



# Ontario State Online 50/50 Raffle

DECEMBER 2022 DISTRICT DEPUTY ORG MEETING

# 2023 Online 50/50 Raffle

- Jan 13<sup>th</sup> registration deadline
- Training in mid January
- Councils will receive a copy of the 2023 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 or with me by January 13

Attend online zoom training (to be announced)

Deliver copy of 2023 lottery license to municipality office

Chairman sends out emails regularly & promotes council URL

## 2023 Online 50/50 Raffle

- Once we launch the lottery, everything is locked into the software, we cannot add any more councils to that 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, 1<sup>st</sup> 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

# 2023 Online 50/50 Raffle

## 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
- Other

# NEW for 2023 Online 50/50 Raffle

THERE WILL BE TWO (2) RAFFLES DURING 2023

1ST RAFFLE: FEBRUARY 1<sup>ST</sup> WITH GRAND PRIZE DRAW ON  
APRIL 30<sup>TH</sup> (SUNDAY MORNING OF STATE CONVENTION)

2ND RAFFLE: SEPTEMBER 1<sup>ST</sup> WITH GRAND PRIZE DRAW ON  
DECEMBER 31<sup>ST</sup>.

NO RAFFLES DURING JANUARY, MAY, JUNE, JULY OR AUGUST

# 2023 Online 50/50 Raffle

## 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).
- No portion 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 blind 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.

# Ontario State Online 50/50 Raffle

STATE 50/50 RAFFLE DIRECTOR  
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STATE TREASURER

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