



Ontario State Online 50/50 Raffle

DECEMBER 2021 DISTRICT DEPUTY ORG MEETING

2022 Online 50/50 Raffle

- Wed Dec 15th registration deadline (Winter raffle)
- Training Dec 17th or 18th
- Councils will receive a copy of the 2022 lottery license and they are required to delivery a copy to their municipality (no fees to pay)
- Chairman promotes council's URL link and QR code

Register with State office by Dec 15

Attend online zoom training Dec 17 or 18

Deliver copy of 2022 lottery license to municipality office

Chairman sends out emails regularly & promotes council URL

2022 Online 50/50 Raffle

- Once we launch the lottery software on day 1, everything is locked in, we cannot add any more councils to that quarter lottery raffle
- Councils require one person as a chairman that has access to their members emails
- I send out sales progress charts bi-weekly in the State newsletter and it's also posted on the State website
- Winners of any early bird draws, 1st of each month, are eligible for any additional future draws and the final draw in that quarter
- State Board does not have any agreement with any media to help promote our online 50/50 raffle or on behalf of the councils in 2022

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Methods to promote URL link and QR code

BY EMAIL (PRIMARY METHOD)

- Poster with URL link and QR code to members
- Invite them to support the charity you intend to help by purchasing a ticket and share the invitation to their family and friends and co-workers
- Council bulletin or website

BY SOCIAL MEDIA (OPTIONAL)

- Facebook
- Twitter
- Instagram
- Snapchat
- Pinterest

NEW for 2022

Online 50/50 Raffle

1. **Themes** for each raffle
2. **Feature** charity for each quarter

WINTER: JAN – MARCH (HOMELESS SHELTERS)

SPRING: APRIL – JUNE (FOOD BANKS – FOOD FOR FAMILIES)

SUMMER: JULY – SEPTEMBER (SPECIAL OLYMPICS ONTARIO)

AUTUMN: OCTOBER – DECEMBER (COATS FOR KIDS PROGRAM)

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Important notes

- The profit cheques from the State 50/50 raffle must be deposited into the council's regular charity account (not bingo or nevada).
- None of the cheque can be deposited into the council's general account. There is nothing from the profits for administrative purposes.
- Councils need to use blink carbon copy (bcc) when emailing to many people, especially when we are asking them to share their URL link and QR code with friends, family and co-workers for their support with the online 50/50 raffle. There are privacy laws to follow. This goes for the council's bulletin as well.

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STATE 50/50 RAFFLE DIRECTOR
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