

Pappy Whiskey/Bourbon Raffle Sales Action Plan

- Purpose:** To plan, organize, and coordinate a Pappy Whiskey/Bourbon Raffle Ticket Sales fundraising program
- Members:** Chairs An Chun Kwan, Nam Nguyen, Petrus Tu-Nguyen, Current WCC and WAL, Vivian Lee (maybe), Morgan Miyake (maybe)
- Committee Goals:** To provide resources for the upcoming sales year
250 to 300 tickets (90/10 rule for registering a raffle in California)
- Tactics:**
- 1) Create and implement plan to present to the active executive board pertaining to increasing ticket sales with active chapter
 - 2) Explore options to reconnect with past ticket buyers/donors as continued support in sales
 - 3) Engaging actives early in the year and prepare them prior to when sales start (Oct) providing primer in August.
- Budget:** **\$3000**

Action Steps <i>What Will Be Done?</i>	Responsibilities <i>Who Will Do It?</i>	Timeline <i>By When? (Day/ Month)</i>	Resources <i>A. Resources Available</i> <i>B. Resources Needed</i> <i>(financial, human, political & other)</i>	Communication Plan <i>A. Collaboration?</i> <i>B. Who is involved?</i>	Budget <i>What are the budget requirements?</i>
Step 1: a. Recruit 2-3 more members for the subcommittee. Prepare talking points and finalize plan to present to active executive board b. Purchase the whiskey	Subcommittee	October/November	A. Last year’s sales, scholarship winners B. Compiling information	A. Nam and An B. Subcommittee	\$3000

Step 2: a. Finalize marketing plans, present plan to executive board and implement, prepare materials for distribution b. Website for raffle only	Subcommittee	November/December	A. Facebook and Instagram postings B. Alpha Psi C. Foundation website	A. Newsletter, Nam B. Alpha Psi C. Subcommittee	\$0
Step 3: Official launch at Rush Dinner	An and Nam	January - March	A. Facebook, E-mail, posted signs	A. Board B. Subcommittee	\$0
Step 4: Continue to sell raffle tickets, update daily	An and Nam	January - March	A. Facebook Campaigns, email blasts, Facebook blasts	A. Board B. Subcommittee	\$0
Step 5: Raffle drawing, Thank You Messages to ticket buyers	An and Nam	March	A. Templates	A. Board	\$0

Challenges:

1. How to sell/buy tickets?
 - a. Selling – as we know that selling online raffle is not allowed in California. We will have to be hand-on throughout the selling process. During the period of selling – we will have to update once a sale is completed to provide his/her raffle ticket number.
 - i. Advertisement will be on facebook, website, Instagram and word by mouth
 - ii. We will have the chapter to help us with advertisement and connect to other collegiate chapters in California.
 - b. Buying - we will use app: Venmo and Paypal to accept payment. Message box will include his/her name, email and/or phone number
2. Who is the target audience?
 - a. Only residents in California since we do not have a license to ship alcohol to other states
 - b. The raffle will be an internal so we will be reaching out to the other collegiate chapters' alumni to buy

- c. Also friends and family of the directors – a lot of word by mouth.
- d. Unfortunately we will not be able to sell to outside whiskey lovers since we will do not want negativity comments regarding the raffle (i.e scam).