



Tips on NSDA Raffle Fundraisers

Prepared by Marcia Sterling

Leader of the Peninsula-South Bay SD Support Group

Raffle Basics

1. **Prize Donations:** Restaurant chains often have a Marketing Dept that includes someone specializing in contributions to charities. Look at the restaurant's website for VP of Marketing and leave him/her a voice message or send an email, indicating that you are conducting a fundraising raffle for Spasmodic Dysphonia research and would appreciate a contribution of a dinner for two for the winning ticket. Il Fornaio (a small Bay Area chain of high end restaurants) gave us a tasting menu dinner for six (\$450 value) and threw in a gift box for the winner with an Il Fornaio pasta cookbook and a hand-painted Tuscan plate.
2. **Raffle Ticket Sales:** We charged \$10 per ticket and encouraged people to purchase lots of tickets by including a tear-off form with the number of tickets blank, to be filled in by the donor. The form is attached. Most efficient way to get it out is to send it to your email address list of friends and family, with a short note as to why you're doing the fundraiser and touting the great prize, with the tear-off form attached to the email. All members of your support group should be urged to do the same.
3. **Payment and mailing instructions:** Checks should be made out to NSDA, but the instructions should direct donors to mail the checks to their friend who sent around the email. That way they know the friend will acknowledge and appreciate their support. All checks should then be forwarded to the event organizer from your support group, who should keep good records of tickets purchased. As checks come in, they should then be forwarded promptly to NSDA and deposited.
4. **Tax Deductions:** It's not at all clear that raffle ticket purchases are tax deductible. However, since there's some uncertainty, it's better not to address that at all unless someone asks. If asked, they should be told it's uncertain and they should consult their own tax advisor.
5. **Thank yous.** If donations are solicited by email, the most efficient way to acknowledge the gift is a quick email from the person who sent around the original email as the checks come in: "Thanks so much for your generous gift to our NSDA fundraiser. I have you down for 10 raffle tickets. Many thanks, Susan."

Fundraiser Party or Picnic

1. ***Purpose of the event.*** It's important to get together for fun and mutual support and that's the key purpose, with the fundraiser as a bonus.
2. ***Food and other contributions.*** Most grocery stores will contribute something towards a non-profit fundraiser, either in the form of a shopping card with a stated value or some particular item for the picnic. Go into your local stores and ask for the manager. Kim can provide a letter of introduction on NSDA letterhead that you are representing the organization and containing NSDA's tax ID. The stores will need this for their records. Sometimes they will commit to something on the spot. Sometimes they will take the letter (on which you should write your home phone no. and email address) and they'll need to send it off to their headquarters for approval. Flowers and other such added features may also be contributed. Contributors may want you to publicize their gifts with a sign or something or they may not care.
3. ***Refreshments.*** Food for the event can include pot luck contributions as well as contributed food prepared at or for the event.
4. ***Raffle Ticket Table.*** In addition to raffle tickets sold ahead of time, it's a good idea to have someone man a table at the event with tickets available to be bought on the spot.
5. ***The Drawing.*** Prior to the event, you need to prepare (or purchase) tickets and write the name of the purchaser on each ticket. Then the winning ticket can be drawn at the event.