

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 trophies, food, and sometimes decorations and the venue. 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 Assistant 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

As early as possible, ask the area and/or division director(s) 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 minutes before the scheduled start of the contest. Consider attaching 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 and highlighted in yellow!):

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 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 12:00pm**.

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:

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 who had not responded.

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 director the prize if it's a gift card or mail a check for you or the director to purchase a gift card on behalf of the club. For one contest, a club mailed the area director a check for \$40. The area director purchased a \$25, \$10, and \$5 gift card. Check with the director or the District Treasurer to find out to whom checks should be written –it is probably "District 5 Toastmasters".
- 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)

Coordinating With The Contest Chair

Coordinate with the Contest Chair for the following supplies:

- Who will bring the tickets?
 - 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:
 - 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.
 - All functionaries receive one additional free ticket.
 - Additional tickets may be purchased for these amounts:
 - 1 ticket for \$1
 - 7 tickets for \$5
 - 15 tickets for \$10
 - 25 tickets for \$15
 - 40 tickets for \$20
- How many should be on your team?
 - You should have 3-4 involved in the Opportunity Drawing. Two of you will be responsible for setting up the tables with the prizes and calling off the prize winners; the one or two others will be runners to run prizes out to winners when the prizes are awarded. If there is only one or two of you, then have winners come to the table to pick up their prizes or grab someone from the audience to help run out the 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.

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- 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? Who will bring the tablecloths?
 - 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 into lots. 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.
 - 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 two markers; one for you and one for your assistant 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 a prize winner or two before the break. It adds time to the overall contest and some attendees will not have had the opportunity to place their tickets in the prize bags until the break because they were attending briefings; then they get upset that they missed out.

The Opportunity Drawing Assistant

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You should have at least one Opportunity Drawing assistant and one or two runners. Ask the Contest Chair to find a volunteer to assist you. Of course, it's okay for you to find someone yourself. Usually you won't need any more than one assistant for an area or division contest.

Once you know who your assistant is, email the assistant a couple of weeks before the contest 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 is from 12:00-2:30. Functionaries and contestants will arrive at 30 minutes beforehand so we should arrive before them to set up and accept donations. If we could each arrive by 11:00am that would be great!

TICKETS

At registration, each guest will receive one free opportunity drawing ticket. In addition, guests may purchase additional tickets: 1 ticket for \$1; 7 tickets for \$5; 15 tickets for \$10. We will sell tickets along with the registrars. 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 Area 25 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 immediately after the break by mixing up the tickets in a prize's bag, randomly selecting a ticket, and taping it to the prize 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, yell out the winner, and wait for the winner to pick up the prize. While that prize is being given to the winner, the other of us will select another prize and yell out the 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 11:00 on March 31!

Mark Kramer, DTM
Area 25 Contest Opportunity Drawing Chair

Sample email for two area contests:

Hello Chris;

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Bob Smith, the Area 25 Director, and Linda Brown, the Area 16 Director, tell me that you'll be helping me out at the Opportunity Drawings for the **Areas 16 & 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 contests.

ARRIVING

The contest is from **12:00-4:00**. Functionaries and contestants will arrive at 30 minutes beforehand so we should arrive before them to set up and accept donations. If we could each arrive by **11:00am** that would be great!

TICKETS

At registration, each guest will receive one free opportunity drawing ticket. In addition, guests may purchase additional tickets: 1 ticket for \$1; 7 tickets for \$5; 15 tickets for \$10. The registrars and us three will all sell tickets. 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. But then there's a long delay as the opportunity drawing team pulls out their own tickets to look them over. With your name on the ticket, it makes it so much easier and faster. We'll sell tickets before the start of each contest and during the 15 minute break in the middle of each contest.

PRIZES

The presidents of all **area 16 and 25 clubs** have been asked to donate prizes for the opportunity drawing. Prizes will be displayed on two tables. It's important that we ask which contest the prize is for so that the right prize is available for the right area. If someone says it doesn't matter, then we'll distribute those prizes evenly between the two area tables. How will we know which prize belongs to which area? We will be supplied with two colors of tablecloth, one for each area, and we will have color-coordinated bags for guests to place their tickets in. When someone donates a prize we'll ask which area it is for, grab that area's bag, and write on the bag the name of the prize. 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'll then pair the prize with the bag on that area's colored table cloth. 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."

The reason for the two tables/two tablecloth colors/two bag colors is that a lot of times when there are two area contests the opportunity drawing team does not make clear which prizes will be for which contest. Guests will come for the first contest but the prize they wanted was for the second contest and the guest can't stay for the second contest. Then we end up with upset guests because, had they known that the prize would not be awarded until the second contest, they wouldn't have placed their ticket in the bag. By being clear which prizes are for each area we minimize confusion and upset guests. I have also created signs for each table to clearly designate each area.

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 immediately after the break by mixing up the tickets in a prize's bag, randomly selecting a ticket, and taping it to the prize 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 prize, we'll stand by the prizes. One of us will select a prize, yell out the winner, and wait for the winner to pick up the prize. While that prize is being given to the winner, the other of us will select another prize and yell out the 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 **11:00 on March 31!**

Mark Kramer, DTM
Areas 16/25 Opportunity Drawing Chair

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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. Email them a couple of weeks before the contest. 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. In addition, offer guests the opportunity to purchase more at these ticket prices:

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

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

There will be a rush to register and buy tickets prior to the contest. Cut several strips of 5 tickets when you arrive to make it easier to distribute.

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 45 minutes 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 at least 1 hour 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. 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, cover each table with its color tablecloth.

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

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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. They do not need to do this but it will speed up the awarding of prizes significantly. 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. **EXCEPTION: If you are in a public venue someone must remain with the prizes at all time.** Take turns with your team.

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. You'll sell tickets, 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 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 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, Joe. 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 either the name on the selected ticket for each prize or the number if there is no name on the ticket. If you win, come up and collect your prize. You do not need to show us or give us your ticket. While you're collecting your prize, we'll call out the next winner." Then go back and forth awarding prizes quickly. At some contests, the guests will clap for winners. If this happens, do not announce

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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 Dawn."

Sample Signs

Opportunity Drawing Tickets – What Registrars Need To Know

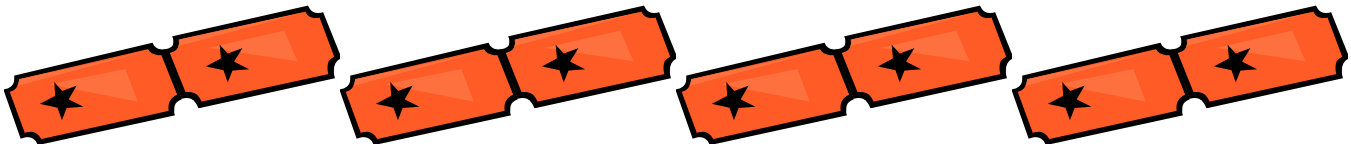
- Everyone receives one free ticket with admission

- Additional tickets for purchase:
 - 1 for \$1
 - 7 for \$5
 - 15 for \$10
 - 25 for \$15
 - 40 for \$20

- Ask guests to write their names on the back of all tickets

- Prizes are clearly marked for the Area 16 and Area 25 contests

Opportunity Drawing Tickets



For only...	You get this many tickets	Cost per ticket
\$1.00	1	\$1.00
\$5.00	7	\$0.71
\$10.00	15	\$0.66
\$15.00	25	\$0.60
\$20.00	40	\$0.50

Please write your name on the back of your ticket and place that ticket in the bag for the item that you would like to win. Keep the other half of the ticket with you until the opportunity drawing is concluded.

***The opportunity drawing will be held towards the end of the contest. You must be present to win!**

These items to be
drawn for the
Area 25
Opportunity Drawing