



Top Tips for Selling Tickets

Shout about it!

Make sure everyone you're in contact with knows about the Car Draw and how you are involved: make sure you include an explanation and link on your email signature, include some Car Draw promotion in any written communications, and mention it to everyone who calls or visits your office.

Get everyone involved!

It isn't just your staff who need to be selling tickets – don't forget your trustees, volunteers and your wider charity family. Some people may be unable to buy tickets themselves but will be an ideal face to get out there and sell tickets on your behalf.

Don't forget your good cause

It is the cause your charity represents that attracts staff, funding and supporters, so make sure that is at the heart of your fundraising! Make sure people know that by buying a ticket they are helping to make a difference to your community and your beneficiaries.

Communicate more

Sometimes as small charities we forget to tell people about the work that we do. Now is the ideal time to write to your contacts lists and showcase some of the outstanding work that you do and point out that a great way to help the charity is to buy some Car Draw tickets. People are more likely to support if they can see the work they are supporting!

Time for the news

Does your charity have a newsletter? If so, why not include details about the Car Draw and what additional fundraising like this will allow you to do. If not, now is the perfect time to put a newsletter together and get it out!

Aim high

Setting targets for the number of tickets you want to sell and keeping track of it somewhere prominent in your office is a great way to motivate your sellers and secure outstanding results – so aim high!

Breaking news

Put together a press release that highlights your participation in the Car Draw, explain how reliant you are on raised income and put in a quote from a beneficiary or senior staff member. Then send it to your local paper – people love hearing about what charities are up to.

Meet and greet

Do you have any events, conferences or public events? Don't forget to profile the Car Draw at the event – when the spotlight is on your charity it is the best time to tell people everything about what you do!

Talk to your friends

If you have businesses or prominent individuals who support you then don't forget to tell them about the Car Draw and get them talking (and selling) on your behalf.