



# Sweepstakes 101

Your Complete Guide to Sweepstakes Fundraising



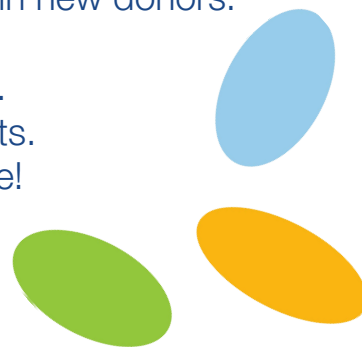
## What is a TapKat Sweepstakes?

A TapKat sweepstakes is a fundraiser wherein donors enter for the chance to win a coveted prize, such as a family trip to Disneyland or a new Corvette.

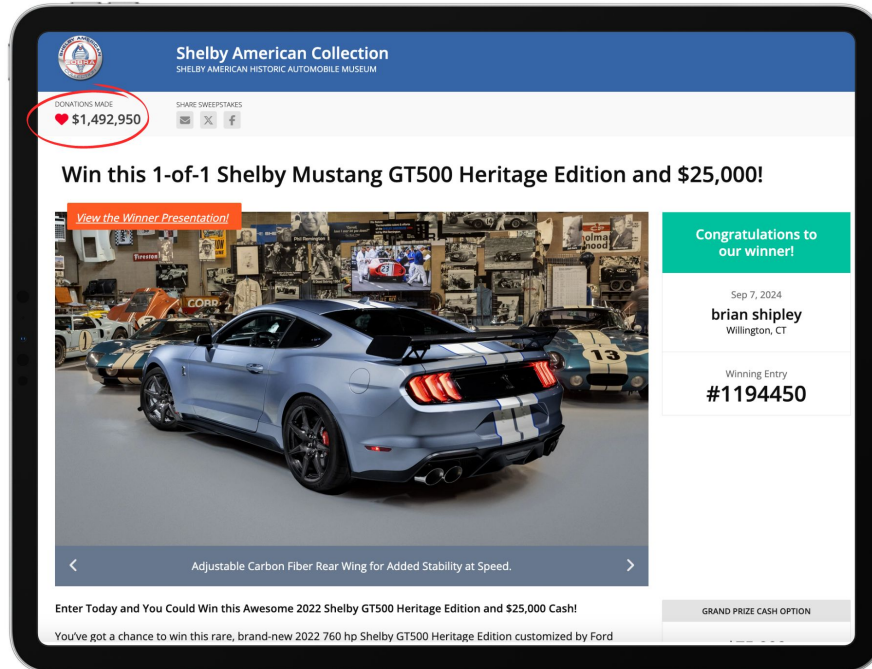
**Nonprofits and donors love sweepstakes because they're a win-win!**

Check out some of the tremendous benefits of running TapKat sweepstakes:

- **Grow your donor base.** 99% of nonprofits running TapKat sweepstakes bring in new donors.
- **Reactivate lapsed donors.** Pique the interest of donors that have gone cold.
- **Create buzz around your organization.** Everyone wants to find out who won.
- **Generate ongoing cash flow.** Set your Stripe account to make regular deposits.
- **Expand your fundraising toolkit.** Learn how to use sweepstakes to raise more!



The Shelby American Collection raised **\$1,492,950** with their sweepstakes for a Shelby Mustang GT500





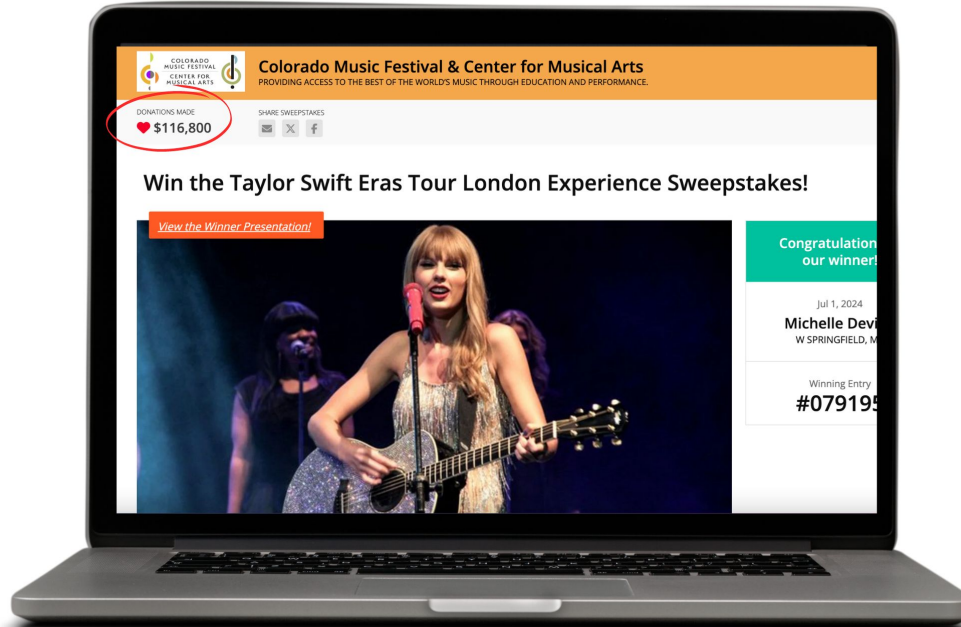
## Why TapKat?

At TapKat, we believe in the power of nonprofits to change our world for the better. TapKat is committed to helping nonprofits with innovative fundraising tools that are simple for nonprofits and fun for donors!

With years of sweepstakes experience, we have optimized our platform for ease of use and to help your nonprofit maximize donations.

**A strong desire to help nonprofits raise more money is at the heart of all that we do, and our customer service and commitment reflects this core value.**

# Colorado Music Festival raised **\$116,800** with their sweepstakes for 2 Taylor Swift Concert Tickets





## Here's How a TapKat Sweepstakes Works...

- [Apply for a TapKat account](#). Once it is approved, you can create your sweepstakes site.
- Choose a prize. Check out [www.TapKat.win](http://www.TapKat.win), and [read this](#) for tips on sourcing a prize affordably.
- Go live! [Check out our blog](#) for tips on how to market your sweepstakes effectively.
- Donations collected by our payment processor Stripe are deposited in your nonprofit bank account.
- When it's time to draw a winner, the TapKat platform has a built-in random number generator.



## There are no upfront fees to use the TapKat platform.

Here's how our pricing structure works:

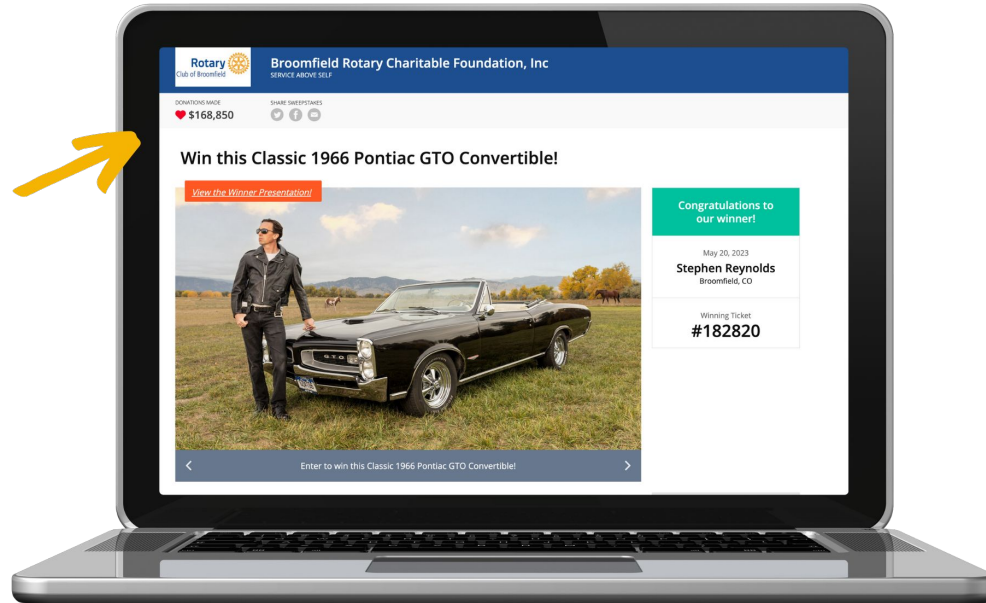
- Fees are just 10% of each donation that comes in.
- Our payment processor, Stripe, charges a 2.2% nonprofit rate (for most credit cards) plus \$0.30 of each donation.

Stripe deposits your donation payments (less their fees and TapKat fees) directly into your nonprofit bank account.

Once the funds are in your account, there are no restrictions on how they can be used.

**This means that your nonprofit has an ongoing source of income throughout the duration of your sweepstakes.**

The Broomfield Rotary Charitable Foundation raised **\$168,850** with their sweepstakes for a 1966 Pontiac GTO.







## TapKat Sweepstakes by the Numbers

**\$41,000,000+**

Over \$41 million has been raised for nonprofits on the TapKat platform

**99%**

Of TapKat sweepstakes  
bring in new donors

**\$60**

The average donation made  
to a TapKat sweepstakes

**100%**

Of donor information goes straight  
to you via an easy export



We are proud to help nonprofits with innovative fundraising!





## Here's what our customers are saying...

"We had done an in-person raffle in the past, but the pandemic forced us to move everything online. With TapKat, the setup was easy and we were able to reach a much larger audience and therefore at least double our profits. The TapKat team provides individual assistance and great advice to get the maximum results. We will continue to use TapKat in the future."

**Lillian Armstrong, New Jersey Audubon**

"Our TapKat sweepstakes is providing us with great benefits. First, our existing donors really love it because it's fun and exciting to have a chance to win a cool camper van! Second, our sweepstakes is attracting a lot of new donors. TapKat is very committed to helping us succeed — they have connected us to effective marketing channels that help us find new donors."

**John Burtness, Ronald McDonald House Charities of Denver**

SkiUtah raised **\$82,075**  
with their sweepstakes for Gold Ski Passes!





sweepstakes for nonprofits



**We offer a different kind of online fundraising that's new and exciting for donors.**

When you run a TapKat sweepstakes, people make donations to support your cause and you give them a chance to win a great prize.

TapKat makes it easy and affordable for nonprofits to create, manage and run online sweepstakes designed to help you increase donations and grow your donor base.

[Get Started](#)