**Special Olympics Iowa Truck Raffle Info:**

How Does the Special Olympics Iowa Truck Raffle Work?

All areas/teams/athletes/supporters are encouraged to sell tickets! When a ticket is sold from an area or team 50% of the funds go to their centralized account to support their area/team. The remaining 50% supports the SOIA state office by helping underwrite the cost of the raffle and all expenses (cost of truck, cost of tickets, shipping).

Raffle Best Practices

1. Set a goal
	1. Know what your area/team is in need of (equipment, uniforms, meal funds etc.) and set a goal for how much you want to raise from ticket sales
2. Coordinate sales locations in your area
	1. Select high-traffic and high visibility areas
	2. Request permission to sell tickets at various locations
	3. Ask local businesses if they would be willing to sell tickets on behalf of your area or team
3. Create a schedule
	1. Determine what weekends you plan to sell tickets and promote prior to selling tickets
	2. Enlist teams of athletes, families and volunteers to help sell tickets
4. Prepare to Sell
	1. Wear Special Olympics Iowa apparel. Athletes show off those medals! These are great conversation starters with the public and ticket buyers
	2. Be friendly and professional
	3. Practice your talking points or sales pitch before you start
	4. Know how funds from the Raffle will support your team and help the athletes throughout the year
	5. Say THANK YOU! Thank every person who purchases a ticket and leave them with a smile, hug or high-five
5. Accounting
	1. As tickets are sold, have volunteers or athletes turn them into a designated contact with your Area or Local Delegation
	2. The Delegation manager should help in the process for filling out and sending in tickets to the State Office
	3. Have one person count tickets and another count money to ensure all items are properly accounted for prior to sending to the SOIA office
	4. All tickets must be accompanied by an Area Reconciliation Form and money. No tickets are to be purchased with cash coming at a later date – If not all funds are received when tickets are sent in, tickets may become VOID
	5. All unsold tickets must be returned to the Special Olympics Iowa office within one month of the raffle
6. Ticket Request
	1. All ticket requests must be made through the state office – Tickets will be sent to sellers within 5 business days of ticket request. State Office – 515-986-5520