

	NOTES FROM JOHN KERSTEN - CENTURY 21	CAR RAFFLE
Key focus areas:	1. Build a database	2. Allow enough time to sell out of tickets
	...a. need a fair amount of time to establish	...a. have at least 4-5 months to sell
	...b. have a good system to organize it and stay on top of it	...b. have promotion plan
	-which tickets are they buying? (if you have more than one option)	- spell out rules on the tickets so it's clear
	- after awhile, separate them into lists- A: continuous/repeat buyers, B: haven't bought in a few years, etc.	-have a rule of picking up prize within 30 days- it's surprising how people can delay in picking it up; make it clear that if they don't another name will be chosen
	- may need to take some off the list to save on mailing costs/keep it clean if it's been awhile (don't delete info, just take off mailing list)	-emphasize the cause on tickets
	- need to work ahead (they have 30,000 in database)	
	Details of their raffle:	Promotions
	61st car raffle! ... only 2 years with an extra cash raffle	they use a mailing company with an automated database since they've grown
	...it's a long term commitment and won't go huge overnight!	a. advanced ticket sales pay for the mailing costs- even more reason to plan ahead
	-first thing he said: "Walk before you run"- made sure we noted that	b. uses 2 mailings: 1st a brochure, 2nd a flyer- 2nd one is a quicker reminder
	- they've done "his and hers" cars; chose Cadillac or Corvette along with \$50,000 cash- bought them at cost	...c. use newspapers: get MAJOR ones, not just local and get in the front section with a sizable ad
	- sold car tickets for \$50 each	d. show winner at dealership to let people see you actually win
	- the cash prize helps pay for taxes on car	
	...had issues where people would win, couldn't afford taxes on the car, it would have to be retitled, then lose value just because it would be sold back... something to avoid	
	- check details of regulations in every state - what is it in TX?	
	...website for information: www.carraffles.com	