



BRIGHT HORIZONS TRUCK DAY BEST PRACTICES: RAFFLE

Raffle (Optional):

See if local retailers may be interested in donating raffle items—truck-themed whenever possible. Businesses love the idea that their store and item will be exposed to hundreds of local families. Include these businesses on your list of sponsors which is given to every adult who attends the event at the welcome table. Display these items on a designated “raffle table” and sell tickets at the raffle table for \$1/each or six for \$5. It’s best to purchase a roll of raffle tickets and have people put their name and phone number on the back of each raffle ticket. Tickets are drawn at the end of the event, and winners are notified by phone or email. The winners can pick up their raffle items at a designated Bright Horizons center over the course of the following week.

Some ideas that have worked well in the past:

- Toy stores donating truck themed toy gift basket
- Children’s clothing store donating shirts with vehicles
- Local police station donating a “ride to school in a police car”
- Book store donating truck themed books
- Movie passes
- Museum passes
- Kid-friendly restaurant gift cards
- Children’s theater tickets
- Local fire station donating a “private tour” of the fire station
- Local summer camp or after school activity (i.e., karate class, music class, etc.) donating free sessions
- Babysitting provided by a Bright Horizons employee
- Anything else employees or families can offer