


# HOW TO RUN A SWEEPSTAKE

STEPHEN  
LAWRENCE  
DAY 

1

### Choose Your Event

Pick a popular event such as a sports match, TV show final or awards night. Let participants predict an outcome (e.g. final score or winner).

3

### Assign Entries Fairly

Participants can choose their entry or be assigned one at random. Make sure every entry is unique and clearly recorded.

2

### Set Your Entry Donation

Invite friends, family or colleagues to take part in exchange for a voluntary donation. Use your JustGiving page to keep everything simple and secure.

4

### Decide the Prize Structure in Advance

Before launching, confirm how the prize will work and how winners will be selected.

For more information on running a sweepstake, visit [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk) or contact us at [info@stephenlawrenceday.org](mailto:info@stephenlawrenceday.org)

### Important Things to Consider

- Think about how you will collect and manage funds (JustGiving is recommended)
- Ensure the sweepstake is run fairly and transparently
- Keep a clear record of all entries and outcomes
- Confirm whether the event is online or in person
- Review Gambling Commission guidance for UK sweepstakes

Name		
Prediction		

Get in touch with us on  
[info@stephenlawrenceday.org](mailto:info@stephenlawrenceday.org)  
to pay in your fundraising

[stephenlawrenceday.org](http://stephenlawrenceday.org)

\* You must be a UK taxpayer, if you pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all donations it is your responsibility to pay any difference.

Charity Number:

