

# Working with the

# LORD MAYOR'S CHARITABLE TRUST



## ABOUT US AND OUR BRAND

The Trust works with residents, charities, investors, local communities, ratepayers, and businesses to deliver upon the Trust's purpose of providing money or benefits to support Brisbane's grassroots charities and other charitable grassroots activities.

The Trust's Brand Protection Policy (available on request) manages the Trust's name, logo, and reputation and the protection of its association in communications, engagements, events, and activities by and on behalf of the Trust.



## OUR BRAND IDENTITY

The Trust presents its brand identity in communication material in a standard way that includes specifications for the Trust logo and name, colours, font, tone, and imagery. All communication material for the Trust must comply with these standards.

Please contact the Trust Secretariat for further guidance, and to organise approval of any communication material, **before** publishing or distributing.



## USING THE TRUST LOGO AND NAME

The Trust logo and name must not be used by any person for any purpose without first obtaining the approval of the Trust in writing.

Please contact the Trust Secretariat to facilitate any appropriate approval.

## RAFFLES BENEFITING THE LORD MAYOR'S CHARITABLE TRUST (THE TRUST)

The prior written consent of the Trust Secretariat must be sought and obtained to hold a raffle for or on behalf of the Trust or where the Trust will be nominated as a beneficiary. A notice period of a minimum of two months will be required to allow time for this request to be circulated with the Board of directors.

### SCENARIO 1 YOUR ORGANISATION RUNS THE RAFFLE



Art unions, raffles, bingo, lucky envelopes, Calcutta sweeps and promotional games (trade promotions or competitions) are regulated under the Charitable and Non-Profit Gaming Act 1999.

The Act stipulates the types of organisations/individuals that can conduct raffles. Please consult the State Government Competitions, raffles, bingo and other charitable games information page to ensure that you are eligible.

If you are eligible to run your raffle, please contact the Trust to obtain written consent to use the Trust's logo and name on any raffle collateral.



### SCENARIO 2

### YOUR ORGANISATION IS REQUESTING THE TRUST TO RUN YOUR RAFFLE



If your organisation is not eligible to run a raffle under the Charitable and Non-Profit Gaming Act 1999, you may request the Trust run a raffle at your event. The Trust may regretfully decline the request.

If you have received written consent from the Trust Secretariat for the Trust to run a raffle at your event, the following will be required to be supplied at a minimum of two weeks prior to your event:

The Trust's preferred management tool for its raffles is RaffleTix. This tool provides an auditable record for the Trust, as well as reducing manual labour around the selling of tickets. To set up the RaffleTix raffle online site, the Trust requires the following at least two weeks in advance of the event (but sooner if possible):

- Prize List – including (for each prize) a photo, donor company logo, prize description (including any special conditions that might apply) and prize value
- Ticket Price - including discounts for purchasing multiple tickets if applicable
- Raffle closing time
- Proposed plan for winner announcements (RaffleTix can provide a live electronic draw or a general electronic draw). The Trust usually uses the general electronic draw, but this requires sending text messages to winners after the draw.
- Proposed plan for prize disbursement at the event

• Provision of a raffle table at the event as a base where guests can buy tickets at a time convenient to them, as well as collect prizes after the draw. A small desk with two chairs and some signage is generally sufficient. The ticket sellers will base themselves at this table, roaming the room also when the raffle table is not busy.

• RaffleTix provides a QR code that can be printed on collateral and signage and scanned to allow guests to purchase tickets directly from their personal devices. It is the Trust's preference that this QR code be used prominently at the event, as our experience indicates that a majority percentage of ticket purchasers prefer to use this method (up to 80% of buyers in previous raffles). Suggested places for a QR code to feature are the event program, on table signage and on A3 signage at the raffle table.

• The Trust will provide EFTPOS facilities to take in person electronic card payments and a cash float to allow for cash payments at the event. The Trust's preference is electronic payments.

• The RaffleTix site can be circulated to guests in advance of the event – if you would like to take advantage of this option to enhance sales, please let The Trust know. The QR code or a hyperlink to the RaffleTix page can be used in pre-event emails.

• Information on how many guests, the kind of event and the expected demographic will assist us to plan and staff appropriately.

FOR FURTHER INFORMATION OR ASSISTANCE PLEASE CONTACT THE TRUST SECRETARIAT BY EMAILING  
[LMCT@BRISBANE.QLD.GOV.AU](mailto:LMCT@BRISBANE.QLD.GOV.AU)