



Volunteer Training

Thank you for volunteering to help with the 50/50 raffle at Timbers and Thorns FC Games!

You'll be in the stadium interacting with the crowd selling raffle tickets!

The fans are enthusiastic, understand the raffle and easily participate.

Please review these slides to become familiar with the equipment and selling information before your shift.

Contact LouAnne Tabada at Special Olympics Oregon if you have any questions:

LTabada@soor.org

503.248.0600 ext 119

Thank you!

How to Use Equipment



Tablet



Mobile Printer

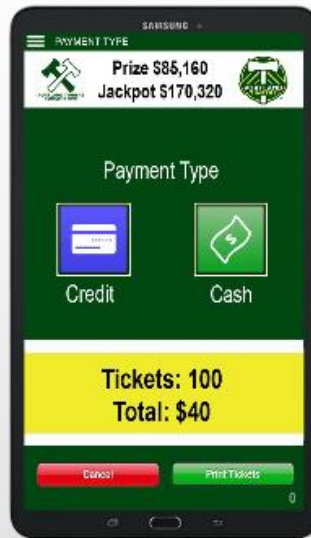


Credit Card device

Selling Tickets



1) Select Price-Point



2) Cash or Credit



3) Insert Credit Card



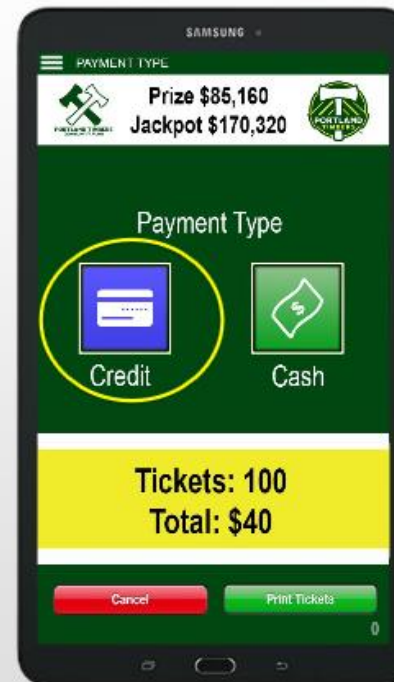
4) Confirm & Print Tix



5) Enter Into Drum

Sales Techniques – Credit Cards

- Always offer credit card option as form of payment.
- **Credit card transactions average approx. \$12 more per transaction than cash.**
- Not everyone carries cash.
- Convenience.
- People receive rewards for utilizing their credit card.



5050
RAFFLE

Benefiting

 STAND TOGETHER &  SPECIAL OLYMPICS OREGON

The graphic features the text '5050 RAFFLE' in large, bold, white letters on a dark green background. Below this, the word 'Benefiting' is centered between two horizontal lines. At the bottom, there are two logos: a hammer and pickaxe icon on the left, and the Special Olympics logo on the right, with the text 'STAND TOGETHER & SPECIAL OLYMPICS OREGON' in between.

Sales Techniques - Script

- 1 Make a quick connection, i.e. 'Hi. Welcome to the game!' or, 'Where are you from?' or if wearing a Timbers jersey, 'Is that your favorite player?!
- 2 I am selling 50/50 Raffle tickets for Special Olympics Oregon and the Stand Together Fields for All initiatives. Would you all like to win some money?!
- 3 There are multiple price points, but start with the 20/\$20 as their value buy.
- 4 Pause at confirmation screen to playfully share, 'last chance, before I click print, are you SURE you don't want the 100 for \$40 option, which provides the greatest odds of winning?!' (upselling from 20/\$20) before clicking PRINT TO DRUM.
- 5 THANK THEM and wish them luck!



Don't be passive, don't be overly aggressive, be Proactive!

Sales Techniques – Up-selling

- You will achieve/exceed the jackpot goal with \$40 and \$20 sales.
- **Position the \$20 donation as the VALUE BUY.**
- Do not begin with the \$5 price-point when explaining the price-points.
- Highlight increased odds of winning with \$20 price-point.
- If two people together, suggest each put in \$10 to greatly increase odds. Two people, \$10 each. Read the situation!
- Take the fan to the finish line:
 - ... **Share current jackpot total; Also share today's jackpot goal.**
 - ... Someone is guaranteed to win!

**HELPFUL
TIPS**



Sales Techniques – Know Your Business

QUESTION	ANSWER
When is winning ticket announced/posted?	The winning ticket number will be announced on the scoreboard at the 70th minute of each match. You can receive the winning 50/50 Raffle ticket number and final jackpot amount by texting RAFFLE to 27299. It is posted on Twitter here: @PTStandTogether
Where do I go in the stadium to claim?	Winners must formally present photo identification and one other form of identification to a Portland Timbers employee at Providence Park's Gate F (Shipping and Receiving) during normal business hours (Monday – Friday, 10:00am- 4:00pm) to claim the Grand Prize. Sellers will receive a Park map.
What is the deadline to claim a ticket?	Winner must claim within 6 months following the day of the raffle
Age requirement to purchase a ticket?	18 years or older
Do I receive the cash today if I win?	No, it will take a minimum of 30 days to process
Do you need to be present to win?	No
Are raffle tickets transferrable?	No
Are refunds allowed?	No, all sales are final
Are there taxes?	Winner is responsible for applicable taxes
Who do proceeds benefit?	Proceeds benefit Special Olympics Oregon and Stand Together Fields for All initiatives

All of the information above is printed on each raffle ticket. Simply print and point out the information to each fan who donates!

Sale Techniques – Do's

- ✓ Be proactive – approach people sitting / standing at end of lines. Lines are your best friend!
- ✓ Have fun – you are ambassadors adding to the fan experience!
- ✓ Smile! Make eye contact!
- ✓ Make an immediate connection. Be welcoming!
- ✓ Tease the estimated jackpot total.
- ✓ Always highlight the real-time jackpot **total** (not the half the winner receives).
- ✓ Start with the “20 for \$20 as the Value Buy.” Use those exact words!
- ✓ Always share credit cards are accepted!
- ✓ **Up-sell, up-sell, up-sell! Turns \$20's into \$40's and \$10's into \$20's!**
- ✓ Pause at confirmation screen and playfully say, “Last chance, are you sure you don't want more tickets?!”
- ✓ Try and get two or more people to go in together to buy tickets.
- ✓ Compete! Against yourself! Be relentless!

