

25 Marketing Tactics To Skyrocket Your Online Raffle Ticket Sales



If you've run a raffle before you know that marketing can make or break your raffle's success. To ensure you have the tools to succeed, we've put together a list of tried and tested raffle marketing strategies. These tactics will help you exceed your fundraising goals and raise more for your cause!

"Hey, we're Trellis! A team of fundraising experts who have helped hundreds of organizations surpass their fundraising goals with event, auction, and raffle software. Between Trellis and our network of expert partners, we've got you covered for all things raffles, marketing, and fundraising strategy. If you want any help or additional resources, reach out and [book a free consultation](#) to get your questions answered."

Reach out to our team [here](#).



Dive in!



Spread the Word to Maximize Ticket Sales

These are some easy steps you can take to get the word out about your raffle and ensure you maximize the number of eyes on your page. By adding call to actions (CTA) to your raffle page on top of your current marketing you'll maximize your ticket sales and raise more for your organization.

1. Spice-up Your Social Media Cover Images

Add a raffle advertisement to your social media cover images. When somebody visits your social media platforms they will learn about your raffle and be enticed to visit your page. Want some inspiration? Here's an example:



2. Use Existing Website Traffic to Your Advantage

Don't miss out on all of your current web traffic! Add a link to your raffle on your website to push traffic towards your fundraiser page.

Headache Saver:

Make it easy for supporters to find your tickets for sale by linking directly to your raffle tickets tab on your fundraising page. For example: trellis.org/fundraisername/raffle. This makes it easier for donors to make a purchase! Curious how else you can make your donor's experience seamless? Learn about what other organizations did to create their most successful raffle yet in a demo. [Register here.](#)

3. Freshen Up Your Voicemail Message

Add a short message to your voicemail asking your supporters to head to your website to check out your raffle and buy tickets online.

Plan Your Social Media Approach to Reach New & Existing Audiences

Social media is a powerful tool to promote your raffle - when used correctly. Craving social media success? Check these boxes to expand your raffle's reach!

4. Make a Daily Announcement on Social Media

As long as you keep your posts fresh and different, a post a day is never too much. Try getting creative with the style of your posts, highlighting sponsors one day, the prize the next day, your cause the day after, and link them all back to your raffle fundraiser. Below is an example of a compelling social media post. For specific details on how to create a click-worthy post, check- out [this guide](#).



5. Create Engagement Through Images & Videos

Social media posts with images or videos increase viewer engagement. Out of ideas? Try incorporating visuals that depict the impact your organization has or visuals of your prize(s) to build excitement.

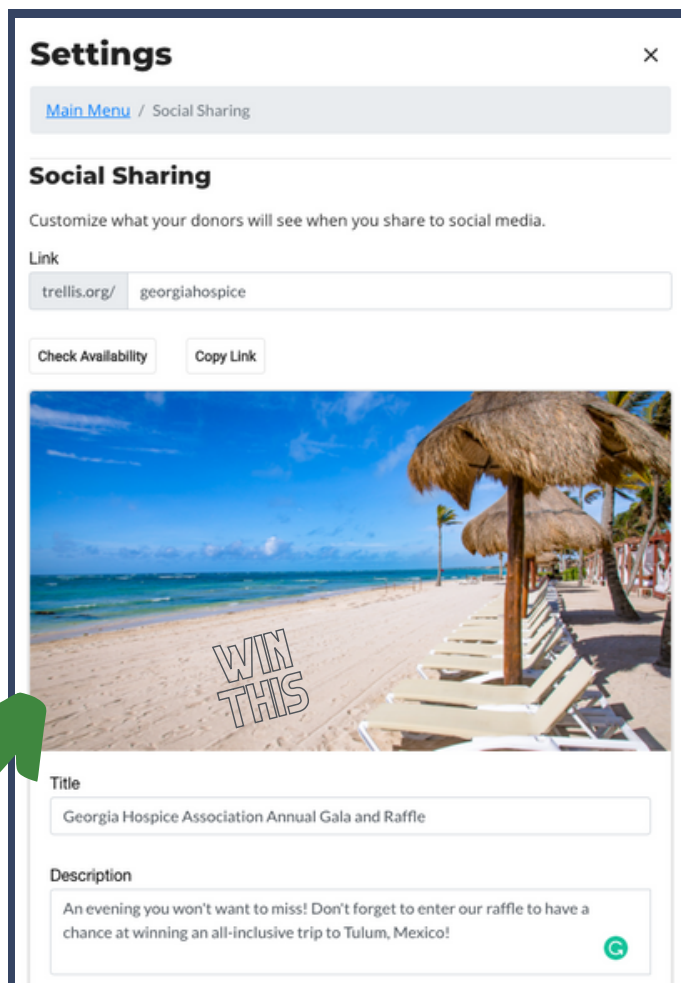
□ 6. Build a Catchy Link Preview & Encourage Sharing

Your link preview is the image and description that pops up when you paste the link into your social media post. Customize it to make your desired action clear and appealing. A boring image can deter a lot of people from engaging with your link.

Trellis Technique:

Under Social Sharing, in the Trellis builder, you can easily change your link preview image, title and description. There are so many ways to save time and increase your ticket sales with the Trellis online raffle software. Check out how simple it is to increase your social media engagement:

Learn about more ways Trellis can help increase the success of your raffle fundraiser [here](#).



Settings ×


[Main Menu](#) / Social Sharing

Social Sharing

Customize what your donors will see when you share to social media.

Link

trellis.org/ georghospice



Title

Georgia Hospice Association Annual Gala and Raffle

Description

An evening you won't want to miss! Don't forget to enter our raffle to have a chance at winning an all-inclusive trip to Tulum, Mexico!

□ 7. Tag Your Supporters #alldayeveryday

Tagging your raffle supporters encourages them to share your posts. This is an easy way to reach unique audiences that may not have seen your raffle before.

8. Allocate Some Budget to Paid Ads

Facebook ads are a great way to reach a new audience or retarget supporters who haven't yet made a purchase but already follow your pages. However, it can be complicated to get approved by Facebook to run ads for an online raffle so we encourage you to check out these resources to ensure you're following all of Facebook's regulations: [Facebook - How to Apply for Permission to Promote Online Gaming or Gambling](#)

Engage Your Current Email List

You likely have an email list of previous supporters and this is a perfect opportunity to re-engage those donors. By following up with them via email you have the opportunity to renew their interest and re-engage them with your raffle.

9. Take Advantage of Your Email Newsletter

Capture the attention of your newsletter subscribers by highlighting your raffle. Use imagery and compelling copy to push them straight to your raffle page.

10. Create Continued Engagement with an Email Campaign

Launch an email campaign regularly updating your subscribers with the growing pot total or by slowly revealing your raffle prizes to encourage them to buy tickets. Updates on how many tickets are left can also create some action out of the fear of scarcity.

11. Hint at Your Raffle in Your Email Signature

Adding a link to your raffle in your email signature is a sure-fire way to get more eyes on your raffle. Include information about your prize in a short CTA that links directly to your raffle page.

Utilize Your Partners to Reach New Supporters

Your event partners include all sponsors, volunteers and staff that are involved in your raffle. These people will be excited to help promote your event - use this to your advantage!

12. Arrange an Engaging Community Promotion

If you contact them in advance, most local media outlets have room for community content. We have seen these segments result in increased sales and a long list of new donors you haven't reached before.

13. Keep it Simple for Your Partners

Provide your partners with templated social media images. The easier you make it for your partners, the more likely they are to share your raffle within their social media followings. Want to go the extra mile? Provide them with suggested captions too! Especially if they are busy people, they will appreciate you making it really easy for them.

14. Promote Your Raffle at Your Other Events

If you have other events, don't miss this opportunity to promote your online raffle. Get your emcee, auctioneer, or talent involved and ask them to make a shout-out about your online raffle and where they can find tickets.

15. Advertise with Home Lottery News

Home Lottery News promotes charitable lotteries and sweepstakes across Canada to a large email list of interested donors. For more information on how to advertise with them and reach new donors, visit their website [here](#).



Highlight Your Charity's Mission to Bring Awareness to Your Cause

Your message needs to be at the heart of your raffle campaign. Tell your story and create awareness of your mission to gain more investment from your supporters.

16. Highlight Your Plan for the Funds

Feature your cause by highlighting what you are raising funds for. By making this clear on your raffle page you're creating recognition and awareness for your mission.

Trellis Technique:

Make this extra engaging by embedding a YouTube video on your event page that showcases the project the funds are going towards. Simply paste your video link into your Trellis page and viewers can watch without having to leave the page. Trellis specializes in helping organizations highlight their brand and share their mission. [Sign up for a demo and Q&A session here](#) to learn how other organizations made the most of these features.

17. Showcase Your Incredible Impact

Bring attention to your impact and increase engagement by displaying your achievements. The impact section on your page might look something like this:



18. Put Your Brand in the Spotlight

Align on your raffle branding and ensure you bring it front and center on your page to build awareness for your organization. This also builds trust with your donors and reminds them it's safe to make an online purchase on Trellis.

19. Show-off Your Sponsors

Including your sponsors on your raffle page not only shows your appreciation but encourages them to share your raffle with their network, helping you increase the reach of your social media posts. Encourage your sponsors to do so by sending them a link to a post or page you want them to reshare. Check out this organization that highlighted their sponsors on their raffle page:



Creative Tactics to Drive More Sales

Consider a few new techniques and tactics to drive more raffle ticket sales. These specific tactics might not be for your organization but will definitely get the juices flowing on how your raffle strategy itself can increase your funds raised.

20. Consider Seeding Your Raffle Pot

This approach increases ticket sales but it also increases your risk by raising your break-even point. Each province/state has their own rules around this so make sure you find out more about your local restrictions.

21. Incorporate Early Bird Prizes for Early Sales

Without a doubt, early bird prizes lead to early sales. Explore what kind of prizes and incentives you could distribute to ticket purchasers to increase the number of people buying tickets early on in your campaign.

Track Your Success to Improve Your Strategy

As exciting as it is to dial in on promoting your raffle, it is equally important to track and learn which of your marketing efforts are working so that next time you can increase your time spent on what works. In the long run, this will save your team lots of time and money.

22. Track Each of Your Marketing Channels

Using affiliate links you can track which channels are bringing in the most sales. Affiliate links allow you to make a custom link for each marketing channel and monitor how many sales are coming in from each channel. You can also build links for your supporters and track who is raising the most money through their network of friends and family. Build out a list of all of your channels and start creating your links!

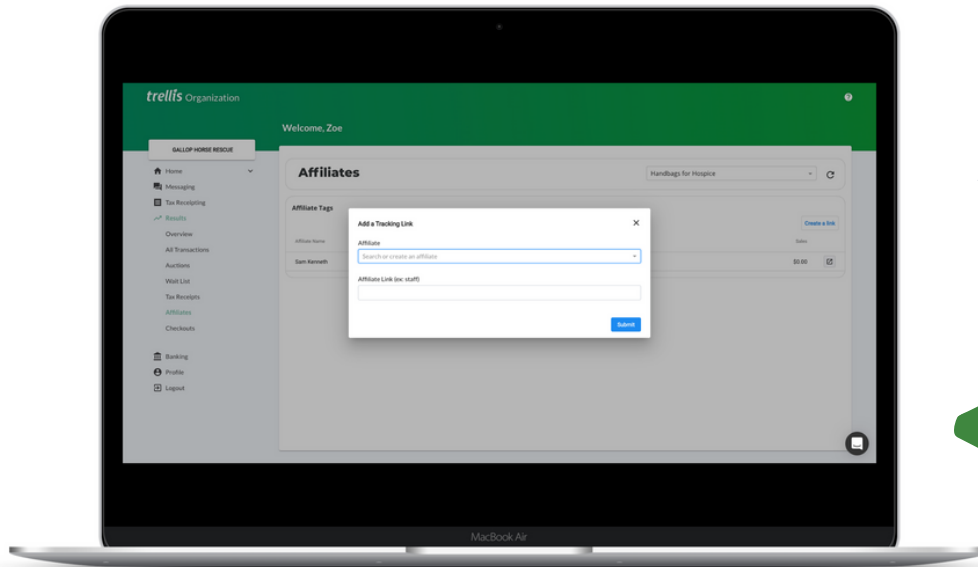
23. Create a Competition With Your Tracking Links

If you have a group of board members or volunteers that are eager to help promote your raffle, create a game with incentives to encourage them to share their affiliate link with as many people as possible. The person who raised the most funds through their link gets a prize!

Crowd Favourite:

Simply copy each link and use it for each marketing channel (ex. Build a link that you will use on every Facebook post to track sales coming from Facebook) or send them out to your supporters and encourage them to share it. If you'd like to learn how other organizations are using affiliate links to up their sales, book a meeting with an expert [here](#). Here's a peek at how easy that is to set up:





Add one word to the end of your event link and track how many sales come through.



□ 24. Watch, Adjust & Raise More Funds

There is no need to wait till your raffle is over to learn which tactics are working best! As your raffle is in progress you can see which tracking links are bringing in the most sales. Double down on the channels that are working and keep improving your marketing for your current raffle, and your next one too!

Pro Tip:

You can also add a custom question at checkout asking your supporters how they found out about your raffle. This is another great way to track which of your efforts are working best. Use a drop-down, checkboxes, or a text field custom question on Trellis to collect the data that is most important to you. Here's an example:

Additional Information

How did you hear about this raffle?

Newsletter



Incorporate Software Into Your Online Raffle Strategy

The right tools can take your fundraiser to the next level; software should not be overlooked when planning your online raffle or 50/50. The right software can save your team time, increase your ticket sales, help you raise additional funds, and transform your marketing efforts.

25. Choose a Raffle Software that Helps You to Maximize Sales

Here is a sneak peak at our online raffle software:

1. Raise More: Additional Revenue Drivers & Donation Up-sells
2. Easy-to-use: DIY & Supported Page Set-up
3. Your Branding: Pages Built for Telling Your Story
4. Easy Tracking: Page Analytics & Sales Reports
5. Sell More: 50/50s Plus Single & Multi-Prize Raffles
6. Marketing Support: Expert Partners & Affiliate Link Tracking

Join a Demo with an Online Raffle Expert

What to expect:

1. Examples of what other organizations did and what made them successful
2. Unique Trellis features that will help you raise more funds and better market your fundraiser
3. Trellis pricing and how to secure a reduced rate for your organization

Pick a date for a demo [here!](#)

