### Arizona

Knights of Columbus

Charity Raffle



2019 Charity Raffle Guide

***A WIN – WIN FOR ALL!!!***

**Information for a successful CHARITY**

**Table of Content**

**T**he 33nd Annual Arizona State Council Charity Raffle 3

Executive Summary 4

**Arizona State Council Charity Raffle History 5**

**Who Benefits? 5**

Where does the money go? 6

**Council Charity Information 6**

**Time Line at a Glance 7**

**Focus is the Key to Success 9**

**The Role of the Charity Raffle Chairman 9**

Thinking that **Leads** to Failure 10

**Pick Charity or Charities 10**

Set a **Sales** Goal 11

**Information about the Prizes 11**

**The Posters 12**

**Prepare Your Marketing and Sales Plan 12**

Tools that Help 13

Sales Tips 13

**Exciting NEW Council Sales Incentive Plan 14**

**Wrapping up sales 15**

**K of C Bylaws Raffle Funds Rule 15**

**2019 AZ State Convention 16**

**Posting of Prize Winner Information 16**

**Check(s) for Your Charity (Charities) 16**

**Summary 17**

Sample Letter to Council Members only 18

2019 State Council Charity Raffle Sales Report 19

Millennium [$1,000] Report 20

Century Report [$100] 20

Raffle Check List 21

**The 33nd Annual Arizona State Council Charity Raffle**

Brothers,

As in the past several years, the program remains 5 tickets for $20, and 6 books for $100. This gives the ticket buyer an extra book of tickets.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Year | Goal | Total Sold | Census | Average sold per member | % of increase over previous year  |
| 2018 | $350,000 | $343,872 | 16,869 | **$20.38** | 1.9% |
| 2018 | $336,000 | $337,486 | 16,507 | **$20.44** | 5.8% |
| 2016 | $345,000 | $319,013 | 15,850 |  **$20.13** |  -7.1% |
| 2015 | $289,900 | $343,489 | 15,570 | **$22.06** | 30.3% |
| 2014 | $304,600 | $263,537 | 14,966 | **$17.61** | -4.8% |
| 2013 | $253,600 | $276,895 | 14,426 | **$19.19** | 20.1% |
| 2012 | $244,295 | $230,553 | 14,324 | **$16,10** |  3.8% |
| 2011 | $221,180 | $222,085 | 14,263 | **$15.54** | 10.4% |
| 2010 | $197,186 | $201,073 | 14,281 | **$14.08** | 12.2% |

We have done a great job in the past with the Arizona State Council Charity Raffle and want to make this year another successful year. Our goal is attainable with everyone's help. **We are strongest when everyone works together!**

**Our Goal for 2019**

Our **goal for 2019 is $355,000** which might seem like a lot, but actually, if every Arizona Knight buys just $20 worth of tickets, we will reach and possibly exceed that goal

If you experience problems or have questions, please send me an e-mail or call. Remember there are no dumb or silly questions. We have been conducting state raffles for a long time and certainly want you to have a successful local raffle.

A copy of this guide is on our State Website at <http://www.kofc-az.org>. We will also send e-mails to the raffle team consisting of Council Charity Raffle Chairmen, Grand Knights, Financial Secretaries, Treasurers, Chaplains, District Deputies, State Officers, and Insurance Agents. We use the raffle distribution list to keep everyone updated and answer your questions. Good luck selling tickets and reaching your council’s Charity goal.

**Vivat Jesus!**

**Dennis Sullivan Richard Armanini**

Dennis Sullivan Richard Armanini

AZ State Charity Raffle Director AZ State Charity Raffle Co- Director

denpsulli@aol.com richard.armanini@gmail.com

480-201-5556 480-818-1774

**Executive Summary: 2019 CHARITY Raffle Campaign**

1. Council to identify Charity Raffle Chairman, create raffle committee and advise the Arizona State Council Charity Raffle Director of chairman’s name and his contact information **by February 1, 2019.**
2. Set an achievable sales goal for your council such as 10% above last year’s results.
3. Participate and sell Charity Raffle tickets this year. District Deputies receive tickets and promo posters at the December Mid-Year Meeting.
4. Grand Knight or Charity Raffle Chairman to make sure that tickets are on hand at your council by mid-January 2019. If not received, contact your District Deputy or State Charity Raffle Director denpsulli@aol.com) or Phone: 480-201-5556.
5. Charity Raffle Chairman and committee to determine “Council Marketing” effort.
	1. Make sure to discuss your council’s plan with council leadership and **Pastor**.
	2. Note: See Charity Raffle Manual for helpful hints on successful campaigns.
6. Grand Knight and Charity Raffle Chairman to determine charity(s) to receive council share ***(must be a 501(c)3***) organization. This MUST be done before the 2019 State Convention as **NO CHANGES** will be allowed after the State Convention.
7. Distribute tickets to membership. Recommendation is a minimum of 3 books per member.
	1. Within the state of Arizona, fraternal organizations may mail tickets to fellow members but not to other unsolicited individuals (i.e. non-members).
	2. Although tickets are numbered, there is no requirement to track ticket numbers, so you may feel free to distribute tickets to membership.
8. Sell tickets to self, friends, family, neighbors, co-workers and fellow parishioners. Player’s (name on ticket) must be 21 years of age, with valid Social Security number to participate. It is not your responsibility to check Social Security numbers, but a Social Security number must be available to receive a winning prize.
9. Charity Raffle Chairman should collect ticket stubs and monies often and maintain a running log of $ sales to update council on progress toward goal. Promote raffle at EVERY meeting and council event.
10. Charity Raffle Chairman to compile ticket stubs, ensure council number is on reverse side of each ticket stub, and that all monies are deposited in council account.
11. Complete paperwork (2 pages) that MUST be turned in at the 2019 State Convention or mailed to Dennis Sullivan at 16832 S. 1st Drive, Phoenix, AZ 85045 (to be received no later than May 14, 2019 if mailed) with a single **council check** for the total amount collected through the campaign. Bring ticket stubs, paperwork and council check to state convention. NO CASH!!!
12. Council receives 50% of their sales returned for their charity(s). State will issue a check(s) to the council in the name of the charity(s) – maximum of 5 charities per council, and the $ amount. Note: Special Olympics Arizona, St. Joseph Youth Camp checks will be compiled into one check and mailed directly to the charity by the State. Council will receive a copy of the State disbursement to these charities.
13. NEW THIS YEAR!!! Councils that participate will receive a 2nd check made out to the council for 10% of their charity(s) dollars calculated from the **State’s half** of the total if the council achieves its required sales increase over 2018 sale as an incentive to help cover expenses, pay for assessments and/or any recognition for individual efforts. To receive a bonus check, a council must sell at least $1,000 in ticket sales. No cash may be given to any individual member.

**Arizona State Council Charity Raffle History**

Our annual State Charity Raffle dates to 1986. The Arizona State Council use to conduct two raffles per year.  One in the fall and the other one in the spring.  This was changed to just one annual raffle with a drawing at the Arizona State Convention each May.

The State of Arizona bylaws require all raffles to be for charity purposes. Over the years, the annual State Charity Raffle format has pretty much remained the same. The only changes have been the tremendous growth in ticket sales, the types of prizes (trips to all cash), the ticket price and a council incentive bonus plan. In 2011, the price of the ticket was increased to $5, $20 for a book of 5 tickets, an extra book was offered to anyone who made a $100 purchase (Six [6] books or 30 tickets). In 2016 we are changed the prizes from three trips and seven cash prizes to 10 cash prizes. In 2016 we developed a council BONUS for EVERY PARTICIPATING Council that sells at least $1,000 in raffle tickets!!! This changed for 2019 to a true sales INCENTIVE bonus based upon required sales increases and a minimum of $1,000 in sales.

**Who Benefits?**

The Arizona Knights of Columbus State Council by Laws require that **all charity raffle money be given to 501(c)3 eligible charities.** As part of the semi-annual audit, the State Charity Raffle program is checked to make sure that only 501(c)3 charities receive the proceeds.

The Arizona State Council regularly donates funds on behalf of all of Knights of Columbus members in Arizona to many charitable causes, including but not limited to, the Arizona Rosary Celebration across the state, St. Vincent de Paul, and Culture of Life programs. The State Council also makes donations to the Dioceses of Phoenix, Tucson, and Gallup. These are just a few of the many charities supported on behalf of all Knights in Arizona. **The funds generated from the Charity Raffle makes these donations possible.**

Councils have used their share of the proceeds to aid Parish project and ministries, St. Joseph Youth Camp, Arizona Right to Life, their Parish St. Vincent de Paul conferences, food banks, Maggie’s Place, Crisis Pregnancy Services, and parish churches, just to name a few 501(c)3 charities.

The raffle is truly one that benefits more than one group – it benefits many local charity organizations as well as the charities supported by the state council. Your council chooses the 501(c)3 charity to receive the money generated by raffle sales. **Last year 179 checks** **were issued to local charities for a total of $171,936 which averaged $960.54 per charity.**

We encourage you to share information from this sales guide with all the members of your council. Thus, when someone asks, “Where does the money go?” your brothers will be ready with the answer. The more information your members have about the raffle, the better job they will do in selling tickets.

Feel free to copy and print this booklet for yourself and other members of your council. This electronic version of the document is available so that you can do word search to find information quickly, and copy/paste information about the raffle to send to your members. Again, the more they know about the program, the better they are prepared to answer questions and sell tickets.

**Where does the money go?** (2018Historical data):



**Council Charity Information:**

At the end of the raffle campaign, turn in a council check(s) to **Arizona Knights of Columbus Charity, Inc**. **representing the total amount of ticket sales [Gross Sales].** Your designated 501(c)3 organization(s) will receive half the total amount of the money your council collected. The State Treasurer will send your Financial Secretary a check(s) in the name of the charity(s) you selected up to 5 charities. Each time your members sell a $5 ticket; your charities will receive $2.50. For a $20 book of tickets sale, the charity receives $10. Each council is bracketed into a required sales increase to participate in the bonus plan.

*2019 Sales Brackets for Councils with 2018 sales from:*

* 1. *$1,000 to $5,000 must increase sales by 10% to earn the 10% charity $ bonus*
	2. *$5,001 to $10,000 must increase sales by 7.5% to earn the 10% charity $ bonus*
	3. *$10,001 to $15,000 must increase sales by 5% to earn the 10% charity $ bonus*
	4. *$15,001 and above must increase sales by 2.5% to earn the 10% charity $ bonus*

**Council receives 50% of total sales for its named 501(c)3 charities.**

**A minimum of $1,000 in ticket sales is required to participate in the bonus program.**

**Half the total proceeds from each ticket sold comes right back to your council for the 501(c)3 charity of your choice.** The State Council pays all the expenses for the raffle. It would be very difficult to have a raffle with these kinds of prizes offered at the individual council level. **All the risk is with the Arizona State Council**, thus all you need to do is sell the tickets. You can enjoy the reward and benefits that comes with a job well done.

Each council decides which 501(c)3 charity receives the benefit of its ticket sales. If the charity chosen meets the Internal Revenue Service definition of a 501(c)3 Charitable Organization, they can receive all or a portion of your proceeds. The council is responsible to make sure a charity is a 501(c)3 eligible and provide documentation upon request.

On your State Council Raffle Report are placed names of the common 501(c)3 programs– those being: St. Joseph Youth Camp, St. Vincent de Paul, Arizona Right to Life, Arizona Special Olympics, Wheelchair Mission and your local Parish. You do not have to pick one of these organizations. The list is just a suggestion to get you started thinking about the kinds of charities that are eligible. **There are spaces on the form to add a charity or charities of your choice. You must attach the IRS letter with these charities unless you give to that charity in previous years and already filed a letter from the IRS with the raffle team. The state council is limiting the number of charities selected by any one council to a maximum of 5 charities.**

When you receive the check for your charity or charities, use the presentation of the check as an opportunity for some public relations to promote the K of C mission of charity and promote membership through your charity evangelization. Should your council sell a winning ticket, this too presents an excellent photo and press release opportunity for your church bulletin.

**Time Line at a Glance**

**December 1, 2018** – Sales packets including this year's 8-page Charity Raffle Sales Guide which includes the State Council Sales Report, Century Sales Report, and Millennium Sales [$1,000] forms, tickets, and posters, are distributed to the District Deputies at the State Council Mid-Year organization meeting. District Deputies will have materials for the councils and will deliver them to the councils at district meeting or a local council meeting ASAP.

**December 2018** - There are three tasks important to the success of the raffle. **First**, choose a council Raffle Chairman, **second**, decide on the charity (charities), and **third** set a sales goal. Organizing these tasks early in the campaign will give you the best chance for a successful raffle sales campaign. It will be just as easy to select your charity in Dec. as it would be in May. Grand Knight and Raffle Chairman must both sign on the raffle paperwork to confirm agreement on charity(s) chosen. No changes may be made after the 2019 State Convention.

**December 2018 - January 2019** – Select a Charity Raffle Committee: The Charity Raffle Chairman should invite a few brother Knights to help with the raffle. This committee can help plan the sales campaign, stuff envelopes if you decide to send tickets to each council member, select the charity or charities who will benefit and promote sales at council events or between Masses on weekends. They can also support you when making a report at the council meeting. A committee helps to insure your success.

**January – February 2019** – The raffle committee will contact (phone call) each council (GK or Raffle Chair) to confirm receipt of an adequate amount of raffle supplies for the 2019 campaign.

**February 2019 (or sooner) –** Mail or give members their tickets and **START SELLING**! Promote the State Raffle at every meeting and at every event…pancake breakfasts, fish fry’s, St. Patrick’s Day dinner dance, St. Valentine’s Dinner Dance, after each weekend Mass, etc. Raffle Chairman should encourage members to turn in ticket money and stubs frequently. This helps in two ways: [1] It keeps the cash, checks, and tickets from being misplaced or lost, and [2] your council’s Raffle Chairman can keep track of how the council is proceeding toward the council’s sales goal. **Give all ticket money to your Financial Secretary**! Note: It is not necessary to keep track of specific ticket numbers issued to your council or to your Brother Knights.

**Mid May 2019** –Wrap up your sales, collect ticket stubs, and money. This is a good time to hold a committee meeting so that members can help write or stamp your council number on the back of the ticket stubs. **The tickets stubs need separation**. Unused tickets do not need to be returned.

***Plan ahead***! You will need to bring a Council Check to the convention. If your Treasurer is scheduling a fishing trip to Alaska in May, make sure he gives you a check before he leaves. Remember – **Please bring only council checks.** **Please do not send or bring personal checks or cash to the convention. If someone other than you turns in the tickets make sure they understand the program. Better yet, assign the Raffle Chairman a delegate or as an alternate delegate.** Council check must be written to the AZ Knights of Columbus Charities, Inc.

**May 17 - 18, 2019** - You can turn in your raffle ticket stubs, council check, and Raffle Sales Report, Century Report, and Individual Knights Sales over $1,000 at the State Council Convention.

**May 18, 2019 at 12:00 noon –** is the **deadline** for turning in raffle materials. This gives us time to prepare a Raffle Report to present to the convention delegates.

**After the State Council convention** [**2 - 4 weeks]** – Check(s) made out to your council’s designated charity or charities are mailed to your Financial Secretary for councils who turned in tickets, council check(s), the raffle report listing eligible charities. Bonus checks are also issued for those councils selling at least $1,000 in raffle tickets and meeting the required sales increase. **No changes can be made to your selection of charities after the 2019 State Convention.** **Remind your Financial Secretary to watch for the check(s) from the State Council.**

**We have had delays processing checks for councils that sold tickets, turned in the stubs, but not a check. Select the charity(s) – up to five maximum - in the planning phase so your members know who will be receiving the proceeds. When you sell tickets, tell everyone who the local charity is that receives the money. It helps sell tickets! SELL THE CHARITY!!!**

**The odds of winning one of the prizes are much better than the odds for the Power Ball!**

**Focus is the Key to Success**

As with everything in life, your council will be more successful if you continue to focus on the task at hand. We have heard many stories from councils that are very successful from year to year with their raffle sales. The most common themes center around a charity that everyone can rally behind, a goal, and keeping people updated on the sales numbers.

**The Role of the Charity Raffle Chairman**

The Council **Charity Raffle Chairman is the leader** for the sales project, distributes tickets, motivates members to sell tickets, **keeps ongoing records of sales**, gives money and checks to the Financial Secretary, prepares ticket stubs and makes sure they are delivered to the convention along with the council check.

It is very important for your Council Charity Raffle Chairman to work with your council’s Financial Secretary to keep good records. He should keep a record of how many books of tickets and money each Knight returns. **It is not necessary to record ticket numbers.** The Council Charity Raffle Chairman will also fill out the State Council Charity Raffle Sales Report, Millennium Report, and Century Report. The following qualities are helpful but not necessary for a successful project:

The Council Charity Chairman should be:

1. Willing to take on the responsibility of the raffle.
2. A good communicator.
3. A cheerful person who can keep everyone motivated **AND FOCUSED**.
4. Be an individual with prior experience such as a retired or ex-marketing manager, salesperson, sales manager, fund raiser, teacher, or coach.
5. Good at keeping records.
6. Have an e-mail address and uses e-mail on a regular basis. We will send e-mail information on a regular schedule and we value your feedback. Regular updates keep members focused on the project.

Use the raffle as an opportunity to involve other members in an important council project. Pick a council member other than Grand Knight, Financial Secretary, or Treasurer who do not have time to do justice to both jobs. Suggestion: Select a co-chairman as this allows for allocation of the campaign workload as well as training for a future chairman…especially a newer Knight who wants/needs to get more involved in the council.

**The first couple weeks in May is the last chance to motivate members to reach your goal and can be the most productive weeks of your campaign. Don’t stop selling until the last possible days.** If you hit your goal early, set a new [stretch goal] target and reach for it. Do not sell yourselves or the council short. **YOUR COUNCIL TEAM CAN DO IT!!**

**Thinking that Leads to Failure**

1. *Our priest does not allow us to sell ticket after Mass.* [Meet with Father ahead of time and ask him if he has a project or ministry that needs money. Make that your charity.]
2. *We do not set a goal, we just try to sell as many tickets as possible.*  [This is not a goal. A goal is necessary in order to give members an incentive to buy or sell tickets].
3. *We cannot sell the tickets because - (pick a reason).* [Sure, it is tougher to sell tickets if your local economy is struggling, but our sales success speaks for itself. Revisit the charts on page three [3]. **For many people, giving to charity tops a bad economy**.]
4. *We only give tickets to the members that attend our meetings*. [Send **all** members tickets and a letter explaining the program. Give all members a chance to participate in the project.] Fraternal organizations can mail raffle tickets to membership, but not to unsolicited others.
5. *We do not have many members so what is the sense of trying*? [Check the chart. Small councils had almost three times the per members sales in 2018.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| # Councils with less than 50 members | Total Sales -50 | Members in – 50 councils | Average sold per council - 50 | Sales per member  |
| 24 | $55,100 | 845 | $2,295 | $65 |
| # councils over 50 members | Total Sales +50 | Members in + 50 councils | Average sales per council + 50 | Sales per member  |
| 90 | $288,772 | 12,573 | $3,209 | $23 |
| Total council that sold tickets | Total Sales  | Total members | Average sales - state councils | Sales per member |
| 114 | $343,872 | 13,418 | $2,025 | $26 |

**Pick a Charity or Charities**

1. **Pick a charity or charities before you start selling tickets.** This way everyone stays focused on why you are selling tickets and who benefits. GK and Council Raffle chairman must both sign the raffle report to ensure agreement on charity(s) selected.
2. Tell the ticket buyer where their money is going. Many people will purchase tickets to support the charitable cause.
3. **Limit your charities, it is better to give one charity a large check than to give a token check to many charities.**
4. Make sure your charity needs the money.
5. **The charity must be eligible as a 501(c)3 charity and be pro-life.**
6. Catholic churches, schools, parish ministries, convents, missionaries are eligible without a Federal 501(c)3 letter.
7. Pick a charity that will partner with you to sell more tickets.
8. Charity(s) chosen cannot be changed after 2019 State Convention ends.

**Here are a couple of examples of charities that have worked well in the past:**

1. Raised money to help with a Parish Building fund
2. Paid for a relic to give to their parish
3. Raised money to be used for seminarian assistance
4. Funded a bell tower for the church
5. Replaced the roof on the parish building
6. Give the funds to your local to St Vincent de Paul Conference

**Set a Sales Goal**

It is very important to set a sales goal and tell your members what the goal is for this year. As we stated earlier in this guide, we have conducted this raffle for many years. We have seen a success pattern emerge: **If your council has a sales goal, your members will rally behind your goal and your council will be successful.** We announced the State Council goal for 2019 shortly after the 2018 convention. The State Council sales goal for 2019 is $355,000.

Suggestions**:**

1. Discuss the raffle at your January leaders’ meeting. Give the officers and members a progress reports each month at the leaders meeting, regular meeting and in the newsletter.
2. Set you goal at least **10% higher** than your ticket sales were last year.
3. Another great goal is to try to break a previous sales “record”.
4. Years of experience has taught us that having **a goal and communicating** it to the members keeps everyone motivated to succeed.

****Information about the Prizes****

1. Again, this year, the prizes are cash: 1st prize - **$10,000**, 2nd prize - **$7,000**, 3rd prize - **$5,000**, 4th Prize – **$3,000**, 5th prize - **$2,000**, 6th prize - **$1,000**, 7th prize - **$500**, 8th prize - **$500**, 9th prize - **$500**, and 10th prize - **$500**. The total prize payouts equal **$30,000**.
2. The prizes are drawn from 1st prize to the 10th prize. Every ticket has a chance to win the first prize. Two alternate tickets are drawn in case we cannot locate one of the winners. The alternates are not eligible for any benefits or cash unless we cannot find one of the ten winners. If we use an alternate ticket, they receive the 10th prize and everyone moves up.
3. Winners must confirm their acceptance of the prize within 30 days of being notified by returning a copy of the letter we send them that requires a signature and their social security number and proof of age (must be 21 years or older to participate).
4. The unconfirmed prize list is posted on the web site as soon as possible. The list is updated after all are confirmed. Usually this takes six [6] week.
5. **The original winners are responsible for all taxes and will receive a 1099 form for income tax purposes.**

**The Posters**

**Every council receives several colored posters in English and Spanish [back to back]. An electronic file is also available, so councils can print more posters.**

****Prepare Your Marketing and Sales Plan****

Now you need to sell tickets. How you do this is up to you. Some councils give or send books of tickets to each member and ask them to sell or buy the tickets. Some set up tables after each week-end Mass. Many do both. You need to figure out what works best for your council.

**Strategies that have worked in other councils:**

1. Mail a **letter and two or three books of tickets** to all members. Check the weight before and make sure the postage is correct before mailing.
2. Suggest they donate if the member does not believe in raffle tickets.
3. If you receive a donation, fill out the tickets in the council's or charity’s name.
4. Suggest members buy a block of six books [$100]. Use preprinted labels to save time.
5. Prepare an envelope with a letter and a book (or two) of tickets. Announce they are available after Mass for anyone who wants to support the charity. Have Knights distribute them to parish members as they leave Mass. Put your Raffle Chairman’s name and address on the envelope so parishioners can mail you a check along with the completed ticket stubs or drop them in the collection basket. Explain the ticket costs including the $100 block of tickets with an extra book of tickets. Volunteer to fill out the additional books and mail them back with a thank you note.
6. Ask people you do business with, such as contractors, fellow employees, financial advisors, real estate agents etc. to buy 6 books of tickets or make a $100 donation.
7. Ask your council to buy a block of six books [$100] and put the council name and number on the ticket stubs. If your council wins, you have money for other charity projects. In 2010 Yuma Council 9378 won the 5th prize of $1,500, in 2016 Council 10062 won $3,000 for its programs and Council 15376 won $2,000 in the 2018 drawing.
8. When selling a book of tickets after Masses, have the buyer put their name and telephone number with area code on the first ticket and have the seller or committee offer to fill out the rest of the tickets in the book. Most buyers appreciate saving time since they want to go to breakfast, golf, or get home. You do not want to tie up table space with people filling out stubs. You want to move them on and sell tickets to the next person.
9. Use six or eight-foot tables at each point of exit when selling tickets at events or after Masses.
10. Ask members that have a business to put out a poster and sell tickets in their business.
11. Ask the charity that you name if you can mail tickets to their members. Have their president co-sign the cover letter. It is their charity that will benefit! Enlist members of the charity to help sell tickets to their membership.
12. Put articles in the Knight's newsletter and church bulletin about the progress of the raffle.
13. Have someone **actively sell tickets** at your pancake breakfast, fish fry, golf tournament, and/or other event.
14. Give the money for a needed church project and ask parish members to buy tickets.
15. Review the 10% council required sales increase incentive BONUS plan at your council meetings.
16. Recognize your top sellers at your meeting and in your newsletter.
17. Set a goal (at least 10% over LY sales) and make sure everyone knows the goal.
18. Look for new opportunities that come up during the campaign.
19. Do not forget to approach your neighbors and business customers in your area.
20. Send e-mail to family and friends and ask them to buy tickets to support your charity.
21. It is OK for your spouse or other family members to help sell tickets.
22. If it takes 15 minutes to name your charity in May or June, it will take the same time to decide on the charity in January, do it in January. Do it in January to give your members the opportunity to sell tickets to someone who is willing to support your charity.
23. If your council has trouble picking a charity, let the committee recommend one or two charities for the members to approve.

**Tools that Help**

1. This Manual gives you the history, along with policies, practices, and suggestions. Many of your questions are answered in the manual. The electronic version posted on the state website gives you a quick search feature. It also allows you to copy information and distribute to your members. Each council receives three (3) hard copies of an abbreviated sales guide.
2. Posters are in English and Spanish (2-sided printing). The electronic version (also posted on the state website) allows you to print additio0nal copies.
3. Raffle workshops will be available during most District meetings for Raffle Chairman and other interested council members, to provide information and give an opportunity to ask questions. The state raffle chairmen are willing to travel to individual or groups of councils to answer questions and present sales training.
4. An online tutorial will be posted to the state website as well as face to face (such as Skype or Facetime) will hopefully be available this year.

**Sales Tips:**

Here are some tips on selling raffle tickets. ***Pick one or two you feel comfortable with and try them.***  This list was compiled by Knights that have successfully used these techniques when they sell Charity Raffle tickets. Copy the Sales Tips on the back of the letter you send to your members.

1. Always have tickets and a pen with you in the car or in your pocket. **Be prepared!**
2. Ask family members to buy a book or two of tickets to help your charity.
3. **Ask your wife and other family members to help you sell tickets.**
4. When you do a favor for someone, ask them to buy tickets in return.
5. Ask your out-of-town guests that stay with you to buy a book of tickets.
6. Ask your friends and neighbors to buy a book of tickets to support your charity.
7. When someone asks the price, tell them that a book of five tickets is $20 and gives you an extra ticket, for $100; we will give you an extra book of tickets for a total of six books of tickets thus a total of 30 tickets (**a $20 savings!**). Let them decide how many they want. Mention the $20 book of five first. Don’t start with the single ticket sale…go for the book of five sale. You can always fall back to a single ticket for $5.00. If you start at the $5 ticket, you will get only $5 sales.
8. **Sell to those who sell things to you or provide you with services.** Contact people whom you know that also sell tickets, Girl Scout cookies, etc. and ask them to buy a book of tickets from you. How about any service providers, financial advisors, insurance people or others you pay to do work for you…you give them enough money each year?
9. Send an e-mail to friends and family. Tell them about the ticket, include the cost of tickets. Ask them to send you a check. Tell them you will fill out the tickets, e-mail them their ticket numbers, and that the winning numbers are posted on the web site. The web site is www.kofc-az.org.
10. **Start your sales pitch by asking them to support your charity**. [This is often an easier sale.] Remind them that $2.50 of every ticket stays with your local charity.

These are just some ideas. Be creative and have some fun with this project. If something did not work in the past, try something different. If you need some ideas, talk to other councils, your District Deputy, or the Arizona State Council Raffle Director: Dennis Sullivan at phone number 480-201-5556 or denpsulli@aol.comor Richard Armanini at richard.armanini@gmail.com

**BE EXCITED WHEN SELLING THE CHARITY RAFFLE TICKETS!**

**BE POSITIVE WHEN SELLING THE CHARITY RAFFLE TICKETS!**

**State Council Sales Incentive Plan: IT PAYS TO PLAY!!!**

**EXCITING Sales Incentive Plan**: Each council that participates and meets its required sales percentage increase goal will get a 10.0% refund from the Arizona State Council’s half of the total collected based upon the council charity sales dollars. Your charity(s) still get the 50% of your council sales dollars. EVERY COUNCIL that sells at least $1,000 and achieves or exceeds its required sales increase percentage will receive this incentive. The council may choose to use these funds however it sees fit…increase charity donation, fund council per capita expense, reimbursement for council raffle expenses and/or council incentives (shirts, hats, plaques, etc.). Remember that none of this bonus money may be given as cash to an individual.

**Incentive Example:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Council** | **2019****Council Sales $** | **Required $ Sales Percentage Increase over 2018 sales** | **Council Incentive $$$** |
| not | $750 | 10.0% | **$0** |
| xyz | $1,000 | 10.0% | **$50** |
| abc | $5,001 | 7.5% | **$250** |
| qrs | $10,001 | 5.0% | **$500** |
| stu | $15,001 | 2.5% | **$750** |

**Council receives it 50% of total sales for its named 501(c)3 charities.**

**How to Qualify for the Sales Incentive:** To be eligible for the 10.0% bonus, you must turn ticket stubs, **completed reports and council check in by 12:00 noon on Saturday, May 18,2019.** Minimum of $1,000 in a council’s ticket sales is required to get the bonus and a council must meet or exceed the percentage sales increase goal. The State Charity Raffle Director will announce the current total sales in his raffle report before the end of the Saturday’s state convention business session. We will distribute the winners via e-mail and web site once we have verified the winner’s information and eligibility.

**Ten % increase in ticket Sales:** Council receives a plaque the first year and year tag the next year they sell 10% over last year. Last year 47 Councils sold over 10% above their previous year’s total.

**Wrapping up sales**

Start wrapping up your sales of tickets by the middle of May. Your Raffle Chairman should turn in all money to the council Financial Secretary and have him work with the council Treasurer to cut **one check from the council. The check should be made out to the “Arizona Knights of Columbus Charity, Inc.”** You must also fill out the **2019 State Charity Raffle Sales Report**, **Millennium Sales Report, and $100 Century Sale Report**. **If the Financial Secretary or Treasurer will be out of town; get the check before they leave. Bringing cash and personal checks is a bad idea.**

* **1st option** – Bring sales reports listed above, check, and ticket stubs to the convention.
* **2nd option** - Send your check along with the reports listed above and the ticket stubs to the Arizona State Council Raffle Director (Dennis Sullivan, 16832 S. 1st Drive, Phoenix, AZ 85045). **Mail the raffle packet if your council is not attending the convention. Deadline for mailing package is May 14th, 2019.**

Do not forget a camera to take a picture as the tickets are deposited in the raffle barrel to put in your newsletter.

**K of C Bylaws Raffle Funds Rule**

Every year we say multiple times and every year a few councils do not follow the process [rules] and it causes delays in sending their charity checks. ***The State Council should not receive any personal checks.*** Your Financial Secretary deposits all checks, and cash received by your council for selling tickets and issues a single council check to transfer the raffle money to the State. This is a fundamental rule in all Knights of Columbus bylaws. **No changes to charity(s) can be made after convention.**

**2019 State Convention**

The Council Raffle Chairman or one of your council delegate’s responsibilities, when coming to the 2019 State Convention, is to bring raffle ticket stubs, sales reports [3], and council check. Make sure your council number is on the check. Also, print or stamp your council number on the back of all the tickets to validate them. You need to remove the end tab so that all tickets are separated before they are put in the drum. Destroy all unsold tickets.

We will have a raffle desk set up near the 2019 State Convention Registration area. Just look for the giant blue ticket drum and raffle signs.

On Saturday May 18th, 2019, at the annual State Convention dinner, we will have the drawing for all 10 prizes in this year’s raffle. **The Bishop or State Chaplain will draw the 1st prize first so that everyone has the maximum chance to win the 1st prize.** The Bishop or State Chaplain will then draw for 2nd prize, then 3rd prize, and keep drawing until all 10 prize winners have been chosen. He will also pull two alternate winners. These alternate tickets will become winners if we cannot find any of the ten [10] winners or they do not qualify to receive the prize. Then the first alternate is given the 10th Prize and everyone moves up a position. This has happened 3 times in recent history.

**Posting of Prize Winner Information**

The Arizona State Council Charity Raffle Director will send out an e-mail to State Council Officers, District Deputies, Grand Knight, Financial Secretaries, Raffle Chairmen, and Insurance Agents within two weeks of the convention. We will post the unofficial list as soon possible after the event. We will make the list official when all winners are confirmed [usually 6 weeks].

**Check(s) for Your Charity(s)**

Approximately 3 - 6 weeks after the State Council Convention, the State Treasurer will mail check(s) to your Financial Secretary. Remind him to watch for the checks especially if you change your Financial Secretary.  **No changes to your selection of charity(s) will be allowed after the State Convention.**

**If your council has not designated a charity before the convention, the State Council Raffle Director reserves the right to choose one for your council. We strongly recommend you pick your charity(s) at the start of the ticket sales to eliminate this problem.**

You should arrange to get check(s) to your charity(s) as soon as possible.  It would be great if you could make a presentation and take pictures for your newsletter and church bulletin.

**Summary**

There are five keys to success: [1] **name a chairman**, [2] **pick a charity(s)**, [3] **set a goal of at least 10% increase ov 2018 sales** [in **December or** early **January],** [4] **actively solicit member support** and [5] **sell tickets for charity.**

This Sales Guide is designed to help you conduct a successful sales raffle. If you spot “opportunities for upgrade or enhancement”, (aka ideas, flaws and mistakes) please let us know. We will post corrections and additional information on the Arizona State Council website and send them to the Council Charity Raffle Team as an e-mail update.

Some Grand Knights do not have e-mail. It is important that one of the officers such as a Deputy Grand Knight, Financial Secretary, or Treasurer step up and use his e-mail address to keep the council in the communication loop. We plan to communicate with the Council Charity Raffle Chairman, Grand Knight, Deputy Grand Knight, Financial Secretary, District Deputies, State Council Officers, and Insurance Agents as often as necessary, so everyone is on the same page.

The last page is a checklist to help guide you through the sales process. The Council Charity Raffle Chairman should track each step of the process to help keep everyone on task.

**Good luck with selling raffle tickets. If you have any questions, please do not hesitate to call me (480-201-5556) or send an e-mail to** denpsulli@aol.com **or richard.armanini@gmail.com at (480-818-1774)**

**Sample Letter to Council Members only**

<Date>

Name

Address

City, State, Zip

Brother <First Name>,

It is again time for the Annual Knights of Columbus Arizona State Charity Raffle. All prizes are cash again this year. They are 1st prize - $10,000, 2nd prize - $7,000, 3rd prize - $5,000, 4th Prize – $3,000, 5th prize - $2,000, 6th prize - $1,000, 7th prize - $500, 8th prize - $500, 9th prize - $500, and 10th prize - $500**. The total is $30,000!**

Our Council goal for 2019 is \_\_\_\_\_\_\_. Our charity is <Name charities> will receive half the proceeds from the sale of the raffle tickets. Last year our council gave <name charity> a check for <amount of check>.

Enclosed are three books of five [5] tickets each for you to ***sell or purchase***. The tickets are $5 each or $20 for each book—or a total of $60.00. Each book sold is $20 toward our goal and $10 for <name charity>. You can return all ticket stubs and money through the church office, collection basket, or directly after Mass to the Knight’s table. Make checks payable to the Knights of Columbus Council <number>. Please return the ticket stubs, money or check in an envelope with your name on it to identify you as the seller. **Please do not separate the tickets stubs and do not mail cash.**

The deadline for returning tickets money is [pick a date early in May]

This is your opportunity to support a council project and help raise money for <charity>**. If you do not believe in selling or buying Charity Raffle tickets to support charity, then please make a donation in any amount**. Additional tickets are available.

Thank you for your help with this very important charity project.

**<Your name>**

2019 Council Charity Raffle Chairman
Phone:

E-mail:

Enclosed three books of State Charity Raffle tickets

***Note: send the letter using mail merge and window envelops for this project. If you do not know how to use mail merge, recruit a member who does and have him do the letters for you. Use electronic signature or fancy type for the name and provide contact information in the footer of the letter. Consider copying sales hints / tips onto the back of your council letter from the 22-page manual posted on the website.***

*Arizona State Council*

Date Rec: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Time Rec:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Rec By: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Council

#**\_\_\_\_\_\_\_\_\_\_**

*Knights of Columbus*

***2019Arizona State Council Charity Raffle Sales Report***

**Total Ticket Sales** $      $      $      $

50% of Sales: $      $      $      $

*(****Total Disbursement must equal 50% of Gross Sales)***

**Approved Charities - [501(c) (3) document not required**]:

*Official Use Only
Check*

 *# Amount*

\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_

***Total $\_\_\_\_\_\_\_\_\_***

***Attach Council Checks only.***

 Arizona Right to Life $

 Arizona Special Olympics $

 Parish [Name] $

 Ministry\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ $

 St Joseph Youth Camp $\_\_\_\_\_\_\_\_\_\_\_\_

 St Vincent de Paul $\_\_\_\_\_\_\_\_\_\_\_\_\_

**All Other Charities: [Must attach current 501(c) (3) IRS letter] Attached IRS Letter**

 YES Used Previous

      $      [ ]  [ ]

      $      [ ]  [ ]

***NOTE: IRS Laws and State Knights of Council Bylaws require the charity recipients of the raffle proceeds be a 501(c) (3) organization.***

**Council Information: (Print Clearly)**

Raffle Chairman:       Council #

Telephone:       E-Mail:

 Address:

City:       Zip:

Tickets turned in by:       Phone:

**Signatures: GK \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Raffle Chair\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**WRITE OR STAMP YOUR COUNCIL NUMBER ON THE BACK OF TICKETS - separate stubs**

**DO NOT BRING CASH OR PERSONAL CHECKS!**

**Make check payable to: AZ Knights of Columbus Charities, Inc**

**Century Sales [$100] Individual Knights $1,000 Sales Report 2019**

The sale of raffle tickets is a team effort among Brother Knights and councils. We also want to recognize individual councils and Knights that do an outstanding job of selling Charity Raffle tickets by listing them on the Knights web site. To recognize one or both, please fill out this report even if you have already told me about their achievements.

**Century [$100 or more] Sales]:**

A century sale is **one Knight selling one person $100 worth of tickets (which is six books) to one person at one time. They can put one name on all 30 tickets or put different names on them such as family members (but must be 21 years of age or older to win the cash).**  If someone buys $200, report it as one sale and $200 in the Total Sales column. **Report only totals**. **DO NOT SEND THE LIST OF NAMES WHO PURCHASED $100 OR MORE TICKETS. Keep them for your records.**

**Report for your councils Century Sales of $100 or more:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Council # | City | # Century Sales  | Total Century Sales | Average per sale |
| **Example 1** | **00001** | **Any Town** | **2** | **$300** | **$150** |
| **Example 2** | **00002** | **Any City** | **5** | **$500** | **$100** |
| **Your Council**  |  |  |  |  |  |

**Individual Knights Sales of $1,000 or more [PLEASE PRINT USING CAPITAL LETTERS]**

***Print*** the information for all Knights with total sales over $1,000.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Count** | **Council #**  | **City** | **Knight’s Full Names**  | **Phone Number** | **Total Sales** |
|  |  |  |  |  |  |
| 1 |  |  |  |  |  |
| 2 |  |  |  |  |  |
| 3 |  |  |  |  |  |
| 4 |  |  |  |  |  |
| 5 |  |  |  |  |  |
| 6 |  |  |  |  |  |
| 7 |  |  |  |  |  |
| 8 |  |  |  |  |  |

**Report Submitted by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Council Number: \_\_\_\_\_\_\_\_\_\_**

**Raffle Check List:**

Planning phase [December and January]

1. Grand Knight selects Council Raffle Chairman. **(Date \_\_\_\_\_)**
2. Send Council Chairman's name and e-mail address to Raffle Director Dennis Sullivan at

denpsulli@aol.com or Phone: (480) 201-5556. **(Date \_\_\_\_\_)**

1. Name a 501(c)3 eligible charity[s] as recipients for the council share of the ticket sales so everyone knows who will receive the proceeds of the ticket sales. Name of charity[s]\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **(Date \_\_\_\_\_)**
2. Set a council goal for the sales campaign [We will sell as many tickets as possible is not a goal. A **goal is a dollar figure** usually based on a percent over last year's sales] our council goal is $\_\_\_\_\_\_\_\_. **(Date \_\_\_\_\_)**

Sales phase [January, February, March, April, May]

1. Distribute tickets to council members including a letter describing why you are selling raffle tickets. **(Date \_\_\_\_\_)**
2. Suggest/develop new/other ways for the council to sell tickets. **(Date \_\_\_\_\_)**
3. Communicate progress to the council and parish. **(Date \_\_\_\_\_)**

Wrap-up [Middle of May]

1. Collect money and ticket stubs. **(Date \_\_\_\_\_)**
2. Remove the end tab to separate tickets and stamp or write the council number on the back of each ticket stub. **(Date \_\_\_\_\_)**
3. Deposit all money and checks in your council account. **(Date \_\_\_\_\_)**
4. Write a Council check to the Arizona Knights of Columbus Charity, Inc. **(Date \_\_\_\_\_)**
5. Fill out the 2019 Arizona State Council Charity Raffle Sales, Millennium, and Century Reports, Bring all three reports with ticket stubs, and **Council check** to the 2019 Arizona State Convention before 12:00 noon, May 18, 2019. **(Date \_\_\_\_\_)**

**Final report must include:**

1. \_\_\_\_ 2019 State Council Charity Raffle Sales Report completed with charity(s) listed.
2. \_\_\_\_\_ Millennium [$1,000] Report completed, if none mark NA and your name.
3. \_\_\_\_\_ Century Sales [$100] Report completed, if none mark NA and your name.
4. \_\_\_\_\_ Council check for the total amount of ticket sales. [Council # on the check]
5. \_\_\_\_\_ Ticket stubs separated, and council number printed or written on the back.