



# Good for Footy

## **Toyota Good for Footy:**

### **What is Toyota Good for Footy?**

Toyota is committed to helping grow the game of footy and have raised over \$6 million for over 500 local clubs from every state and territory.

### **What is Toyota Good for Footy Raffle?**

The Toyota Good for Footy Raffle is fundraising made easy! Toyota provides all the prizes for the raffle and grassroots clubs get to keep 100% of the proceeds. There are no registration fees to club, just register your club and start raising funds. There have been 760 clubs involved in the raffle since it started in 2008.

### **Why should we do our fundraising with the Toyota Good for Footy Raffle?**

The Toyota Good for Footy Raffle is fundraising made simple; There are no costs for clubs, no need to organise prizes or follow up winners. Don't spend more time organising your own club's raffle when we have done everything for you. You simply need to register and start fundraising. One club in the 2019 raffle were able to make \$17,050 in just 15 days for their club. Not only did this club raise more money than any other club in the raffle, but the senior coach bought a ticket and won a brand-new Toyota RAV4!

### **Why does Western Australia have its own raffle?**

Western Australia must have its own raffle, due to permit regulations. Please ensure if you are a WA football club, you sell tickets through the WA Good for Footy Raffle page. <https://toyotagoodforfootywa.raffletix.com.au/> If they are sold through the national raffle page, then the tickets will be discarded once the raffle has closed, the money will be refunded to the buyer and the club won't receive the money from the sale.

## **Registering for the raffle:**

### **We want to sign up our club up to the raffle, are we eligible?**

Any grassroots football club and umpiring associations in Australia (men's, women's, juniors, seniors, masters, all access, etc.) can register for the raffle. AFL and AFLW clubs are ineligible to register for the raffle.

### **You register online? Is the raffle digital?**

Yes, the raffle is digital which means there are no more paper tickets and all sales happen online. There are no more chasing lost tickets, missing cash from players or parents or spending hours counting tickets and money. All transactions take place within a personalised club portal and buyers receive tickets directly via email, meaning less admin for you, while your club still gets to keep 100% of the proceeds of every ticket sold.

### **How do we register for the raffle?**

1. Click on the link: <https://toyotagoodforfootywa.raffletix.com.au/> and at the top right hand corner, click on “Club Registration”
  2. Create a login for the Toyota Good for Footy Program (one per club)
3. User confirms their email address by logging into their email account (check your junk inbox if not receiving email)
4. Once login details confirmed, user need to select their football club (use name from previous raffle for consistency)
5. Once selected club, press the “Start Now” button to confirm club and fill in club’s relevant details (you will need to provide club’s bank details) and press “Save”
  6. RaffleTix (raffle operator) team will enable the account, an email will be sent to the account
  7. Start selling raffle tickets now!

### **Someone from our club has registered us for the raffle but we don’t know the login details, what can we do?**

In any situation where you are having problems with your account please email [support@raffletix.com.au](mailto:support@raffletix.com.au)

## **Selling tickets:**

### **How do we sell raffle tickets if it’s online?**

Paper tickets are gone, but you can still sell tickets in-person and the buyer can pay by cash or card. To do so, club administrators can register people to become “in-person sellers” through the club portal.

Simply fill out the in-person seller’s information and they will receive an email confirmation with their own log in details. Once this process is done, in-person sellers can then walk around the ground, the clubhouse, or community selling tickets via their mobile phone or tablet.

### **To sell online:**

Every club will receive a unique URL where people can buy raffle tickets directly for the club. The best way to get the word out about the raffle is to post the link EVERYWHERE. Put it on all your social media channels, email it to everyone in the club, put it in the newsletter, send it out via group chats and tell your friends about it.

### **I’m not the most tech savvy person, what can I do to be successful in the raffle?**

Find someone at your club that is tech savvy and ask them to register your club for the raffle. Once registered, have this tech-genius club member navigate their way around the club portal page, take all the people at your club through it and explain how to use it. The raffle is very user-friendly however, having someone who is good with technology can help to get the most out of the user portal.

### **What are the payment options for a buyer?**

If buying a ticket online through the raffle website, you can purchase tickets using a banking or credit card (American Express is accepted). Please be aware that there is a charge of 1.75% plus \$0.30 for using a banking card.

If you are buying a ticket from an in-person seller, you can pay with either card or cash. If the person pays in cash, there are no processing fees. More information about in person selling in the next question.

### **The purchaser is hesitant to provide me with their bank card details, can I trust the online security system?**

The RaffleTix platforms uses the Stripe payment processing platform, now considered one of the most popular and secure of all the payment processing services available. Any credit or debit card details are encrypted, and the details are NOT stored. For more information about Stripe’s security, see: [stripe.com/docs/security/stripe](https://stripe.com/docs/security/stripe).

### **I miss using paper tickets and having the pester power, is there a way I can still sell tickets in person?**

Of course, even though the raffle is digital it is still possible to do in-person transactions. You can register people from your club to become "In-person sellers", the club administrator needs to do this, here's how:

- 1) In your club portal, click on the "Users" tab
- 2) Then click on the "Invite a single user" option
- 3) Fill out the seller's information and choose if you want them to be a seller or administrator and click "invite now"
- 4) The invitee will receive an email to confirm their details and input a password
  - a. **NOTE:** if they don't receive an email, advise them to check their junk inbox
- 5) Once the email is confirmed, the seller will be listed as a registered seller on the club's dashboard

### **When selling tickets in person:**

- 1) The in-person seller signs into their account and uploads the website on their phone/iPad/smart device
- 2) The raffle ticket buyer fills out their information on the smart device
- 3) They can choose cash (no credit card fees) or card (credit card fees)
- 4) The in-person seller confirms the purchase and collects the cash
- 5) The raffle ticket buyer receives an instant text message confirming their purchase

### **Recommended places to sell in-person tickets:**

- Walk around during football games or other sporting games
  - Set up a stall at your local shopping centre
- Ask your family, friends and colleagues if you can sell in their offices
- If your club has a partnership with a Toyota dealer, invite them to become an in-person seller
  - Annual fundraising/football night events
  - School functions

### **Resources:**

*We want posters and social posts to promote the raffle, can we make our own?*

There will be no need for you to make your own. Again, the raffle is fundraising made easy, so we have made all supporting posters and suggested social posts for you to be ready. These assets are available for you to use with no limit, now that's Good for Footy.

### **On your user portal you will have access to:**

- Promotional posters- post these around the club, local schools, or shopping centres. These are great because they show the AMAZING prizes that people can win.
- Social posts- post these on your Instagram, Facebook, club Facebook group, Snapchat, Twitter and Tik Tok. If you can, link the club's unique URL so buyers can go directly to your club's page to buy tickets.
- Promotional videos- these videos are great to explain what the raffle is about and promote the raffle amongst your network.

If you need any further support or want to request for something in particular, please email [support@raffletix.com.au](mailto:support@raffletix.com.au)

### **Key Dates:**

There are some important key dates that you need to be aware of when entering the raffle. These are listed in the table below:

#### **WA:**

16/03/2020 WA Raffle Opens
13/08/2020 WA Raffle Closes
18/08/2020 deadline for clubs to return funds to RaffleTix, more information to be provided about this
27/08/2020 Raffle Drawn- winners will be notified by email or phone call within 2 days

Please familiarise yourself with these dates, unfortunately any money that is sent to RaffleTix after the return date will result in those tickets being removed from the raffle.

### **Prizes:**

#### **What prizes can someone win through the raffle?**

The great thing about the raffle is the amazing prizes to be won, including brand new cars. When discussing the raffle, ensure you tell people about the great prizes, the chance of winning a new car is definitely worth buying a ticket for. The prizes for each raffle are listed below.

#### **WA:**

Type	Prize	Value of Prize (inc. GST)
1 <sup>st</sup> Prize	2019 Toyota RAV4 GX 2WD 2.0L Petrol Automatic 5 Door SUV Colour at discretion of Toyota Standard Registration, Stamp Duty and Dealer Delivery	Valued at up to \$37,309 drive away
2 <sup>nd</sup> Prize	2020 AFL Sherrin signed by a player from each AFL Club	Valued at up to \$1,990
3 <sup>rd</sup> Prize	2020 AFL Sherrin signed by a player from each AFL Club	Valued at up to \$1,990
4 <sup>th</sup> Prize	Jonathan Brown signed 2020 Brisbane Lion's guernsey	Valued at up to \$495
5 <sup>th</sup> Prize	Katie Brennan signed 2020 Sherrin football	Valued at up to \$495
6 <sup>th</sup> Prize	Apple Watch Series 3 GPS, 38mm with Space Grey Aluminium Case with Black Sport Band	Valued at up to \$469
7 <sup>th</sup> Prize	Ultimate Ears MEGABLAST speaker	Valued at up to \$400

### **Receiving funds back:**

#### **I read we need to deposit my cash sales, why is this the case?**

Due to compliance reasons and financial reporting, all cash sales need to be deposited to the Good for Footy bank account by **18 August 2020**. If cash sales are not deposited to the account by this date, then the tickets will not be accepted into the raffle. If your club has done some in-person sales and have cash, deposit the cash straight away to avoid you forgetting in the future.

#### **When we will receive our funds back?**

All funds will be returned in full to clubs within four weeks of the date of the draw and clubs will be notified via email (check your junk mail as well). RaffleTix will contact clubs closer to the draw date to notify them of the process. If your club has not received its funds after the notification, please contact RaffleTix to resolve the issue.

#### **Once we receive our funds, what can we do with the money?**

Once you receive your funds back, the options are endless. Use your funds for whatever it is your club needs most. Clubs in the past have used the money to buy equipment, uniforms, registration fees and specific training courses.