

BASKET RAFFLE PLANNING KIT

The complete system for running a raffle that raises real money

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BasketRaffleIdeas.com | Chance2Win | (813) 699-9325 | basketraffle.org

WORKSHEET 1 — GOAL CALCULATOR

Know Your Numbers Before You Plan Anything Else

Your goal determines required buyers, which determines whether your audience is sufficient, which determines whether you need online reach. Run this math first.

MY GOAL

Revenue goal (\$)	_____
Purpose	_____
Event / drawing date	_____

BUYER MATH — Revenue Goal ÷ Average Order = Buyers Needed

	With \$1 Tickets	With Bundle Pricing
Expected avg order	\$4-\$7	\$20-\$30 (most choose \$25)
My revenue goal	\$_____	\$_____
Buyers needed (goal ÷ avg)	_____	_____
Expected attendance	_____	_____
In-person buyers (att. x 70%)	_____	_____
Online buyers still needed	_____	_____

If online buyers needed > 0: you need a hybrid online/in-person model or a revised goal.

MY RESULT: Revenue goal \$_____ ÷ \$25 avg = _____ buyers needed. In-person buyers: _____. Online buyers needed: _____. Hybrid required? Yes No Revise goal

WORKSHEET 2 — BASKET COUNT FORMULA

How Many Baskets Is Right for Your Event

Formula: **Expected Attendance ÷ 15 = Optimal Basket Count** — adjusted by event type. Too few = limited decisions. Too many = diluted attention and sparse ticket buckets.

Attendance	Formula Result	Typical Range
75 people	5 baskets	6–8 baskets
150 people	10 baskets	10–12 baskets
200 people	13 baskets	12–15 baskets
300 people	20 baskets	18–22 baskets
Your event: _____	÷ 15 = _____	Adjusted: _____

EVENT TYPE ADJUSTMENT

Event Type	Adjust	Reason
School family night (40–75 min)	–15%	Single-pass browsing
Church dinner / gala (90+ min)	As-is to +15%	Multiple table visits
Sports event / intermission	–25%	Competing attention
Online-only	Up to 25	Non-linear browsing

MY BASKET COUNT PLAN:

Expected attendance	_____
Formula result (÷ 15)	_____
Event type / adjustment	_____
Final target basket count	_____
Donations confirmed	_____
Baskets to supplement	<input type="checkbox"/> Yes <input type="checkbox"/> No — fill budget per basket: \$15–\$35

WORKSHEET 3 — BASKET ASSEMBLY CHECKLIST

One Copy Per Basket — The 9-Step Build System

Experience Name (name the experience, not the items)	
Anchor Item (gift card / highest-value item)	
Estimated Value (\$)	
Container Type	

1. Name First

Experience name chosen BEFORE any item selected. Every item passes: "Does it belong in this experience?"

2. Container

Matches theme. Looks FULL not sparse. Wicker = warm/traditional. Crate = rustic. Kraft box = premium.

3. Anchor Identified

One item communicates theme + value from 6 feet. Ideally a local business gift card.

4. Filler Base

3–4 inches crumpled tissue paper. Elevates all items above rim. Color complements theme.

5. Back Items

Tallest items at back wall. Labels facing forward. Creates visual depth.

6. Mid + Front Items

Medium items center, low-profile front. Nothing blocks view of items behind.

7. Gift Card

FRONT CENTER at eye level. Business name + dollar amount readable arm's length. NOT buried.

8. Label

PRINTED: "[Experience Name] — Est. Value \$___". Readable from 5 feet.

9. THREE TESTS

Run all three before photographing or wrapping.

THREE EVALUATIONS — Must pass all three before wrapping

10-FOOT TEST	Step back 10 ft. Does something catch your eye?	NO → Fix height + anchor visibility
3-SECOND TEST	Look 3 sec, look away. Do you know what this basket is?	NO → Fix theme or rename
LABEL TEST	Read name aloud. Does it create a specific picture?	NO → Rename it

PHOTOGRAPHY (before wrapping — for online listings)

Photo 1 — Hero Shot	45° angle, full basket, gift card visible, square crop for mobile
Photo 2 — Anchor Close-Up	Gift card tight. Business name AND dollar amount readable on phone screen. If unreadable → reshoot closer.

Photo 3 — Contents Spread

All items laid flat, no overlapping, labels facing camera, every item distinct

WORKSHEET 4 — BUNDLE PRICING GUIDE

4–6x Revenue from the Same Buyers by Changing the Decision Type

\$1 tickets = arithmetic decision ("how many should I buy?") → most resolve at \$4–\$7. Bundle pricing = expressive decision ("which level matches how much I want this?") → most choose \$25. Same buyers. Same cause. 4–6x the revenue.

Tier	Price	Tickets	Per-Ticket	Notes
Entry	\$5	1	\$5.00	Accessible floor — keeps everyone included
Small bundle	\$10	3	\$3.33	Impulse upgrade
★ STANDARD	\$25	10	\$2.50	Most chosen — use in volunteer pitch
High commitment	\$50	25	\$2.00	For supporters competing seriously

VOLUNTEER PITCH: "Most people are doing the 10 for \$25." Say this to every undecided buyer.

THE MATH — 200 BUYERS, TWO STRUCTURES

	\$1 Tickets	Bundle Pricing
Avg order	\$4–\$7	\$20–\$30
200 buyers → revenue	\$800–\$1,400	\$4,000–\$6,000
Multiplier	1x	4–6x

VARIABLE ENTRY COSTS — For mixed-value lineups

Basket Value	Tickets/Entry	Effective Cost (\$25 bundle)	Signal
Under \$200	1 ticket	\$2.50	Standard
\$200–\$400	2 tickets	\$5.00	Mild premium
\$400–\$800 ★	3 tickets	\$7.50	Clear premium (most common)
\$800–\$2,000	5 tickets	\$12.50	High-value
\$2,000+	10 tickets	\$25.00	Vehicle / experience prize

RULE: Only apply multipliers when premium value is visually obvious. If supporters cannot see why it costs more to enter, participation suppresses.

WORKSHEET 5 — PROMOTION CALENDAR

7 Touchpoints — Fill In Dates — Send Every One

People need 4–7 contacts before they act. The 48-hour urgency push (Touchpoint 6) captures 40–60% of campaign revenue. A specific closing time ("Friday at 8pm") activates anticipated regret. "Closing soon" does not.

#	Name	What to Send	Date	Do ne
1	LAUNCH	Full lineup. Drawing date. Online link. Set the frame.	___/___ -	■
2	SPOTLIGHT T #1	One basket: hero photo + experience name + top 3 items + est. value + direct link. Write it as a gift description.	___/___ -	■
3	SPOTLIGHT T #2	Different basket. Broad appeal if first was specific. Reaches people who missed the first two.	___/___ -	■
4	SOCIAL PROOF	"We've sold X tickets — [X] days left. The [basket] is already competitive." Name the hot basket.	___/___ -	■
5	SPOTLIGHT T #3 + DEADLINE	Third basket + first explicit deadline: "Drawing closes [date] at [EXACT TIME]."	___/___ -	■
6	★ 48-HR URGENCY ★	"Drawing closes [DAY] at [EXACT HOUR] — 48 hours left." Email + Social. Specific hour is not optional.	___/___ -	■
7	FINAL HOUR	"Last call — closes at [time] tonight. Drawing live at [time] on [platform]."	___/___ -	■

REVENUE DISTRIBUTION

Phase	Typical Share	Note
Launch (Days 1–2)	20–25%	Early enthusiasts
Mid-campaign	30–35%	Spotlights reach new parts of the network
Final 48 hours ★	40–60%	Urgency push — specific time required

MY DATES: Campaign opens: ___/___ | Drawing closes: ___/___ at ___:___ ■AM ■PM | 48-hr push date: ___/___ | Live drawing platform: _____

WORKSHEET 7 — PER-PERSON REVENUE DIAGNOSTIC

Divide Total Revenue by Total Buyers — One Number Tells You Where to Look

Total ticket revenue (\$)	\$ _____
Total number of buyers	_____
Per-person average (revenue ÷ buyers)	\$ _____

Per-Person Avg	Constraint	Fix This First
Under \$8	PRICING — \$1 tickets	Switch to \$5/\$25/\$50 bundle structure. This single change produces 4–6x from the same buyers.
\$8–\$15	STRUCTURE — Basket naming / display	Name every basket with an experience name. Add "Est. Value \$____" label. Gift card front-center.
\$15–\$25	ACTIVATION / EXPOSURE	Check touchpoint count (minimum 7). Is selling active or passive? Leaderboard in place?
\$25–\$35	System working — scale audience	Per-person is healthy. Grow total by adding online/hybrid and expanding reach.
Over \$35	Optimize premium pricing	Consider variable entry costs for high-value baskets. Evaluate leaderboard for next level.

THE FORMULA: Exposure × Structure × Pricing × Urgency × Activation = Revenue

YEAR-OVER-YEAR TRACKING

Metric	Yr 1	Yr 2	Yr 3	Yr 4
Event date				
Total ticket revenue				
Total buyers				
Per-person average				
Top-earning basket				
# promo touchpoints sent				
Final-48hr revenue %				
Ticket pricing structure				
One change for next year				

PRE-LAUNCH CHECKLIST

12 Checks — Run Before Your First Promotional Post

Every unchecked box is a specific place where revenue is being left on the table. These map directly to the five formula variables.

GOAL & STRUCTURE

- Revenue goal defined with buyer math completed**
 Goal ÷ \$25 = buyers needed. In-person attendance × 70% = in-person buyers. Gap = online buyers needed.
- All prizes confirmed in writing**
 Written commitment, specific delivery method and date. No verbal promises or pending donations.
- Online component decided**
 Hybrid if online buyers needed. Platform selected — no tip-prompt checkout.

BASKETS

- Every basket has an experience name**
 "Spa Day for One" not "Basket #4". Three-second test: does the name create a picture instantly?
- Estimated value stated on every label**
 "Est. Value \$___" printed. Readable from 5 feet. NOT handwritten.
- Gift card clipped front-center on every basket**
 Business name + dollar amount readable arm's length. NOT buried.
- Basket count appropriate for attendance**
 Attendance ÷ 15. Not over that count regardless of donation volume.

PRICING

- Bundle pricing in place**
 \$5 / \$10 for 3 / \$25 for 10 / \$50 for 25. Not \$1 tickets.
- Volunteer pitch ready**
 "Most people are doing the 10 for \$25." Every selling volunteer knows this phrase.

PROMOTION & URGENCY

- 7-touchpoint calendar drafted with dates**
 All 7 send dates set in calendar before campaign opens.
- Specific drawing deadline set and announced**
 "Drawing closes [day] at [exact hour]." Vague language does not activate the urgency mechanism.

CHECKOUT

- Mobile checkout tested on a real phone**
 Someone completed a test purchase on their own phone. Every friction point noted and fixed.

All 12 checked = structurally ready to launch. Any unchecked = that variable is currently limiting your results.

QUICK REFERENCE — KEY NUMBERS

Every Data Point from the Guides at BasketRaffleIdeas.com

PRICING	
\$1 ticket average order	\$4–\$7
Bundle pricing average order	\$20–\$30 (most choose \$25)
Revenue multiplier — same buyers	4–6x
Volunteer pitch	"Most people are doing the 10 for \$25"
BASKET COUNT	
Formula	Attendance ÷ 15
Attention per basket (12-min browse)	48 sec in sweet spot (10–15 baskets)
Minimum attention for why-not moment	45–60 seconds
Attention at 60 baskets	~12 sec — below visualization threshold
ASSEMBLY	
Optimal item count per basket	5–9 items
Fill item supplemental budget	\$15–\$35 per basket
Fill item ROI	\$1 fill investment → \$15–\$30 ticket revenue
Three evaluation tests	10-foot / 3-second / label
PROMOTION	
Minimum touchpoints	7 over campaign window
Optimal online campaign length	10–14 days
Total timeline (planning to close)	6–8 weeks
Launch revenue share	20–25%
Mid-campaign revenue share	30–35%
Final 48-hour revenue share	40–60% ★

CHECKOUT & PLATFORM	
Tip-prompt / hidden-fee abandonment	30–40% of ready buyers
Disclosed-fee abandonment	1–3%
Mobile buyer share	70%+
Checkout steps target	3 or fewer from browse to confirmation
VARIABLE ENTRY COSTS	
Under \$200 basket	1 ticket per entry (\$2.50)
\$200–\$400 basket	2 tickets (\$5.00)
\$400–\$800 basket ★	3 tickets (\$7.50) — most common premium tier
\$800–\$2,000 basket	5 tickets (\$12.50)
\$2,000+ / vehicle	10 tickets (\$25.00)
SELLER ACTIVATION	
Passive sharing multiplier	1x baseline
Active sellers + leaderboard multiplier	2–3x
PER-PERSON DIAGNOSTIC	
Under \$8/person	→ Pricing constraint — switch to bundles
\$8–\$15/person	→ Structure — name baskets, fix display
\$15–\$25/person	→ Activation/Exposure — selling + promotion
\$25–\$35/person	→ Working — grow audience
Over \$35/person	→ Optimize premium pricing

READY TO RUN THE SYSTEM?

Chance2Win is the basket raffle platform built for everything in this kit.

Per-basket pools · Bundle pricing · Variable entry costs · Disclosed-fee checkout · Mobile-first browsing · Seller
leaderboard tracking

Try the live demo: basketraffle.org Speak with the team: (813) 699-9325 Learn more:
chance2win.org/solutions/basket-raffle/

All guides, hotline stories, and worksheets at BasketRaffleIdeas.com