and solicitation activities. For example, before your organization solicits money, products, services, or endorsements you must complete the Solicitation & Fundraising Request form. Copies of this form can be found in the Involvement Center under the org mailboxes or in the University Activities Office. In the appendix of this manual is a copy of the Solicitation & Fundraising Form. Also, some activities are restricted or prohibited under University policy or state law. You should be familiar with both the approval procedure and limitations before you undertake a fundraising activity. A University Activities Office staff member can assist you with this process. Also in the appendix is another form you will need if you are planning on using a raffle as part of your fundraising. It is UW-Parkside's Raffle Guidelines form.
7. **Evaluate Fundraising Activities:** In order to determine your level of success, maximize learning opportunities and advise future leaders of the organization. It is necessary to evaluate your fundraising activities. This evaluation should go beyond a simple comparison of the dollar goal to the amount raised. It should include a qualitative analysis and conclude with recommendations for future fundraising activities.

## **Basic Step by Step Instructions for Putting Together A Fundraising Event**

1. Hold a planning meeting for the event
2. Set fund-raising goals (set high, but realistic goals)
3. Brainstorm ways to reach your goals (set creative themes and build out)
4. Things to consider when choosing an activity:
  - Are there any campus or community needs?
  - Cost benefit analysis- amount of time, people and logistics involved vs. the possible funds to be raised
  - What is the interest and commitment level of the organization's members to the project
  - Does the activity fit the organization's image/purpose
5. Check campus/local/state policies and laws to determine if permits, insurance, etc. are needed
6. Determine your costs and develop a budget
  - Be sure to include any hidden costs, e.g. publicity, postage, taxes, etc.
  - Determine what your organization's initial investment will need to be
  - Determine the break-even point
  - Reevaluate goals and determine if the monetary risk is worth taking
7. Delegate tasks to org members. Who is in charge of food, marketing, entertainment, etc?
8. Start a list of necessary equipment and supplies
  - Include all equipment, materials, and supplies. Include cash box if necessary
  - Try to get donations of materials and merchandise from members.
9. Establish an event plan and timeline
  - Be sure to stick to it.
  - List every task that needs to get done.
  - Separate your needs in terms of people, money and resources.
  - Be prepared, some events may take a long time to organize properly.
10. Select a room or location and if the event is outdoors be sure to have an alternate location indoors.
11. Get all contracts and agreements in writing and signed at least 30 days prior to the event
12. Develop your marketing plan. Use handouts, posters, window painting, bridge tables, etc. to let people know about your event. Each org member should be expected to actively market the event.
13. Day of event:
  - Make sure the volunteers know what is expected of them. Communicate what you need from them.
  - Be personable. Say thanks to everyone who comes even if they don't donate, good manners matter.
  - Tell people what their donation will do. Inform them on how their contribution matters and helps the cause.
14. After event, be sure to clean up the area. Don't make people think twice the next time you ask for space.

15. Secure deposits and keep a close record of all money spent and taken in.
16. Send out thank you letters to everyone who donated their time, money, or materials.
17. Evaluate the event. Pin point the weak spots and make recommendations for future fundraising events.
18. Present the evaluation to the org members at the next meeting. Allow for their input.

If you have any further questions or would like to set up an individual appointment to get more advice, feel free to contact the University Activities Office.

Tony Kwiatkowski  
Assistant Director  
262-595-2279  
[kwiatkow@uwp.edu](mailto:kwiatkow@uwp.edu)

Terri Portee  
Program Associate  
262-595-2200  
[portee@uwp.edu](mailto:portee@uwp.edu)

## Quick Tips

1. Set feasible goals
2. Motivate your members to buy into your plan
3. Keep your purpose in mind
4. Be polite and courteous
5. Plan ahead and start early
6. Always thank contributors and workers
7. Stay organized
8. Don't be afraid to try something new
9. Its okay to fail
10. Remember to have fun

# Fundraising Do's and Don'ts

- Do double work (sell t-shirts at your dance or any other event).
- Do obtain as many donated supplies and services as possible.
- Do keep good records of everything you do
- Do have specific goals.
- Do your homework on immediate needs and your final goals.
- Do get your org members together before and after every event to applaud success and to evaluate.
- Do think positively.
- Do use multiple fundraising approaches.
- Do thank anyone who helps or contributes to your event.
- Do keep track of those who have supported you in the past.
- Do be energetic, creative, and enthusiastic.
- Don't ask for a fixed price when a donation or in kind service will do .
- Don't assume all donors will remember to pay, remind them.
- Don't expect too much from your members.
- Don't have a fundraiser based on impulse, plan them out carefully.
- Don't let the treasurer handle all the responsibilities, spread it around.
- Don't wait until the last minute for anything, be prepared and plan ahead.
- Don't let one person have complete control of the finances, have at least one other person to verify the transactions.
- Don't forget to be enthusiastic, creative, and have fun!

## 5 Types of Fundraising

### 1. Commission Sales

(Getting a percentage of the sales or marking up the items you plan to sell a certain percentage over your costs)

This is one of the easiest and most effective ways your organization can raise funds.

#### Examples of things to sell:

- Artwork/posters
- Food (bagels, burgers, hotdogs, etc.)
- Bake goods (cookies, cupcakes, brownies, anything homemade)
- Candy
- Coffee and doughnuts
- Raffle Tickets\*
- Greeting cards
- House plants
- Used books
- School event calendars
- Coupon books
- Finals survival packages
- Flowers

\*More in the Appendix

## **Tips on Selling**

1. Train your sales team:
  - Provide members with details on how money will be collected and accounted for.
2. Provide incentives to sales team:
  - Prizes, recognition, etc.
3. Identify potential donors by having members brainstorm
  - If you can get individuals to donate items that you can sell then you can greatly lower your costs.
4. Determine the customers' needs
  - Are you providing them with something they need or want?
  - Are you providing them with something at a competitive price?
  - Can they get the product somewhere else cheaper and from a more reputable provider?
5. Communicate with your donor
  - Tell them what they will get out of their purchase, participation, or donation
  - Tell them what your organization will gain from their support.
6. Sell the product!
7. Count all the money you made
8. Bring the proceeds to the University Activities Office and deposit them into your private account as soon as you can.

## **2. Donations**

Examples of how you can get donations:

- Corporate sponsorships
- Door to door drives
- Business donations
- Donations from family members
- Membership dues

### **How to ask for donations or sponsorships**

\*The first thing you need to do is complete the Solicitation & Fundraising Request and turn it in to University Activities in order for it to be approved. A copy of this form can be found in the appendix. Now that you have gained approval for your solicitation follow the below guidelines.

Divide the businesses/people that will be approached. Do not duplicate! You may want only a couple of people to do all of the work. You may want to go in groups of two; it will boost your confidence. Schedule an appointment with the marketing or advertising specialist (it could be the owner or manager). Get his or her name and write it down. Let the person know your name.

Be able to tell them exactly what they can expect for their donation. (It is tax deductible only if you are registered as a nonprofit tax exempt organization with the IRS). Bring all your materials or handouts and have the name of the person

memorized. Don't be fake; they know you are students. Know exactly what you are using the donation for and be able to relate it to the client.

Have an idea of the amount you need before going to the meeting. Start low until you have a frame of reference. After a few times you may be able to say "Well, Infusino's Pizza donated \$100, Dukes Music gave us \$25 and Target is donating \$250; it's whatever you feel is appropriate." Always give suggestions in this order: Medium, Low, High (this is called anchoring).

Do not be caught up in asking for money all the time. Ask for services or products. Maybe the local pizza joint will donate pizzas for your next meeting. How about a grocery store donating refreshments for a charity walk-a-thon you are organizing? Maybe a department store will donate prizes for a contest you are holding. Be creative!

If they choose not to make a donation, be as nice as if they did. Don't be disappointed. This is an 80/20 business, meaning you will be turned down 80% of the time.

### **The Meeting**

- Dress appropriately. Be confident and friendly.
- Shake hands -- women and men.
- Attempt to give them something just for meeting with you.

### **After The Meeting**

- Send thank you letters to all those you met with, regardless of donation or not.
- Show your donor special attention. Try to frequent their business. This builds eternal donors.
- Remember names!

### **Telephone Tips:**

- If you do not know the name of the advertising specialist, owner or manager, call and ask for it.
- This is your first impression, so be prepared. It is helpful to have some sort of a script rehearsed to use for each possible donor you are calling.
- You have to be prepared to answer any questions that they may have. There is a good chance that they will want more information on the event before they agree to meet with you.

### 3. Activities

#### Examples of some fundraising activities:

- **Breakfast with \_\_\_\_\_** - Insert a local celebrity, University chancellor, or children's character (Barney, Santa, Easter Bunny, etc.) and then sell tickets for this privilege and ask for donations at the event.
- **Coin Wars** – Set up tables in a high traffic area (i.e. the bridge) and ask for coin donations. This works best when two orgs are competing to see who can get the most donations.
- **Car Emergency Kits** – These kits could be aimed at the commuter students and faculty. You could also incorporate a winter car preparation sale in which you could sell ice scrapers or small packages of deicer.
- **Exam Survival Kits** – Send letters to parents asking them to purchase a box of goodies for the son/daughter. These can then be delivered or picked up by the student.
- **Moving Assistance** – A moving service can be set up for the beginning and end of the school year to help students move in and out the residence halls. You could sell boxes, packing paper, or even rent out hand-trucks.
- **“No Bake” Sale** – Members of the organization compute the cost of making items they would normally donate to a bake sale and just donate that money to the club instead. The sale does not really take place and the members don't spend their whole night making dry brownies and burnt cookies.
- **Taste of Parkside Recipe Book** – Have your club survey the faculty and campus administrators for their favorite food recipes and put them into a collection. You can then sell the recipe book around campus.
- **Athletic Events** – Fundraisers that promote physical activity are a great way to raise funds for your org and get in some much needed exercise. For example you could start a walk-a-thon, 5k run/walk, 3 on 3 basketball tournament, or dodge ball tournament just to name a few.

### 4. Services

#### Examples of the many service fundraisers you can do:

- Car washing
- Dog walking/sitting
- Greeting Service (Valentine's, Sweetest Day, etc.)
- Holiday gift wrapping
- House painting
- Lawn care
- Recycling drive
- Helping at campus events (Commencement-winter and spring, December Arts and Crafts Fair)
- Working a concession stand at a Milwaukee Bucks or Brewers game.

## 5. Special Events

Special events are always a popular way to raise money. They can be an effective way of promoting your group and broadening your membership base. If your goal is to gain exposure and raise money, then special events are perfect for you. However, they are not the most efficient way of raising money. Events are labor intensive and risky in that they require a lot money to get up and running and there is no guarantee that enough people will show up to have it pay off. Also be careful to not overextend or burden too much of your volunteers' time. Compare the amount of time and number of volunteers needed to the potential amount of money to be raised. If it is something that everyone is excited about, go for it.

### **For your event to be successful, you must:**

- Decide what kind of event you want to hold ( a formal event like a dinner or a casual event like a dance)
- Develop a theme for the event and use it to incorporate decorations, food, etc.
- Do a ton of marketing ( paint a bridge window, make posters, rent a table and hand out fliers, etc )

### **Five Tips For Successful Events**

1. Develop a budget and stick to it!
2. Focus on why you are having the event and keep your goal in sight.
3. Plan all the details carefully, thoroughly, and early.
4. Use a theme and include something new or unexpected.
5. Select music that fits in with the theme.

## **Stages of a Successful Event**

### **Stage 1 – Pre-Event Planning**

- Identify who must give permission for your event to take place and who must be notified about the requirements of the event. This can be easily accomplished by setting up a meeting to talk to one of the professional staff members in the University Activities Office.
- Assign the job of marketing your event and decide what types of marketing will be used. Making posters and painting a bridge window are always safe places to start your marketing.
- Line up your volunteers. Make sure you have enough for what you want done and communicate with them what you expect out of them. This is best done by providing them with a checklist of what you need them to do.

### **Stage 2 – Performance of the Event**

- Confirm that you are in fact going ahead with the event.
- Check with all your volunteers and everyone associated with the event to see that they know what is expected of them.
- Follow up to see that all the workers are following their checklists, your chairperson should know who is supposed to be doing what.

### Stage 3 – Post Event Cleanup

- This is the most difficult stage because everyone is tired and happy that the event is over. However, it's not truly over until the location is returned to the condition it was before the event. Successful completion of this stage will ensure that the event will be allowed to happen again.
- This is also the time to send thank-you notes to everyone who made the event possible. People will remember this courtesy and be more inclined to work with you in the future.
- Leave an evaluation of the event and any paperwork (checklists, plans, etc.) so that the group who follows next year can avoid the mistakes you've learned.

### Ideas from University Activities

- Xtra Value Cards –University Activities usually issues these fundraising cards to orgs in late September and allows them to sell them for three weeks. The cards have discounts for different retail stores and restaurants around the area and have a useful life of about one year. The orgs can then sell the cards for \$10 and they will receive \$7.50 commission for each one sold. If the org has any lost or misplaced cards it will have to pay \$10 for each one not returned to University Activities.
- Arts and Craft Fair – As mentioned earlier in this manual orgs are always encouraged to work at the December Arts and Craft Fair. The DACF, as it is commonly referred to, is the longest standing activity on the UW-Parkside campus and it is usually held the first Saturday of December. There is always plenty for your org members to do that your org can get compensated for. If you are interested in helping out and raising money for your org, come to University Activities for more information on what specifically you can do.

### More Ideas

- **Things You Can Sell**

- School Supplies (pencils, pens, markers, notebooks)
- Candles
- Greeting Cards
- Gift wrap, boxes, and bags
- Magazine subscriptions
- Coupon books
- Gift Certificates
- Cookbooks
- Hat, caps
- Head bands, wrist bands
- Stationary
- Stadium blankets
- Spirit, seasonal, state themed items
- Stuffed Animals

- Emergency kits for cars
- First Aid kits
- Holiday ornaments
- pocket calendars
- Coffee cups, mugs
- Souvenir cups
- Bath accessories
- Books and calendars
- Key chains and lanyards
- Tupperware
- Plants, flowers, and bulbs
- Balloons
- Jewelry
- Buttons & pins
- Scarves w/ logo

- **Things that Support Academics**

- Read-a-thon
- Spelling Bee
- Book sale

- Workshops or classes
- Math or other subject Olympics

- **Fundraisers that Support Physical Activity**

- Walk-a-thon
- 5 mile run/fun run-walk
- Bike-a-thon
- Jump rope-a-thon

- Golf/Frisbee golf tournament
- Bowling night
- Tennis tournament
- 3 on 3 basketball tournament

- **Things that Support the Arts**

- Art Shows
- Concerts
- Dances
- Karaoke competitions

- Plays and Musicals
- Talent shows
- Rent-a-band, rent-a-choir, rent-a-music group

- **Sport Related Items**

- Water Bottles
- Travel Mugs
- Head/wrist bands

- Ball caps/hats
- Football seats
- Sweat shirts/T-shirts

- **Things that Promote the School**

- Cookbooks made by staff and students
- School paraphernalia sales
- Bumper stickers & decals
- School logo air fresheners

- Megaphones
- Spirit towels/flags
- License plate frames w/ school logo
- School Frisbees

- **Things that Involve the Community**

- Auction
- Workshop/class
- Sale of crafts

- Recycling cans/bottles/paper
- Horseshoe throwing contest

- **Things You Can Do**

- Gift wrapping
- Car wash

- Campus Dance
- Board game tournament

## -Appendix-

### Raffles

- Before you plan a raffle be sure to set up an appointment to meet with a professional in University Activities. They will be able to walk you through the raffle guidelines and tell you what forms you will need to complete.

### How to Organize Raffles

Raffles are a type of fundraiser where you have near total control over the expenses you incur *and* income you raise. Many organizations and clubs like raffles because the costs involved are relatively low. Raffles are also fairly easy to run and because of that organizations of any size can successfully conduct and make profits off of them. For example, organizations on the UW-Parkside campus have raffled off items worth thousands of dollars, as well as home baked pies that members have made. No matter the size or budget of your org, it can be successful!

### How much \$ do you want to make?

Remember that the lower the price of the tickets, the more volunteers you will need and the more tickets you will need to sell in order to reach your goals. Also, the more money you are hoping to make the more you will have to go out and look for groups to donate items to your raffle.

### Four aspects to a successful raffle

1. Getting your members on board and organizing your ideas
2. Securing the items you wish to raffle off
3. Printing and selling the raffle tickets
4. Deciding where to hold the raffle (table on the bridge, table in Molinaro, dinner in the Ballroom, etc.)

### Things to Remember

- It is important to keep careful track of who is responsible for what and holding that person/group accountable.
- It is critical that you have a strong core of committed members, volunteers, and friends selling the tickets.
- Having specific goals for each person will help them know what is expected of them. If possible your group may want to give a prize to the person who sells the most tickets. That is a good way to show appreciation for their efforts.
- The price of the tickets should also be reasonably priced in relation to the audience who will be buying them. Think of your target audience: students, staff, community members, etc.

- If possible, hold the raffle as part of another event. Use the raffle to build energy and excitement for your annual dinner or other event.
- Evaluate the raffle and the results immediately. Was it a success, if not why and what can be improved upon? Do this with your entire org so that everyone has the opportunity to have their voice heard.

## **Fundraising Links**

<http://www.fundraisingweb.org/usa/wisconsin.htm>

<http://www.campusfundraiser.com/>

<http://www.easy-fundraising-ideas.com/products/fundraising-products/>

<http://www.kringle.com/fundraising/index.lasso>

<http://www.hersheys.com/fundraising/>

<http://www.dominos.com/Public->

<EN/Site+Content/Secondary/Inside+Dominos/Domino%27s+Pizza+Fundraising/>

<http://www.krispykreme.com/fundraising/4-ways-to-raise-funds>

<http://my2.tupperware.com/tup-html/T/tupperwarefundraising-welcome.html>

## RAFFLE GUIDELINES

1. The Raffle must be pre-approved by the University Activities, Student Center, L104.
2. There is a .03 cent charge per ticket with a maximum of 200 tickets printed per request for a total of \$6.00. You may request additional ticket printing if needed.
3. The Raffle Ticket Request must be completed at least 10 days prior to the start of ticket sales for the raffle. All information on the form must be completed for ticket printing.
4. The raffle report form must comply with State of Wisconsin Guidelines for Raffles. Additional information is available in the University Activities Office.
5. A \$2.00 payment to the Student Organizations Council will be made following the raffle to help pay for the cost of the license because the SOC pays for the licenses each year.

---

### **Class A Raffle Rules & Regulations:**

---

The **Class A** license is required for conducting a raffle when tickets (and calendars) are sold prior to the prize drawing date.

#### **163.93 Tickets; calendars; drawings.**

- (1) All raffle tickets and all calendars shall be identical in form and include:
  - (a) The number of the license shall be identical in form and include:
  - (b) The name and address of the sponsoring organization.
  - (c) The price of the ticket or calendar and the discounted price, if any, applicable to multiple ticket or calendar purchases.
  - (d) A place for the purchaser to enter his or her name, address and phone number.
  - (e) The date, time, and place of the drawing or drawings.
  - (f) A list of each prize to be awarded which has a retail value of \$ 500.00 or more.

(1)(m) Subsections (1)(a), (b) and (c) do not apply to raffle tickets for a raffle in which one or more drawings are held and in which prizes are awarded on the same day the tickets are sold. (Class B license see page 2.)

(2) No raffle ticket may exceed \$ 50.00 in cost.

(3) No person may sell a raffle ticket or calendar unless authorized by an organization licensed under this sub-chapter.

(4) Tickets for a proposed raffle may not be offered for sale more than 180 days before the raffle drawing.

(5) All raffle drawings shall be held in public.

(6) All prizes shall be awarded. The purchaser of a ticket or calendar need not be present at the drawing to win a prize.

(7) If a raffle drawing is canceled, the organization shall refund the receipts to the ticket or calendar purchasers.

(8) The organization that holds a raffle drawing shall furnish a list of prize winners to each ticket or calendar holder who provides the organization with a self-addressed stamped envelope and requests the list.

#### **163.94 Profits**

All profits from raffles shall be used by the organization conducting the raffles to further the organization's purpose for existence and no salaries, fees and profit shall be paid to any other organization or individual in connection with the operation of a raffle. This section does not prohibit the printing of raffle tickets or calendars or the purchaser of equipment or prizes for a raffle.

---

## **Class B Raffle Rules & Regulations**

---

The **Class B** license is required for conducting a raffle event in which all of the tickets are sold on the same day as the drawing is held.

Note that **Class B** raffle drawings have special rules regarding funds and the claiming of a prize if the ticket purchaser must leave before the drawing is held.

### **WCG 45.04 Class B License**

All of the following shall apply to the conduct of a raffle under a Class B license:

- (1) All raffle tickets shall be identical in form.
- (2) The raffle tickets need not be numbered consecutively.
- (3) No raffle tickets may exceed \$ 10.00 in cost.
- (4) No person may sell a raffle ticket or calendar unless authorized by an organization with a Class B license.
- (5) All raffle drawings shall be held in public.
- (6) The purchaser of a ticket may claim the prize if the purchaser must leave prior to the drawing.
  - (a) The purchaser of a raffle ticket sold by an authorized organization with a Class B license pursuant to s. 563.935, Stats., may claim the prize if the purchaser must leave before the drawing. To be eligible to claim the prize, the purchaser shall give their ticket to an individual that will be in attendance at the time of the drawing to claim the prize on their behalf. If the purchaser chooses not to give their ticket to another individual prior to the drawing to act as their representative, the purchaser may present the ticket to a designated representative of the authorized organization for a refund. In the event the individual leaves prior to the drawing and does not give their ticket to another individual to claim the prize on their behalf or request a refund, the purchaser surrenders all rights to claim the prize or receive a refund. If a ticket is presented for refund, the seller shall immediately void the ticket. The individual designated to issue a refund on behalf of the organization shall be identified at the start of the event in which the raffle shall be conducted. The purchaser shall not hold the organization or the commission responsible for any disputes which may arise regarding ownership claim of any ticket.
- (7) All prizes shall be awarded.
- (8) The time of the drawing and prizes to be awarded, the prize amount or the methodology used to determine the prize amount shall be posted or announced before the drawing.
- (9) If a raffle drawing is canceled, the organization shall refund the receipts to the ticket purchasers.

See University Activities, Student Center, L104 for additional information.

