

Opportunity Drawing Chair Guidebook



Prepared for District 5 Toastmasters

By Mark Kramer, DTM

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Introduction

The Opportunity Drawing serves as an important role at area and division contests. Our goal with each contest is to break even. The cost of admission is usually not enough to cover all expenses even when the venue is free. Contest costs include the awards, food and drink, and sometimes decorations and rent. The Opportunity Drawing helps keep the cost of admission down and helps recoup the cost of expenses.

Why is it called an “opportunity drawing” and not a “raffle”? California state law prohibits raffles so we do not sponsor raffles.

As the Opportunity Drawing Chair your role entails:

- Communicating with the Contest Chair.
- Organizing and preparing for the Opportunity Drawing.
- Requesting donations from clubs in the area or division.
- Notifying the Opportunity Drawing Assistants of duties ahead of time.
- Notifying the Registrars of responsibilities ahead of time.
- Ensuring that the Opportunity Drawing goes off smoothly, quickly, and is clear to all participants.

Collecting Donations

Five weeks prior to the start of the contest ask the contest chair (or the area or division director) for the email addresses for each club president. For an area contest you’ll email each club’s president in the area. For a division contest you’ll email all club presidents in the division.

It is imperative that you begin requesting prize donations from clubs 4 weeks before the contest. Why? Most clubs hold Executive Committee meetings once a month. Often, clubs will not commit to spending funds on donations until their Executive Committee meeting. If your first email goes out less than 4 weeks before the contest then you may begin requesting donations too late for the Executive Committee to make a decision on donating.

Send reminder emails about every 10 days until the contest or until you’ve heard back from presidents. Once a president has responded then you should stop emailing the president. A president may respond that their club will not be able to donate. While disappointing, it’s not uncommon and you should not press for a donation; just leave it be.

What should you write? I suggest personalizing each email and asking that donations arrive 30-45 minutes before the scheduled start of the contest. Attach the contest’s flyer to the email. I also suggest copying the area or division director on the first email (you don’t need to copy the director on reminders) so that presidents know that you are legitimate. Here are a couple of emails that proved very successful (be sure to change the pertinent information that’s in red!):

A donation request for an area contest:

Hello **Pat!**

The **Area 25** contest is fast approaching! On **March 31, 2015** representatives from **Rancho Bernardo, Poway-Black Mountain, Drive-Thru, Teamwork, and Santa Fe Toastmasters clubs** will compete in the **Area Table Topics and International Speech Contests**. The contest is a showcase for all of our clubs **in the area**. Your club’s support by filling contest roles, attending the contest, and donating prizes to the Opportunity Drawing – even if your club will not be competing – will make this contest a success. The contest isn’t just for the contestants; it’s to celebrate the clubs **in the area!**

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Unfortunately, contests cost money to pay for trophies, food and drink, and contest supplies. Besides the cost of admission, it's through donated prizes from our clubs that we are able to recoup our costs and break even. We ask that each club donate at least one item – more is better! – that can be offered during the Opportunity Drawing. Prizes often donated include gift cards, wine, coffee related items, and books but let your imagination run wild! The value of the prize is up to your club (some donate prizes valued at \$5 others as much as \$50 or more).

Bring your club's donation to the Opportunity Drawing table **no later than 8:30am**.

Please confirm that your club will donate at least one prize for the contest's Opportunity Drawing.

Thanks! Your club's support for the Opportunity Drawing is truly appreciated! I look forward to seeing your club well represented at the contest!

Mark Kramer, DTM
Area 25 Contest Opportunity Drawing Chair

A donation request for a division contest:

Hello **Pat**!

It doesn't seem that long ago when we held our area contest and it's already time to begin thinking about the **Central** Division Contest! On **April 21, 2015**, the winners of the Areas **5, 10, 16, 22, 25, and 26** contests will compete against each other in the **Division Table Topics and International Speech** contests. The contest is a showcase for all of our clubs in the division. Your club's support by filling contest roles, attending the contest, and donating prizes to the Opportunity Drawing – even if your club will not be competing – will make this contest a success. The contest isn't just for the contestants; it's to celebrate the clubs in the division!

Unfortunately, contests cost money to pay for trophies, food and drink, and contest supplies. Besides the cost of registration, it's through donated prizes from our clubs that we are able to recoup our costs and break even. We ask that each club donate at least one item – more is better! – that can be offered during the Opportunity Drawing. Prizes often donated include gift cards, wine, coffee related items, and books but let your imagination run wild! The value of the prize is up to your club (some donate prizes valued at \$5 others as much as \$50 or more).

Bring your club's donation to the Opportunity Drawing table no later than **8:30am**.

Please confirm that your club will donate at least one prize for the contest's Opportunity Drawing.

Thanks! Your club's support for the Opportunity Drawing is truly appreciated! I look forward to seeing your club well represented at the contest!

Mark Kramer, DTM
Central Division Opportunity Drawing Chair

Once a president has responded, email the president back and copy the director. Here's an example email to a club's president who is donating a prize:

Thank you, **Pat**! Your club's support of our contest will help make this contest successful! I look forward to seeing your club members at the contest.

If a president responds that the club will not be able to help, email the president back and copy the director. Here's an example email to a club's president who is not donating a prize:

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I appreciate you getting back to me, **Pat**. I'm sorry that the club will not be able to support our contest with a donation this time. Even so, I do hope that the club's members will have the opportunity to attend and participate in the contest and will be able to support future contests with a donation.

Don't be discouraged if you do not receive a lot of response; clubs tend to come through anyway. For example, for one division contest with 34 clubs in the division, I had sent multiple emails to club presidents asking them to confirm that they are donating a prize. By the day before the contest, only 8 clubs had responded positively. Yet, on the day of the contest, 32 prizes were donated – most from clubs that had not responded. For a two-area contest with 9 clubs, almost no response was received. But the day of the contest the prizes kept showing up. In all, there were about 45 prizes including three \$50 gift cards; we grouped prizes because giving away 45 would take too much time at the contest.

Some presidents will write you back that the club would like donate a prize but cannot personally bring the prize to the contest. You should respond and copy the director to try to make arrangements. Here are some options:

- If it's early enough, perhaps the club could mail you or the contest chair or the director the prize if it's a gift card.
- Make arrangements for you to meet the president or someone from the club to pick up the prize.
- Ask if the director or contest chair can meet the president or someone from the club to pick up the prize.

Clubs will also ask you what are the most popular types of prizes so they know what to donate. I find these to be the most popular prizes:

1. Gift cards
2. Wine
3. Coffee related items (gift cards, coffee beans)
4. Books (especially those authored by and signed by members)

It is perfectly fine for members to donate their own services. For example, someone who has a decorating business may offer a free decorating consultation. In this case you may be asked for a donation receipt. You may use the form on the next page; just change it to match the contest and the donation.



District 5 Toastmasters
PO Box 1543
El Cajon CA 91913
www.d5tm.org

Receipt of Charitable Donation

District 5 Toastmasters acknowledges and expresses appreciation for the following contribution:

Donation of goods: 8" x 10" photographic prints by Pat Smith donated for opportunity drawing at Toastmasters Northern Division Contests on 4/20/13.

4 pcs. Value \$20 each

UNI-0810 "Union"

MUS-0810 "Three Musicians"

WMD-0810 "When Memory Made Dreams"

INS-0810 "An Instant Past"

District 5 Toastmasters is a recognized 501 (c) (3) not-for-profit organization;
Federal ID number: 95-1300076 KD 95

Donation Received by

Date _____

Coordinating With The Contest Chair

Coordinate with the contest chair for the following supplies:

- Who will bring the tickets?
 - The contest chair or director may already have the tickets left over from a previous contest.
 - This is purely personal but it is preferable to use lighter colored tickets like yellow, orange, white, and pink; for those of us who are colorblind, they are much easier to read.
- What will be the ticket prices? I suggest the following:
 - Coordinate all decisions with the contest chair.
 - I suggest that all attendees receive one free ticket.
 - This encourages guests to stop by the table, look over the prizes, and then purchase more tickets when something catches their eye.
 - This must be advertised on the flyer and the registrars must be informed of this.
 - I suggest that all volunteers receive three free tickets.
 - This rewards volunteers for helping at the contest.
 - This encourages guests to stop by the table, look over the prizes, and then purchase more tickets when something catches their eye.
 - This must be advertised on the flyer and the registrars must be informed of this.
 - The most common prices are:
 - 1 ticket for \$1
 - 7 tickets for \$5
 - 20 tickets for \$10
- How many should be on your team?
 - The Opportunity Drawing Team should consist of 2-3 members. The Opportunity Drawing Chair is responsible for requesting donations. You will all be responsible for setting up the table, grouping prizes, pairing bags with the prizes, and reminding guests to write their names on the backs of the tickets. Towards the end of the contest you will all be responsible for pulling tickets, announcing winners, and distributing prizes.
- How many tables will there be?
 - Without knowing what prizes will be donated or the size of available tables, it's difficult to estimate but here's a guideline. A 6 foot table will hold 10-12 prizes. For area contests, plan on one table per area (i.e. if there are two areas then you'll need two tables). For division contests, plan on two-three tables.
 - If there will be one complete area contest followed by a second complete area contest, ensure that there is a gap between the tables to help participants know which prizes are for which area.
- Who will bring the bags?
 - The bags will be used for participants to drop in their tickets for the prizes they want to win.
 - Party City sells a set of 12 colored bags (several color choices) for less than \$5.
 - You'll associate one bag with one prize or one lot of prizes.
 - Clearly write what the prize is on the bag and highlight key facts.
 - If a book is an autographed copy, write that.
 - If the author of a book is in the audience and is willing to sign the book, write that.
 - If the item has a retail value of \$300, write that.
 - If it's a gift card, write the amount of the gift card.
 - If it's wine, indicate what type of wine.
 - If more than one area contest is being held one after the next and not simultaneously then have one colored bag for each area; you will need to clearly designate which prizes will be drawn for the first area, which will be drawn for the second, and so on to ensure guests drop their tickets into the right set of bags for the contest they are in attendance for.
 - Plan on 20 bags per area for an area contest and 20 bags for a division contest.

- You really don't want any more than about 20 items; if you have more items than bags, group the items. For example, group three books as a prize or two gift cards as a prize or two bottles of wine as a prize. At one contest I combined a Starbucks' gift card, two coffee mugs, a coffee grinder, a package of biscotti, and two bags of coffee beans into one "super" coffee prize – it was very popular.
- Do you need table cloths?
 - You don't need a table cloth but it will make the prize offering more inviting and will help differentiate prizes for multi-area contests. If more than one area will be holding contests one right after the other, I suggest that you use color coordinated table cloths that match the colors of the bags to further differentiate which prizes are for which area. If only one area or one division, the color of the bags and the table cloth do not need to match.
- Who will bring the felt markers?
 - Plan on three markers; one for you and two for your assistants to write on the bags.
- Who will print the signs?
 - Signs need to clearly state ticket prices: one for the registration table and one per prize table.
 - If there is a prize table for more than one area then there should be a sign on each table that clearly states for which area the prizes on the table are for.
- Who will bring the tape?
 - You will need tape to tape selected tickets to the prizes.
- Who will bring the pens?
 - You should have a couple of pens available at the tables for participants to write their names on the back of tickets.

In addition, coordinate with the contest chair when prizes will be awarded. I recommend only announcing prize winners at the end of the contest. Do not award any prizes before the end of the contest. You may not receive some prizes until the break. Some attendees will not have time to drop their tickets into the bags until the break because they are attending pre-contest briefings. In addition, many will want to buy tickets at the break. Finally, awarding prizes before the break takes up valuable time.

The Opportunity Drawing Assistant

You should have at least one Opportunity Drawing Assistant; two is better. You may either ask the contest chair to find volunteers or you may find your own – just let the contest chair know who your assistants are.

Once you know who your assistant is, email the assistant with details about the contest.

Sample email for one area or division contest:

Hello **Chris**;

Bob Smith, the Area 25 Director, tells me that you'll be helping me out at the Opportunity Drawing for the **Area 25 contests on March 31**. The opportunity drawing is important because it, along with registration fees, help cover the cost of the contests – the goal is to break even. I wanted to tell you what we had in mind for the contest.

ARRIVING

The contest starts at 9:00am but attendees will begin arriving at 8:00 so we need to be ready by then to set up and accept donations. If we could each arrive by **7:45am** that would be great!

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TICKETS

At registration, each guest will receive one free opportunity drawing ticket and all volunteers receive three. In addition, guests may purchase additional tickets: 1 ticket for \$1; 7 tickets for \$5; 20 tickets for \$10. If anyone asks where to buy tickets, send them to the registration desk. Because we will be on a very tight schedule it's important that we ask everyone to write their names on the back of each ticket. This will speed up the process for awarding prizes. It is okay for you to purchase tickets for yourself as long as you write your name on the back of the tickets. I've been to many contests where the winning ticket number is called and no one seems to have it. After a long delay the opportunity drawing team pulls out their own tickets to look them over and one of them yells out "oh, that's me." With your name on the ticket, it makes it so much easier and faster. We'll sell tickets before the start of the contest and during the break in the middle of the contest.

PRIZES

The presidents of all contest clubs have been asked to donate prizes for the opportunity drawing. All prizes will be displayed on a table. We'll plan for a maximum of 20 prizes. If we have more donations, then we'll group the prizes. For example, instead of having three separate book prizes we'll group them into a single prize. We will place a bag next to each prize. On the bag we'll write what the prize is. It should be brief, such as "\$5 Target Gift Card". But if there is something special, include it. For example, "My Life As A Turnip, autographed by the author" or "Great Courses DVD set, value \$300."

SELECTING WINNERS

The prize drawing will be at the end of the contest, just before the trophies are awarded. We will not award any prizes just before the break. We'll select the prize winners after the break by very quietly mixing up the tickets in a prize's bag, randomly selecting a ticket, and taping it to the prize or to the bag with the winner's name facing out or, if the ticket is unsigned, with the ticket number facing out. When it's time to award each prizes, we'll stand by the prizes. One of us will select a prize and call out the winner's name while the other one runs the prize out to the winner. While that prize is being given to the winner, we'll call out the next prize winner. We'll keep doing this rapidly so that the audience isn't left waiting and we end as quickly as possible.

If you have any questions or comments about the plan for the drawing, please don't hesitate to email or call!

Thank you for volunteering to help with the Opportunity Drawing! I'll see you at 7:45am on March 31!

Mark Kramer, DTM
Area 25 Contest Opportunity Drawing Chair

The Registrars

A guest's first contact with the opportunity drawing will be with the registrars so it's important that the registrars know about the opportunity drawing before the contest begins. Two weeks before the contest ask the contest chair if the registrars have already been updated with information for the opportunity drawing. If not, ask for the contact information for the registrars and email them. Here's a sample email:

Hi Jill;

As a registrar for the Area 25 contest on March 31 I wanted to brief you on the Opportunity Drawing.

With each admission, please present each guest with one free Opportunity Drawing ticket and each volunteer with three free tickets. In addition, offer guests the opportunity to purchase more at these ticket prices:

- 1 ticket for \$1
- 7 tickets for \$5
- 20 tickets for \$10

We will have a sign at the registration desk to serve as a reminder of the prices.

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Please ask all guests to write their names on the back of the tickets before placing them in the bag. Doing so will significantly speed up the awarding of prizes.

I'll see you at the contest!

Mark Kramer, DTM
Area 25 Contest Opportunity Drawing Chair

At The Contest

Setting up for the Opportunity Drawing contest takes longer than most members realize. Guests will begin arriving about 1 hour before the contest begins and will head over to the Opportunity Drawing table soon after. They will want to drop their tickets in right away so you need to set up earlier than this. Arrive 1 hour and 15 minutes before the contest starts. Since some prizes will arrive late (some won't arrive until moments before the contest begins; some may not even arrive until just before the break), recommend to guests that they wait to drop their tickets into the bags until 15-30 minutes prior to the start of the contest and remind them that they'll also have an opportunity to drop their tickets in the bags during the break. Also remind guests to sign their tickets before placing them in the bags.

The first thing you should do when you arrive is ensure that you have a table or tables. It's preferable to place the tables outside of the room of the contest so you don't disturb the contest later on when you are picking winning ticket numbers and taping them to the prizes or bags. If the tables are in the same room as the contest, place the tables as far away from the contestant speaking area as possible and place a couple of chairs behind the table for you and your assistant – it's really helpful if you sit behind the tables throughout the contest.

Next, place on the registration desk a sign with the price of the tickets as well as instructions for the registrars.

Next, if there are multiple area contests, one right after the other and not simultaneous, and you purchased table cloths, cover each table with its color tablecloth.

Next, place a sign on the table(s) with the ticket prices.

Next, if there are multiple area contests, place a sign on each table indicating which table is for which area.

Next, array prizes on the tables. If you have multiple areas and the member handing you the gift does not specify an area, you choose which area the prize is for. Try not to have any more than 20 prizes for an area or for a division contest. If you have more prizes, then group them. For example, instead of having three separate books, group them together as a single prize. Instead of having three separate gift cards, group them together as a single prize.

On a bag, write the name of the prize and additional information (ex. "Valued at \$300") to clarify prizes if needed. Place the bag next to the prize. Be careful to array the prizes and bags so that there is some separation so participants don't place a ticket in the wrong bag. If there are multiple non-simultaneous area contests, be sure to use the appropriate colored bag for the contest.

As guests visit the opportunity drawing table(s), remind them to write their names on the back of the tickets. Some participants will write their initials, a nickname, or something else. That's fine. You should have a couple of pens available at the table for participants to use to write their names.

You might help guests by pointing out some specific prizes. For example, you may be familiar with a book prize that you can tell them about to gain their interest. Point out a book's author if the author is at the contest.

As soon as the contest begins, you can sit down and relax. There is nothing for you to do until just before the break.

Prior to the break the Toastmaster may call on you to make an announcement. Some mistake this as a cue to award some of the prizes. That's not what you are being asked to do. Awarding prizes at this point is premature, it adds more time to the overall contest, and is unfair to those who have not yet dropped their tickets into the bags. Make a **very short** announcement: "At the break be sure to stop by and purchase your opportunity drawing tickets. The break will be your final opportunity to purchase tickets and participate in the opportunity drawing."

If you'd prefer, go ahead and point out *no more than two* significant prizes. "At the break be sure to stop by and purchase your opportunity drawing tickets. You may win this \$300 Great Courses DVD set or this \$100 gift card to Nordstrom's. The break will be your final opportunity to purchase tickets and participate in the opportunity drawing."

During the break you must be at the tables. Send those who want to purchase tickets to the registrars. Remind participants to write their names on the back of the tickets and point out specific prizes. You might also want to keep an eye on the time and yell out the remaining time for the break: "Just 5 minutes left to participate in the Opportunity Drawing!"

As soon as the break is over, it's time to draw the tickets. If you are in the room with the contestants you may only draw tickets from the bags between contestants; never while a contestant is speaking. **Quietly**, mix up the tickets in a bag, select one of the tickets, and tape it to the prize or to the bag with the name showing (or the number showing if there is no name). Lay the prize on top of the bag so the bag cannot be seen – don't remove it from the table; you may need to select another ticket in case someone does not claim a prize.

The Opportunity Drawing will take place immediately after the final contestant interviews. The Toastmaster or the director will call on you. Keep your introductory comments short. "I'll be awarding the prizes along with my assistant, Chris. First, thank you to everyone who participated in the Opportunity Drawing. It's through your support that we are able to put on contests like today's. We have randomly selected the tickets and will call out the winner's name for each prize. If you win let us know where you are and we'll bring you your prize. You do not need to show us or give us your ticket." Then award the prizes quickly. At some contests, the guests will clap for winners. If this happens, do not announce the next winner until the clapping has subsided or else the audience won't be able to hear you call out the next winner. Run through this quickly to keep the excitement going. Consider saving the most expensive prizes or the prizes with the most tickets for last. That also helps to build excitement.

Note: If more than one participant claims the winning ticket for a prize then, yes, of course, collect their tickets and confirm which one is the winner.

If the winner is not present, place that prize aside for the moment. It could be for someone who has stepped away for a minute, such as the Chief Judge or the ballot counters. After all other prizes have been awarded, go back to those you skipped. Call out the name/number again. If no one claims it, select another ticket.

When all prizes are awarded, say something simple: "That's it. Thank you for participating. Back to you Taylor."

Sample Signs

Registrar Instructions

- Admission is **\$5** for everyone except contestants.
 - Checks should be written to “District 5 Toastmasters”.
 - Contestants are not charged.
 - **Every attendee receives 1 free Opportunity Drawing ticket.**
- Ask each attendee these questions:
 - Are you a contestant?
 - If yes, then there is no charge.
 - If yes, tell contestant to be at the front of the room at **8:15am** for the Toastmaster’s contestant briefing.
 - Are you a Dignitary?
 - If yes, have attendee check name off of dignitary list.
 - ***** Important** – just before **9am** hand the dignitary list to the area director. The director needs to introduce the dignitaries.
 - Are you a volunteer (Ballot Counter, Chief Judge, Contest Chair, Food Team, Judge, Opportunity Drawing Team, Registrar, Sergeant at Arms, Timer, Toastmaster)?
 - **If yes, give them three additional free Opportunity Drawing tickets.**
 - If yes, tell Ballot Counters, Judges, and Timers to meet the Chief Judge at the front of the room at **8:15am** for their briefings.
 - If yes, tell Sergeants at Arms to meet the Toastmaster at the front of the room at **8:15am** for their briefings.
 - Would you like to purchase Opportunity Drawing Tickets?
 - If yes, ask them to sign the back of each ticket before using.
 - Cost is:
 - **1 ticket = \$1**
 - **7 tickets = \$5**
 - **20 tickets = \$10**
- Other questions that may come up:
 - Where do I take my Opportunity Drawing donation?
 - Take it to the Opportunity Drawing table.
 - If someone wants to video or photograph the contest:
 - Ask them to meet with the Contest Chair or Chief Judge 30 minutes before the contest begins.
- **Please remain at the registration table until 9:10am.**
- **At 9:10am please give cash box to the contest chair; the contest chair will return it at the break.**
- **Please return to the registration table during the break to sell opportunity drawing tickets.**
- **After the break, give cash box to the contest chair.**

Opportunity Drawing Tickets



\$1 = 1 TICKET

\$5 = 7 TICKETS

\$10 = 20 TICKETS

Please write your name on the back of all tickets

