

Hosting a Raffle with SnapDraw

Your complete reference — from account setup and raffle creation, through to the live draw and winners management.

Setup & Approval

Raffle Creation

Live Draw

Winners Management

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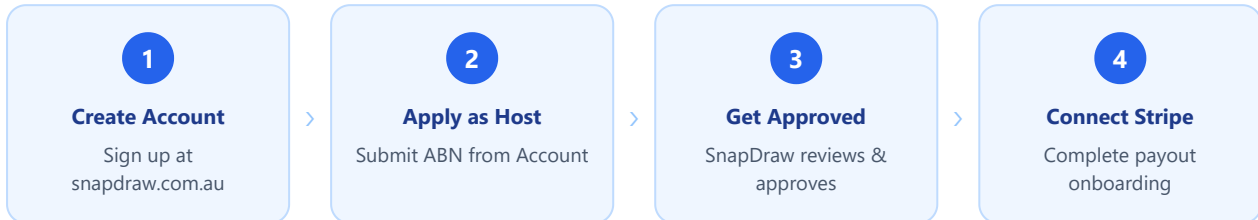
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1 Getting Started

Everything you need before creating your first raffle



Creating a SnapDraw Account

Visit snapdraw.com.au and sign up with your email and password. A verified account is required before you can apply for host status.

Applying to Become a Host

Standard accounts cannot create live paid raffles until host status is granted. To apply:

1. Open the **Account** page from the main app menu.
2. Locate the host application section and complete all required fields, including your ABN.
3. Submit your application. SnapDraw reviews applications and will update your status when approved.

i What Host Status Enables

Once approved you have full access to Host a Raffle, Manage Raffles, Live Draw, and Winners Management.

Connecting Stripe for Payouts

SnapDraw uses Stripe to process ticket purchases and pay proceeds to hosts. Ticket sales cannot go live until Stripe is fully connected.

1. From your Account page, follow the Stripe Connect link.
2. Complete Stripe's onboarding — identity verification and bank account details.
3. Once connected, your raffles can accept live payments and proceeds will transfer to your Stripe account.

⚠ Stripe Processing Fees

Each ticket sale incurs Stripe processing and Connect fees, deducted before funds reach your account. At low ticket prices these fees represent a higher percentage of each sale — SnapDraw highlights this in the raffle creation form. See stripe.com/au/pricing for current rates.

Pre-Launch Checklist

- SnapDraw host account approved
- Stripe payout account connected

- Raffle name and description ready
- Prize list prepared, in draw order (1st prize first)
- Ticket price and any bundle deals decided
- Draw date, time, and venue details confirmed (if applicable)

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Creating Your Raffle

Set up your raffle with all the details buyers and SnapDraw need

Open **Host a Raffle** from the main menu. Work through each group of fields below.

Core Fields

Required	Raffle Name The main title shown in the app and on the public page. Make it descriptive and recognisable to buyers.
Required	Description Summary of what the raffle is about, displayed to buyers before purchase.
Required	Prizes Enter each prize in draw order — 1st prize first. These appear in Live Draw and are sent to winners.
Required	Ticket Price Base price per ticket in AUD. SnapDraw warns you if the price is low relative to Stripe processing fees.
Optional	Max Tickets Cap total tickets sold. Sales close automatically when reached. Leave blank for unlimited.

Bundle Deals

Configure deals to encourage larger purchases — for example, *5 tickets for \$20*. Buyers choose a quantity and SnapDraw applies the best eligible deal automatically. The server validates the final total at checkout.

i Most Popular Badge

When multiple deals are configured, mark one quantity as "Most Popular" to guide buyers toward your preferred option.

Draw Settings

SETTING	WHAT IT DOES	WHEN TO ENABLE
Draw date & time	Sets the advertised draw schedule visible to buyers	Recommended for all raffles
Auto-draw at scheduled time	SnapDraw draws all winners automatically at the set time	Unattended or overnight draws
Auto-confirm & notify winners	Emails winners and closes the raffle after all prizes are drawn	Recommended — most raffles

SETTING	WHAT IT DOES	WHEN TO ENABLE
Venue attendance required	Disables auto-confirm; host verifies winner presence before finalising	In-person events
Venue name & address	Shown on public page and draw interface	Any venue-based raffle

✓ **Recommended for Most Raffles**

Enable **Auto-confirm and notify winners**. SnapDraw handles winner emails automatically once all prizes are drawn — no extra steps required from you.

Other Settings

- **Email me when someone buys tickets** — sends a notification email on each new purchase. Recommended.
- Public page appearance is configured separately via **Edit Public Page** (see Section 3).

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Your Public Page

Customise what buyers see and share your raffle with the world

Every raffle has a dedicated public page. This is what buyers open to purchase tickets — and what you share via link or QR code. Customise it at any time from **Edit Public Page** in Manage Raffles.

Customisation Options

SETTING	WHAT IT CHANGES
Public title & subtitle	The page headline and strapline visible to buyers (can differ from the internal raffle name)
Rich text description	Formatted description displayed before the buy button
Logo image	Your organisation or event branding on the page
Contact email & website	Shown so buyers can reach you with questions
Page & button colours	Brand colours for the background and call-to-action buttons
Show / hide statistics	Toggle the tickets-sold count
Show / hide prize list	Choose whether buyers can see your full prize list
Show / hide countdown	Toggle the draw date countdown timer
Clean mode	White card layout vs. full background colour

Sharing Your Raffle

From Manage Raffles, each raffle card provides sharing tools:

- **Share QR** — generates a scannable QR code linked to the public page. Ideal for posters, printed tickets, and events.
- **View Public Page** — opens the live page so you can preview exactly what buyers see.

i Promote Before Sales Open

The public page link and QR code are available as soon as the raffle is created — even before sales open. Share early to build anticipation.

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Manage Raffles Dashboard

Your central hub for every action on a live or completed raffle

After creating a raffle it appears in **Manage Raffles**. This dashboard lists all your raffles and provides contextual action buttons for each one. Which buttons appear depends on the raffle's current status.

Complete Action Reference

ACTION	WHAT IT DOES	WHEN AVAILABLE
Live Draw	Opens the full-screen spinning draw interface	While drawing is active
Draw Winner	Draws the next available prize winner in sequence	While prizes remain undrawn
Stop Sales	Closes ticket sales manually; drawing can still continue	While sales are open
Winners Management	Opens the full winners review and finalisation page	After first winner is drawn
View Winners	Read-only winners view once drawing is done	After all prizes are drawn
Edit Raffle	Edit name, prizes, price, deals, draw time, and venue	Before draw completes
Edit Public Page	Update branding and buyer-facing content	Any time
Share QR	Shows a scannable QR code for the public raffle page	Any time
View Public Page	Opens the live public page in the browser	Any time
Analytics	Sales and performance data for the raffle	Any time
Export Mailing List (Opted-In)	CSV of buyers who provided marketing consent at checkout	After first ticket sold

Stop Sales vs. Draw Complete

Stop Sales closes ticket purchases but does not end the raffle. The draw still needs to happen and winners must be confirmed. The raffle is only fully closed after all prizes are drawn and winners are confirmed.

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Running the Live Draw

Draw winners manually, or let SnapDraw handle it automatically

Opening Live Draw

From Manage Raffles, tap **Live Draw** on your raffle card. This opens the full-screen draw interface. Only hosts and admins see the draw controls; all other viewers see the results panel only.

The Draw Interface

- A spinning reel provides the visual draw experience
- The current prize being drawn is displayed prominently on screen
- Winners appear in the winner table in real time as each draw completes
- Results are written immediately to the raffle record — visible to anyone watching the results view

Manual Draw

Tap **Draw Winner** to draw the prize currently in sequence. SnapDraw randomly selects a ticket from the sold pool, runs the spinning animation, and reveals the winner. Repeat for each prize until all prizes are drawn.

✓ **Tip — Live Presentations**

For in-person events, mirror or screen-share the Live Draw interface on a projector or TV. Manual draw lets you build anticipation prize-by-prize in front of your audience.

Scheduled Auto-Draw

If you enabled **Auto-draw at scheduled time**, SnapDraw automatically draws all prizes at the configured date and time. No host action is required at draw time — useful for overnight or unattended raffles.

Venue Attendance Raffles

When **Venue Attendance Required** is enabled, the flow changes:

- After each draw, Live Draw prompts you to verify winner attendance at the venue.
- Auto-confirm is disabled — you must finalise in Winners Management after checking presence.
- If a winner is not present, a redraw for that prize can be triggered directly from the Live Draw interface.

⚠ **Sales Close Automatically at Draw Time**

Once the draw starts (or the scheduled auto-draw time arrives), ticket sales close to ensure a fair outcome. In Manage Raffles the status will show as *sales-closed* or *drawing in progress*.

After All Prizes Are Drawn

- **Auto-confirm ON:** SnapDraw closes the raffle and sends winner notification emails automatically. No further action needed.
- **Auto-confirm OFF:** the raffle remains open pending manual finalisation in Winners Management (Section 6).

6 Winners Management

Review contacts, verify, confirm, and officially close the raffle

Winners Management is a dedicated full-page view — not a pop-up. Open it via the **Winners Management** button in Manage Raffles. It is the authoritative record of all drawn winners and the control point for finalisation.

Winner Information Available

FIELD	DESCRIPTION
Prize	The prize name from your prize list assigned to this winner
Winner Name	The ticket buyer's name as recorded at purchase
Winner Email	The buyer's email — used for winner notification and contact
Phone Number	Shown only if the buyer opted in to share their number at checkout
Marketing Opt-In	Whether the buyer consented to receive marketing communications

Contacting Winners Directly

When a winner's phone number is available, SnapDraw provides one-tap quick actions:

- **Call** — initiates a phone call to the winner
- **Text** — opens an SMS to the winner
- **Copy** — copies the number to clipboard

Confirm and Notify Winners

Tap **Confirm & Notify Winners** when you are ready to officially close the raffle. This single action:

1. Marks the raffle as *closed* in SnapDraw
2. Saves finalisation metadata (timestamp, host details)
3. Triggers SnapDraw's server-side email function — winner notification emails are dispatched to all winners
4. Updates the page to confirmed state — this action cannot be undone



This Action Is Final

Confirm & Notify sends winner emails and permanently closes the raffle. Verify all winners are correct before confirming — particularly for venue-attendance raffles where in-person presence must be checked first.



Already Auto-Confirmed?

If you enabled auto-confirm and the draw completed successfully, Winners Management will already show a confirmed state indicating that winners have been emailed. No further action is needed.

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After the Draw

Analytics, optional exports, and closing out your raffle

Raffle Status

Once confirmed closed, the raffle's status in Manage Raffles updates automatically. All read-only functions — Analytics, QR, View Public Page, View Winners — remain accessible indefinitely.

Analytics

Open **Analytics** from Manage Raffles to review performance data:

- Total tickets sold and gross revenue generated
- Sales volume and trend over time
- Buyer breakdown data where available

Exporting Your Buyer List

Use **Export Mailing List (Opted-In)** to download a CSV of buyer email addresses where the buyer gave marketing consent at checkout. This list is suitable for permitted follow-up communications aligned with your stated terms.



Privacy Obligations

Only use exported buyer data for purposes consistent with your collection terms and applicable Australian privacy law (the Privacy Act 1988). Do not share or sell this data to third parties.

Post-Draw Closing Checklist

- All prizes drawn and winners confirmed ✓
- Winner notification emails sent ✓
- Analytics reviewed ✓
- Mailing list exported if needed ✓
- Prize delivery and any offline follow-up handled ✓

Quick Reference

The complete SnapDraw host workflow — at a glance

1 — SETUP CHECKLIST

- Create a SnapDraw account
- Apply as a host and get approved
- Connect Stripe for payouts
- Prepare: name, prizes, price, draw date

2 — CREATE YOUR RAFFLE

- Open **Host a Raffle**
- Enter name, prizes, ticket price
- Configure bundle deals if needed
- Set draw date & enable auto-draw if needed
- Enable **Auto-confirm** (recommended)

3 — BEFORE THE DRAW

- Customise public page — branding & content
- Share QR code & public link
- Monitor ticket sales from **Manage Raffles**
- Stop sales manually if needed

4 — LIVE DRAW

- Open **Live Draw** from Manage Raffles
- Tap **Draw Winner** for each prize
- Verify attendance for venue raffles
- Auto-draw handles unattended raffles

5 — WINNERS MANAGEMENT

- Open from Manage Raffles
- Review all prize winners and contact details
- Use Call / Text / Copy for quick contact
- Tap **Confirm & Notify Winners**
- SnapDraw emails all winners automatically

6 — AFTER THE DRAW

- Review **Analytics**
- Export opted-in mailing list if needed
- Handle prize delivery offline
- Raffle closed — all done ✓