

2025 Raffle Process and Pitch

Process description – Due to the huge success of the 2024 Leadership SLO Raffle, we're going to use a similar approach in 2025. This means that our wine/spirits/beer/cider will come from local SLOlebrities and all libations will be complimented by other winning prizes that are interesting and draw folks who don't care about alcohol! We aim to do a better job this year promoting the raffle through recognizing SLOlebrity generosity. The raffle ticket sales will also, once again, be a competition between the LSLO Classes for recognition on the trophy & a party hosted by LSLO.

Prizes & Prices –

- **Prices:** Still a competition between classes, \$100 per ticket, 250 available.
- **Prizes:**
 - Wine + Drinks Fridge
 - Yeti Cooler & Beer
 - Dinner & Show at the PAC!

SLOlebrity Tracking – [Spreadsheet](#) – [Photos Folder](#) each Board member is asked to get 2-4 bottles of wine from a local leader. We will track the outreach using this spreadsheet to avoid duplicative efforts. Think of **yourself!!!** & CEO's, Elected Officials, Pastors, Candidates for Office, Education Leaders, Artists, etc. It really doesn't need to be someone super special, just have fun with it. Ideally, the SLOlebrity will sign the bottles with a metallic marker and provide a photo of them holding the bottles for our promotions. If you can't capture that, that's okay, we'd rather get the donation than get hung up on the marketing materials. The reason we are using the SLOlebrity approach is to improve the quality of product in the raffle, generate some fun marketing materials, and maintain bonds with supporters/leaders for now and future fundraising.

Timeline:

- **9/19 - Secure wine/spirits/beer/cider donations & update spreadsheet and photos folder. Drop off at SLO Chamber attn Dan.**
- **9/22 - Raffle Ticket Sales Commence!**
- WEEKLY PROMOTIONS!!! Boilerplate personal outreach messaging below.
- 10/23 - Good Morning SLO Table
- **11/7 - Graduation & Raffle Drawing!!!**

Simple Text Message Draft

Hi [Name]! Leadership SLO's biggest fundraiser raffle is coming up, and we're reaching out to local leaders to build up amazing prizes of special signed bottles of wine, spirits, beer, or cider. Having two bottles from you would be a fantastic prize, helping us make this year a success and position LSLO to continue serving future community leaders on the Central Coast. Would you be able to donate?

Email Draft

Subject: A Fun Opportunity to Support Leadership SLO

Hi [Name],

I hope you're having a wonderful week.

I'm reaching out on behalf of Leadership SLO, a nonprofit dedicated to fueling a more engaged, inclusive, and vibrant Central Coast by equipping community members to lead. Our programs are designed to ignite a passion for service and kindle relationships that make a lasting impact.

Every year, we hold an annual raffle to raise essential funds for our mission. We're currently seeking donations of special wine, spirits, or beer from local figures like yourself to serve as highly-sought-after prizes.

Your contribution would not only be a highlight of our raffle but would also directly support our work in training the next generation of community leaders.

Would you be willing to donate an item for our raffle? If so, please let me know and we can coordinate the details. We're looking for 2-4 bottles, signed, with a photo of you holding one of the bottles. I can help with that but also it's no big deal if we can't pull that off too, we'd still love your support!

Thank you so much for your time and consideration, let us know what you think!

Warmly,

The Leadership SLO Team