



*Putting the
Fun into
Fundraising*

CLUB 50 | 50 DRAW

**REGULAR
MONTHLY INCOME
FOR YOUR CLUB**

pallasmarketing.ie

How our 50/50 Club Draw works:

One draw is held monthly and there is always a winner

- 50% of the income goes to the club
- 50% of the income goes to the winner of the draw
- Pallas Marketing provides all promotional material to be used for setting up and selling your 50/50 in your community
- Entry is by standing order only (to ensure consistency of income)
- Pricing of €20 per month (club can choose alternative pricing)
- No set up fee for the club so income is guaranteed from month 1
- Pallas Marketing provides a monthly spreadsheet to your club numerically listing all who have paid. You receive this one week before the draw so there is no work for the club in preparation for the draw
- Draw held locally using a random number generator
- Pallas Marketing sends the proceeds less operating fee by EFT to the club
- The club pays the winner using photographs on social media etc to promote the draw

What your club supporter receives:

3 entries in every month's 50/50 draw

Complimentary club membership

Just **€20**
per month

CLUB 50|50 DRAW

Example 1:

100 people join your 50/50 draw

Total income	=	2,000
Admin costs (12.5% plus Vat)	=	308
Income	=	1,692
Paid to winner	=	846
Paid to club	=	846
Annual income to club	=	€10,152

Example 2:

200 people join your 50/50 draw

Total income	=	4,000
Admin costs (12.5% plus Vat)	=	616
Income	=	3,384
Paid to winner	=	1,692
Paid to club	=	1,692
Annual income to club	=	€20,304

Example 3:

400 people join your 50/50 draw

Total income	=	8,000
Admin costs (10% plus Vat)	=	980
Income	=	7,020
Paid to winner	=	3,510
Paid to club	=	3,510
Annual income to club	=	€42,120



Benefits for your club

- Once sold, there is no more work for the club, no counting coins, no going through lotto numbers for winners, no selling every week
- You don't need to wade through bank statements to see who has paid and who hasn't
- You don't need to design or purchase promotional materials
- As everyone is paying by standing order, the numbers are consistent and will keep growing as you sell new ones This will yield a regular and growing income every month to your club
- There is an income from Day One as there is no set up fee!

PALLAS MARKETING SPECIALISES IN FUNDRAISING FOR CLUBS AND SCHOOLS AND HAS **RAISED OVER €20M** FOR ITS CLIENTS SINCE 2002. THE COMPANY ALSO PROVIDES **'THE CHASER'**, **'WHO WANTS TO BE A THOUSANDAIRE?'** AND **'20K DROP'**



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