

# The prize table checklist.

momoGood

For raffles, Chinese auctions, tricky trays, and silent-auction prize tables. **Work top to bottom — the order matters.** Prizes get sourced before pricing is set, because what you're able to secure decides what a ticket is worth. Blanks are meant to be filled in by hand at the planning table.

## 1 Source the prizes

Start 8–10 weeks out

- ☐ Set a target number of prizes — 1 per 8–12 expected guests
- ☐ Ask last year's donors before new ones
- ☐ Fill the middle with \$50–\$150 baskets
- ☐ Get written confirmation of each item's value
- ☐ Ask donors for a photo of each item
- ☐ Set a hard cutoff date for new donations
- ☐ List every board member's employer — warmest asks first
- ☐ Secure 2–3 anchor prizes — the reason people buy in
- ☐ Group small items into themed baskets
- ☐ Confirm expiry dates on gift certificates
- ☐ Record donor name exactly as they want it credited
- ☐ Decide what happens to unsold or unclaimed items

## 2 Price the tickets

Work backwards from your goal

- ☐ Offer a bundle — most revenue comes from the middle tier, not the single ticket
- ☐ Price the top bundle at roughly 5× the single so it reads as the obvious value
- ☐ Decide whether tickets are sold in advance, at the door, or both

| WORKED EXAMPLE                     | PRICE | SOLD | REVENUE        |
|------------------------------------|-------|------|----------------|
| Single ticket                      | \$10  | 60   | \$600          |
| Bundle of 5                        | \$40  | 85   | \$3,400        |
| Bundle of 15 ( <i>the anchor</i> ) | \$100 | 40   | \$4,000        |
| <b>Total from 185 buyers</b>       |       |      | <b>\$8,000</b> |

| YOURS         | PRICE    | EST. SOLD | REVENUE         |
|---------------|----------|-----------|-----------------|
| Single ticket | \$ _____ | _____     | \$ _____        |
| Mid bundle    | \$ _____ | _____     | \$ _____        |
| Top bundle    | \$ _____ | _____     | \$ _____        |
| <b>Target</b> |          |           | <b>\$ _____</b> |

## 3 Lay out the table

Physical setup, day before

- ☐ Anchor prizes at the **end** of the run, not the entrance
- ☐ Number cards visible from standing height
- ☐ Card per prize: item, value, donor credit
- ☐ Ticket sellers at the entrance, not the table
- ☐ One bag or box per prize, clearly numbered
- ☐ Leave 30" of aisle — crowding stops browsing
- ☐ Tape down anything that can be knocked over
- ☐ A second seller station near the bar

**4 Run of show**

Adjust times to your program

|              |                                                                                                        |
|--------------|--------------------------------------------------------------------------------------------------------|
| <b>-60m</b>  | Table set, numbers checked against the master list, sellers briefed on bundle pricing                  |
| <b>-30m</b>  | Doors. Sellers at the entrance — every guest is offered tickets before they find a seat                |
| <b>+20m</b>  | First announcement from the podium: what's on the table, when it closes                                |
| <b>-20m</b>  | Second announcement, naming two or three specific prizes. This is the biggest sales spike of the night |
| <b>-5m</b>   | Final call. Walk the room — do not wait for people to come to you                                      |
| <b>Close</b> | Stop sales visibly. Mix each bag in front of witnesses                                                 |
| <b>Draw</b>  | Draw from the smallest prize up so the room stays for the anchors                                      |
| <b>+10m</b>  | Winners collect with ID. Log every winner against their ticket                                         |

**5 Before you sell a single ticket**

Do this early — it can gate the event

- ☐ Confirm whether your state requires a raffle licence or permit, and how far in advance
- ☐ Check whether your event type is a raffle, a game of chance, or neither where you operate
- ☐ Confirm the rules on selling tickets online or across state lines
- ☐ Confirm reporting or withholding obligations for high-value prizes
- ☐ Post the rules — ticket price, close time, draw method, how winners are notified
- ☐ State plainly that a ticket purchase is not a deductible charitable gift

**This is the step most events get wrong.** Raffle law is state-by-state and sometimes county-by-county, and requirements differ for games of chance, 50/50 draws, and prize values above a threshold. Confirm with your state's charitable gaming office and your own counsel — this checklist is a planning tool, not legal advice.

**6 After the last prize is claimed**

First 72 hours

- ☐ Thank every prize donor within 48 hours, by name
- ☐ Record gross revenue by tier, not just the total
- ☐ Note which prizes drew almost none, and why
- ☐ Add every ticket buyer to your supporter list
- ☐ Write next year's ask list while it's fresh
- ☐ Send each donor a photo of their item on the table
- ☐ Note which prizes drew the most tickets
- ☐ Log unclaimed prizes and how you resolved them
- ☐ Text or email buyers the total raised within a week
- ☐ Record actual vs. target so next year starts with real numbers

**momogood** runs mobile bidding, ticketing, checkout, and donor texting on one platform — so the ticket buyers from this event are still reachable at the next one. [momogood.com](https://momogood.com)