50/50 RAFFLE FUNDRAISER

LEGION Department of Florida

Post Involvement

5050 ERAFFLE

5050 SCHEDULE

- Raffle Page & Details
- Eligibility
- Legal Matters
 - **Revenue Breakdown**
 - Ways to Promote
- Marketing Materials
- Ticker Link
- Post unique websites / QR codes

5050 RAFFLE DETAILS

- BI-WEEKLY Drawing
 Early Bird at Halfway Point (\$1,000)
 Day of Draw Friday
 - Winner selected **EVERY** Friday
- Time of Draw 8:00 PM

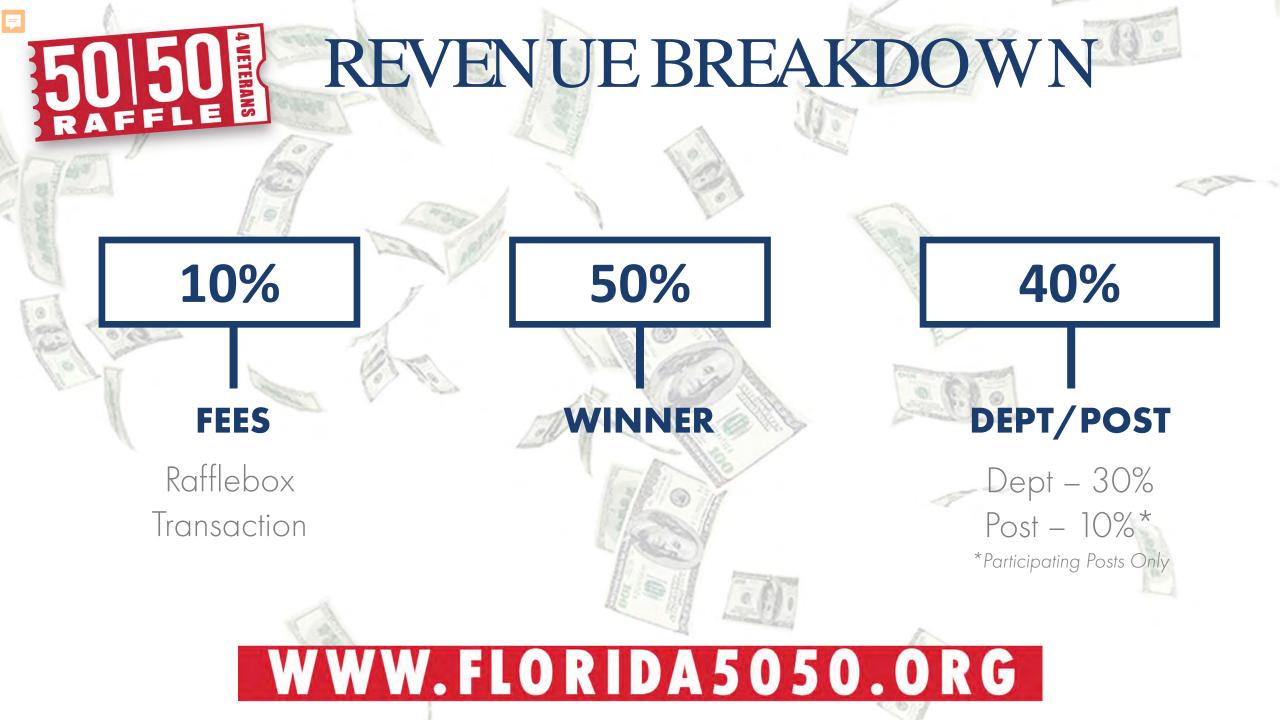
5050 WHO IS ELIGIBLE?

Florida participants

- Do <u>NOT</u> have to be Legion Member
 - 18 years or older
- US residents
- Legion Staff not eligible

5050 IEGALMATTERS

- Prize Pool vs. Jackpot
- Half the cash
 - Ticket submission vs. purchase
- FL participant vs. resident
- Free entry



5050 DEPARTMENT/ POSTSHARE

40%

DEPT - Pays

- **Unrelated Business Taxes**
- Advertising
- Marketing Materials
- Early Bird Winner (\$1,000)
- Administrative Personnel

POST - Receives

- 10% of tickets submitted supporting Post
- \$500 bonus for Winner's Post



5050 HOW TO PROMOTE

- Utilize Marketing Items
- Table-tops, restrooms, events
 Share on Social Media
 Put in Post newsletter
 Email to friends/family
- Send to local media
- Display Ticker on TV/Monitor
- Host a Watch Party for Drawing WWW.FLORIDA5050.0RG

5050 MARKEING MATERIALS Department Supplied

- Posters / Flyers
- Business Cards
- Coasters
 - **Napkin Holder with Display**
- Table-Top Displays
- Touch-to-Pay Devices
- Firestick with Ticker Site

5050 MARKEING MATERIALS Post Supplied

Point of Sale Terminals
Card submissions only
Email/print ticket numbers

50500 MARKEING MATERIALS Post Supplied

Pax A920 Pro

ametar 5050

15000

tor staad

\$12,300

Handheld Unit

\$500 Purchase

Pax E700 Mini

Counter Unit

\$1,000 Purchase

5050 POSTLINK

WWW.FLORIDA5050.ORG/XX



5050 E

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GUESTIONS?