CHARITABLE GAMING

MICHIGAN LOTTERY™

Fundraising Opportunities for Michigan's Nonprofit Organizations

Bingo

Charity Game Tickets

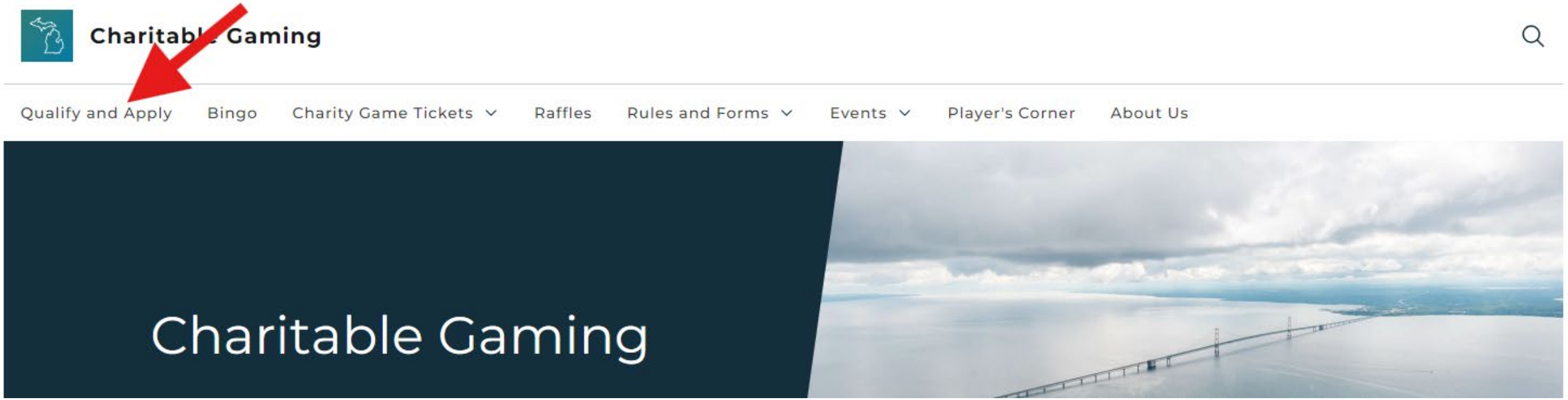
Raffles

How do I get a license for raffles, bingo, or charity game tickets?

- If your organization **has** previously qualified, submit an application with license fee.
- Organizations that **have not** previously qualified, must provide the appropriate qualification documents.

Visit www.Michigan.gov/CG

Click on the "Qualify and Apply" tab to review qualification information.



Bingo

Special Bingo License

License Fee: $25 for up to 7 consecutive days (at same location)

Max # of licenses: 4 licenses per year

Prize Limit: Up to $3500 per day; Max $1100 prize per single bingo game

Prizes: cash/donated/merchandise prizes

- A person must be at least 18 years of age to work *or* play bingo
- Allows the sale of Charity Game Tickets to maximize profit
- Carnival or 50/50 bingo is most common at festivals/fairs

Carnival Style

- Carnival Style or 50/50 bingo is used at venues where the crowd continuously changes, such as at fairgrounds and festivals.
- Fifty percent of each game's sales is paid out in cash prizes.
- Players come and go at their leisure, purchasing one game at a time.

Package Play

- Each player attending is charged a set fee to participate.
- For example, a fee of $30-$50 could include 7 to 10 bingo games and a small meal or snacks.
- Themed bingo events, such as "Purse Bingo" or "Designer Bag Bingo" have gained popularity throughout Michigan. Limited to $3,500 total.
- Prizes can be cash, merchandise, etc.

Charity Game Tickets

Commonly known as pull-tabs, or break-open tickets that are available for Michigan's Non-Profits to sell under a license issued by Michigan Lottery's Charitable Gaming Division.

Sell Charity Game Tickets Under The Following Licenses

Special Charity Game Ticket License: $15 per day up to 4 consecutive days.

Large Raffle License: $50 per drawing date.

Special Bingo License: $25 for up to 7 consecutive days

Large Bingo License: $150 for 1 occasion per week, yearly

Annual Charity Game Ticket License: $200 yearly

Where Can I Sell Charity Game Tickets?

Festival/Fair Grounds: Workers can walk around the grounds selling tickets to the people at the event.

Beer/Drink/Entertainment Tents: Sell tickets at the counters, booth or table for people coming in for food and drink. Tickets provide an extra layer of entertainment while people are there, or they make take their tickets and continue walking around.

Sporting events: In addition to selling raffle tickets for 50/50's, add charity game tickets as an extra option for more profit.

Bingo: Add more prizes and profits to your bingo games with Charity Game Tickets. We offer a variety of tickets that play off the bingo ball calls that are a ton of fun in addition to the traditional instant win tickets.

Profits and Prizes

- Built-in profit around 15%.
- 75-77% prizes paid from each box back to players.
- Players redeem instant winners for more tickets!

Ticket sales $2,400

Prizes paid $1,800

Cost of box $240

= $360 Organization profit

Charity Game Tickets

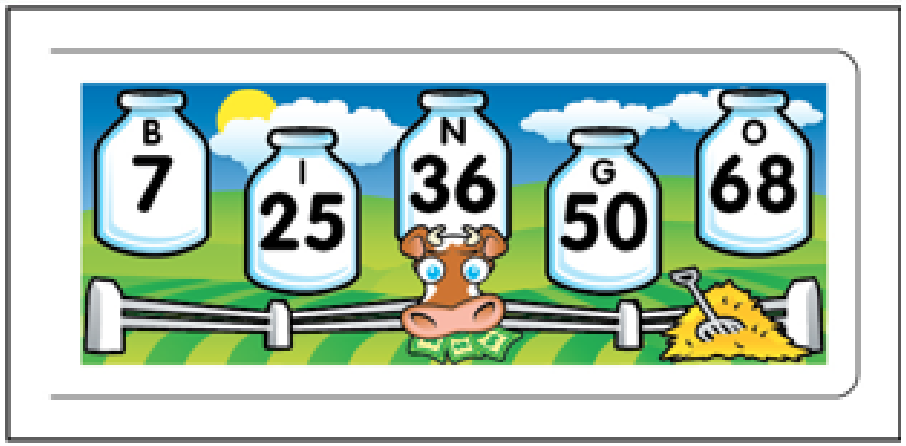
- Different themes available
- Price points: $0.50, $1, $2, and $5
- Instant win tickets offer prizes big and small keep players coming back for more.
- Event tickets are where winners are determined with a random drawing of bingo numbers 1 through 75 or by seal card.
- Purchase through licensed ticket supplier.
- Must be 18 years of age to purchase or sell charity game tickets.

Instant Win
Contain winners and losers.

Event Games (aka Bingo Event or Bingo Play Along)
May contain instant win tickets
All Dab or Hold tickets
Play off bingo number calls

Bingo Event Tickets (youtube.com)

- Winners are determined by the calling of bingo numbers 1-75.
- Open the ticket tabs to reveal a line of bingo numbers.
- As bingo numbers are called, dab/mark off the numbers on your tickets.
- Once all bingo numbers on your ticket is called, YELL BINGO!



Let's Play!

Milk Money

To Win…

Cover all 5 numbers *or* 4 numbers + free

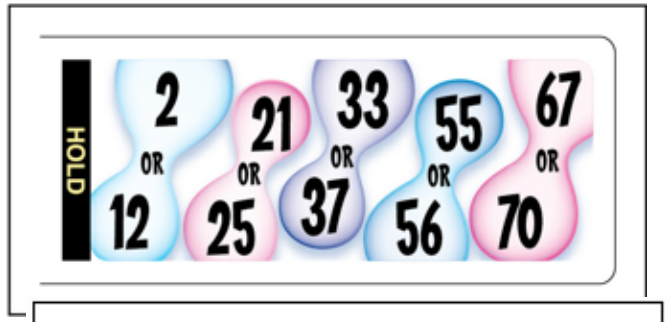
Don't forget to dab/mark your free spaces!

Must bingo on last number call!

Must bingo on last number call!

Cover 4 numbers + 1 number in Twist

Cover 1 of the 2 numbers in each bubble



Cover all numbers + free space(s)

Raffles

Large Raffle License

Total of all prizes awarded **exceed $500 per drawing date**

License fee is $50 per drawing date

Allows for the sale of Charity Game Tickets

Versus

Small Raffle License

Total of all prizes awarded are **$500 or less per drawing date**

License fee is $15 for 1-3 drawings at the same location and $5 for each additional date at the same location

- Both allow for presale of tickets and/or in-house raffles.
- The license can be obtained up to 18 months in advance.
- No limit on the number of raffle licenses per year.

In House Raffle – *No Presale*

- No ticket content requirement
- Theater Style Roll Tickets commonly used
- Sales only allowed during the time/date/location on the license
- All prizes must be awarded during the license time
- If a winner cannot be located or does not claim the prize, **another drawing must be conducted the same day** of the event, using the original pool of tickets
- Use different colored tickets for different price points/raffles.
- If selling discounted tickets, (ex: 25 Tickets for $20) cut theater tickets into strips of 25 tickets for easy and fast sales.
- Accountability form is required and available at www.Michigan.gov/CG

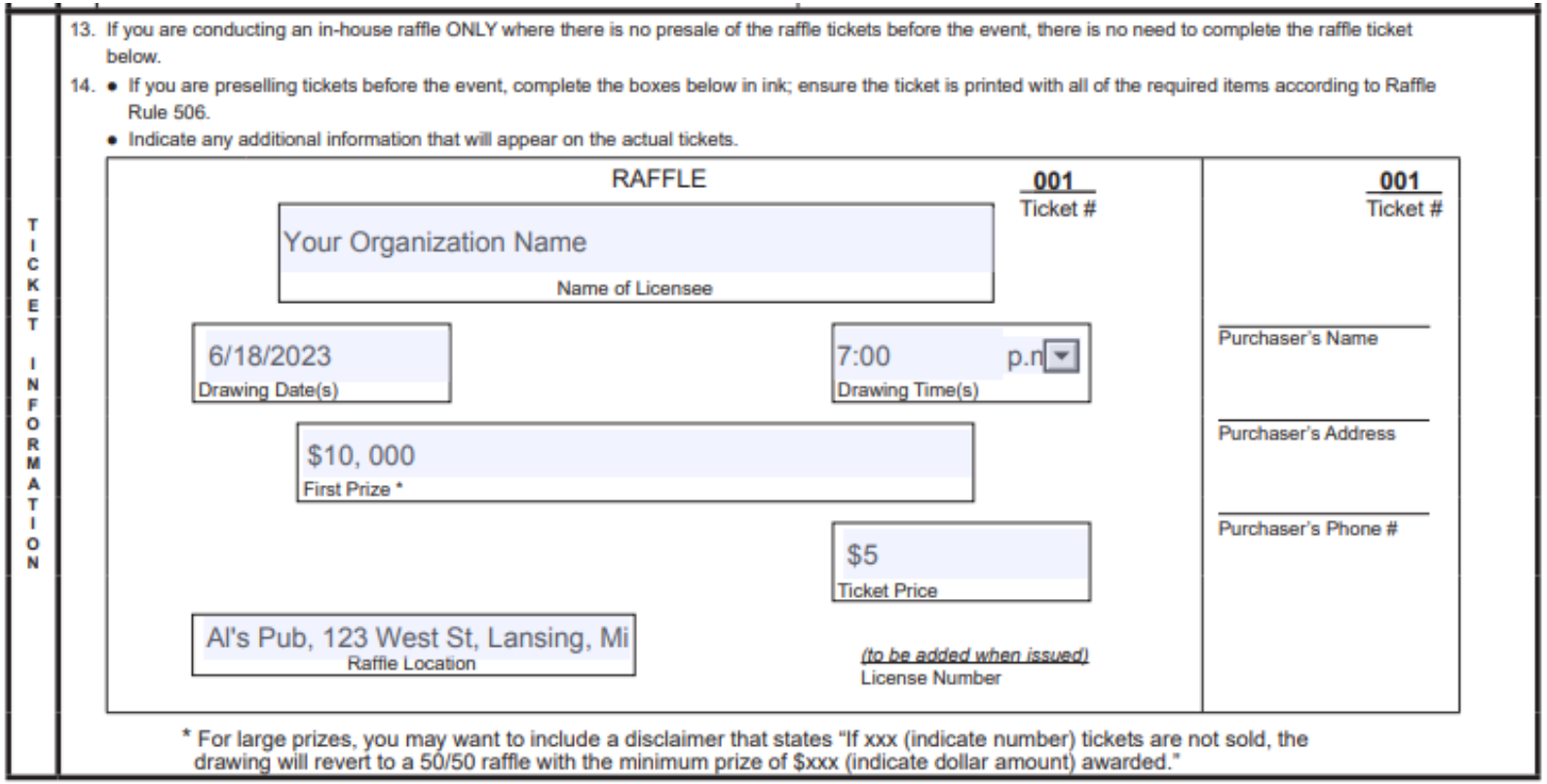
Examples: STROLLING RAFFLE, 50/50'S, "tin can" or basket raffles, card blitz

Ticket Content - Required for Presale of Tickets

- Name of Licensee
- License number
- The word “Raffle”
- Date, Time, and Location of the drawing
- Price of raffle ticket
- A unique sequential identification number on raffle ticket and raffle stub
- Top prize

Remember…

- Cannot use the word “Lottery” or “Lotto”
- Cannot require winner to be at drawing or reduce prize
- Winners have 60 days to claim prize
- Ticket sellers are responsible to return unsold tickets & stubs
- In the case of a large prize giveaway, it is recommended to include a disclaimer.



In-House VS Pre-Sale

In-House Raffle	Pre-Sale
Allows use of theater style roll ticket	Raffle ticket content requirement /pre-printed ticket with ticket sub required
No pre-sale of ticket outside of the date, time, and location on the license	Pre-sale allowed for raffle tickets
Prizes must be awarded during date, time, and location on the license.	Winners need not be present to win
	Winners have 60 days to claim prize

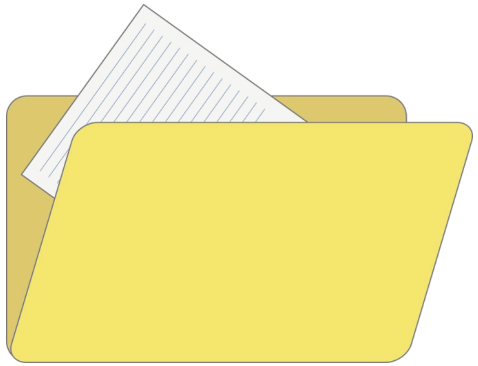
Raffle ticket accountability form is required for all raffle licenses

Records – All Licenses

- Retain for 3 years + current year
- Game Records/Accountability forms
- Bank validated check images, deposit slips & bank statements
- Invoices & receipts
- House rules
- Copy of current license & application
- Financial Statement
- DO NOT MAIL RECORDS TO LANSING – only the financial statement

<u>Raffles also keep:</u>
List of winners over $100
Copy of raffle ticket

- ✓ Deposits must be made **<u>within 2 business days</u>** of event date.
- ✓ Deposits must be made into a bank account in the <u>name of the organization.</u>
- ✓ Deposits are made <u>separately</u> from all other monies.



All Rules, Directives, and Game Records available at www.Michigan.gov/CG

CHARITABLE GAMING

MICHIGAN LOTTERY™

www.Michigan.gov/CG

Main Phone: 517-335-5780

Email General Questions to:
cg-questions@michigan.gov

Sign up for emails! Upcoming trainings, new tickets, game ideas and more!

Upcoming Trainings!

Questions about rules, records, or upcoming trainings:
Contact: MSL-CG-Inspection@michigan.gov

Heidi Cole
ColeH1@michigan.gov
517-944-2780

Nadia Sierzega
SierzegaN@michigan.gov
517-335-5787
517-388-0312

Resources on www.Michigan.gov/cg

- Qualification and Application Information
- Rules and Directives
- Game Records and Forms
- Events (Trainings)
- About Us
- Sign up for Emails