

**“Over 16  
Insider Tips To  
Help You  
Raise  
\$7,358.50\*  
During Your  
Races”**

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# **“Over 16 Insider Tips To Help You Raise Over \$7,358.50\* During Your Races”**

Let's face it, were all into the video races to make a profit for our organization, right? You like the idea of video horse races but aren't sure exactly how to make the money? You want to ask:

## **So, How Do I Raise Money With These Races?**

I'm going to give you some quick and easy tips to help make your night of races profitable. This is an exclusive offering from my company, Acclaim Productions, LLC and [www.makemoneywithraces.com](http://www.makemoneywithraces.com) and I hope you enjoy the ideas. I've tried to give you some conservative numbers. Some organizations make more money than others. Your organization may make less than some of the numbers I give you here as examples. And the Numbers I give you are generally BEFORE any expenses are deducted.

The biggest tip to remember is that this a fundraiser and a donation ... so always remind people that they can buy a ticket, race, horse and not even ATTEND the actual night. This is a fundraiser and many times can be considered tax-deductible (check with your accountant).

If you want assistance planning your races OR want someone to do it ALL for you, call Nicole Bouris at 412-853-6657. She's one of my clients, absolutely LOVES planning events and said she'd be more than happy to plan your evening! A couple of tips that's she's given me to share are #'s 17 and 18.

The most important thing I can tell you is that you NEVER want to turn down more horses or more races than you think you need. I have had a couple organizations that sell enough horses to run 20 or 30 races a night. We don't recommend running any more then the 10 or 11 plus the auction race but you don't want to turn away sponsors and horses and profits!

If we have enough horses for 20 races, we'll simply double them up on the program as "Horse Name" and "Jockey Name" (and if needed) "Trainer Name" and "Stable Hand" and just call 10 races and the horse owners and people who bet will STILL get the benefits if their horse wins the race—regardless if they are a horse name, jockey, trainer or stable hand.

I have a couple of thoughts. The ideas and fees I suggest are just guidelines. You can lower or raise the prices of any game. You can also lower or raise the odds. For example, in the Paint Stick game I say use 50 sticks. You can do 25 if you like. Some organizations use the paint sticks and a bingo machine to pull the numbers so they use 75. You can adjust based on your organization.

One thing I caution on: DON'T try to 'over-charge' for anything. It's far better to start low the first year and then increase a fee a bit next year. In other words, TEST. For example, I recently had a races that did Just Ducky (Tip # 17) but instead of charging \$5 a duck, they charged \$10 a duck. Well, they thought that they would get more sales since the payout was now \$1,000 instead of \$500. They had trouble breaking even. Don't get me wrong, they DID make money on the game (about \$400) but it may have been better for them to charge only \$5 a duck and completely sell out. Consider everything as a test.

For any raffle or door prize give away (maybe even Vino Casino) add an element of fun. You can do a Yankee Swap or White Elephant. "Stealing" from other participants gives this gift exchange game an element of unpredictability. Invite everyone to contribute a wrapped gift (a new item if you're following Yankee Swap rules; a used one if you're doing White Elephant). Draw numbers out of a hat to see who gets to pick from the pile first. Player No. 1 chooses and unwraps a gift, then shows it to everyone else. Player No. 2 then either "steals" that present or picks and unwraps another one from the pile. Player No. 3 can then steal either gift, or choose and unwrap another, and so on. Any player whose gift is stolen gets to pick again. The game continues until everyone has a gift.

One final tip is that I recommend that you DON'T use all of these games during one night. It sounds silly and, although this is a fundraiser, you don't want to 'nickel and dime' your guests. You want them to have fun and feel good about donating their money. If you're doing this, that, the other thing it's just going to frustrate them. Keep your races fresh by changing it up. Play a few of these games this year ... some different ones next year and different ones still the following year.

Now onto the big tips!!

## **Racing Fundraising Tip #1 – Attendance Donations**

Basically, sell tickets to your event. Each ticket here in the area sells for \$10-\$12. You can also charge \$15 to \$20. I have some organizations that even charge \$25 and up to \$100 per ticket! (These are usually high-priced fundraisers for politics and major organizations).

**Possible profit potential from tip #1 (say 150 people at \$10.00) :                      \$1,500**

## **Racing Fundraising Tip #2 – Food Sales / Donation**

Food will definitely be one of the major costs. But I will include 3 ideas here that will make or save you money.

a) You can choose to have no admission price (or a smaller admission price) but have people bring a covered dish that way there is no food expense on your end.

b) Some people decide to have a low admission price for just races and a large one for food and then sell a bracelet or hand stamp that the guest will show to the food stations.

c) This is a great tip. Ask local restaurants to DONATE a food or appetizer stations. They get to promote their business and food and YOU get free food to pass out to your guests. It could be a real win-win situation. The restaurant or caterer may get to take a tax-deductible expense for their donation – ask your accountant.

**Possible profit potential from tip #2 (say 150 people at \$10.00) : \$1,500**

### **Racing Fundraising Tip #3 – Cash Bar**

Now, I'll tell you—most of my races don't have a cash bar and I recommend against it. Most people expect their ticket price to include the food and the beer. They will buy the soda, mixers and keg of beer (sometimes wine) and the rest is BYOB. You CAN do a cash bar if you want. This is pretty simple, AND if you can get the beer, soda and liquor donated, even the better! Coffee, tea, soda, beer, alcohol. You can do a Kentucky Derby theme and serve Mint Juleps, Kentucky coolers and Bourbon.

**Possible profit potential from tip #3 (say 100 people spend \$10 for drinks): \$1,000**

### **Racing Fundraising Tip #4 –Horse Sponsors**

This will be another big money producer. Before the race, people in your organization, company, friends, family, businesses, neighborhood, bar, local area etc. will be solicited to 'buy a horse'. Horses can sell for anywhere from \$10 - \$20 each I recommend \$10. Each race has 10 horses. People will 'donate' \$10 to buy a horse and they get to name it whatever they want. You won't believe how creative people will get with the horses names!

The best way to get them to participate is offer them a prize if their horse wins that race. Many organizations give back 40% (or \$40 if each horse cost \$10) to the winning horse owner. That leaves \$60 each race for your organization.

If you sell over 10 horses, sell jockeys for either the same price or even less, since their jockey, trainer or stable hands names typically won't be 'called' by the race caller.

Bonus: You can also drop the names of the horse owners into a basket for a 'special prize' drawing at the end of the night.

**Possible profit potential from tip #4 (say 10 races at \$10): \$600**

## Racing Fundraising Tip #5 –Race Sponsors

I love this tip and just learned about it from one of my other organizations. Most night of races have 10 races plus an auction race. Basically you have companies and businesses PAY to sponsor each of the 11 races ... they get to have their name mentioned and/or BRIEF commercial mentioned before each race. This additional source of funds will amaze you.

Ex: people pay \$10 to sponsor the horse, companies pay \$20 or \$25 to sponsor the race. (Please see Tip #29 for an addition to this, and how to run at a profit BEFORE you even open the door!)

**Possible profit potential from tip #5 (say 11 races at \$20):** **\$220**

## Racing Fundraising Tip #6 –The Race Itself

Basically a \$2 bet is normal and each person interested bets on a horse that they think will win. If 100 people bet \$2 = \$200. The organization takes a percentage (usually 50%) of that total income. Leaving the remaining 50% to be split up by the number of winners.

**Possible profit potential from tip #6 (say 10 races at \$100):** **\$1,000**

## Racing Fundraising Tip #7– The Auction Race

This is the granddaddy of them all--The auction race. This is done after the last race. Basically it's a live AUCTION of a final race. Points to remember about the auction race:

- a) it should be a race that has not been showed yet that evening
- b) People will bid LIVE on the right to own one of the 10 horses in the auction race. The highest bidder wins the horse. You can go in as a single person or group to 'pool' money.
- c) The winner of the bid gets to NAME the horse and pick its number for the final race. So it's best to win your horse first so you get to pick the #. This bidding will continue until all 10 horses are sold. The final bidder, of course, gets the final remaining number.
- d) The owner's horse that wins the auction race gets 50% of the total of the money that was raised during the auction portion of the auction race (not the bets).
- e) The race caller gets 10% of the total of the money that was raised during the auction portion of the auction race (not the bets).
- f) The ORGANIZATION gets 40% of the total of the money that was raised during the auction portion of the auction race (not the bets).

- g) You run the auction race like normal taking bets from the audience for \$2 (or whatever you have been doing all night long) on who they think will win the final race and your organization takes the normal race take of that race.

You DO NOT want to pass up the auction race! My mentor just did a \$1,500 auction at a fundraiser so their organization earned \$600 for a 10 minute auction race. My last race was \$1,870 raised (the organization got \$748). I did one for a high end fundraiser where EACH HORSE sold at more than \$2,000! Even if the horses only sell for like \$60 each, that's STILL \$240 for your organization!

Tip for the auction race: DO NOT PUT ANYTHING (RAFFLE, SPEECH, DRAWING ETC.) AFTER THE FINAL REGULAR RACE AND THE AUCTION. Doing so will cause your auction to suffer, guaranteed!

**Possible profit potential tip #7 (highest bid average \$100 per horse/10 horses)--\$400**

### **Racing Fundraising Tip #8 – Kentucky Derby Hat Contest**

While your selling your horses and sponsors for the races. Tell them that on the evening of the race you'll be doing a Kentucky Derby Hat Contest. Pay \$5 to enter the contest and bring or make your best hat/derby. The winner is voted on by the attendees and he/she gets half of the pool from all the hat contest participants. You can also award prizes based on the best-looking hat, the funniest, most original, best home-made hat etc. You decide...

**Possible profit potential from tip #8 (say 25 people each buy \$5 ticket)                      \$62.50**

### **Racing Fundraising Tip #9–A live PEOPLE horse race.**

This is very similar to the video races but done with HUMAN BEINGS. You can get sponsors for the race, sponsors for the horses, and people to actually BE the horse. The bids are placed and a 'track' much like game board is laid out. Dice are rolled to designate which of the 10 horses will move and a 2<sup>nd</sup> dice is rolled to determine the number of spaces.

The winner is the first person to cross the finish line. Friends or spouses love to make someone race. This is audience participation at its best! I can loan you 10 different colored sashes for 10 race participants.

**Possible profit potential from tip #9 (10 people at \$30 each)                                      \$300**

## Racing Fundraising Tip #10 – 50/50 raffle

Although this seems like a no-brainer. I'm surprised by how many organization pass up this simple and easy money-maker. Listen, you have a captive audience and their in a betting mood! Sell tickets for \$1 to \$5 and split the profits 50/50 with the winner.

You can also do stages of 50/50 raffles between every 3 races ... Sell the 1<sup>st</sup> one for \$1 right at the door and pull it after the 3<sup>rd</sup> race. Then start selling \$2.00 tickets to be pulled after the 6<sup>th</sup> race. Then sell \$5 tickets to be pulled AFTER THE AUCTION RACE and before the end of the evening.

**Possible profit potential from tip #10 (50 people each buy \$1, 2, & \$5) \$200 to \$400**

## Racing Fundraising Tip #11 –The Magic Envelope™

Your job is simple. Pass out a blank envelope to every member of your audience. Tell the audience **“Take this envelope and DON'T LOSE IT, it could be worth between \$100 and \$200 for you tonight”** and let your race caller do the rest.

Here are the details, but again, I do most of the work for you. This is a tip from my racing mentor. I call it The Magic Envelope™ and to pull this off all you need to do is get enough envelopes to give to every person in the audience. Here's how this works. I pump up the audience in stages every couple of races like:

Race #2 – Get out your envelopes and pen. Don't do anything else. Just do that.

I'm going to tell you how to win \$200.00 in a little bit.

Race #4 – Write your first name on the envelope. That's it.

I'm going to tell you how to win \$200.00 in just a few more races.

Race #6 – Write your last name on the envelope. That's it.

I'm going to tell you how to win \$200.00 at the next race.

Race #7 – and this is the good one. Take out your wallet or purse.

I want you to put in a \$1, \$2, \$3, \$4, \$5, \$10 or \$20 bill in the envelope and seal it up. We'll collect all the envelopes. And pull one of them out. And if your name is pulled you win 10 TIMES the amount you put in the envelope. If you put in \$20

You could win \$200! Put the money in the envelope now.

We then collect the envelopes, pull the winning envelope whatever amount is in that envelope, pay that person 10 times what they put in ... now the cool part, YOUR ORGANIZATION keeps the rest of the money collected!

The most I've ever pulled out was a \$10 bill which pays out \$100.00 -- so you definitely have some room to play. I've had only 1 person put in NOTHING in the envelope. So you have two choices

#1 Ten times zero is zero (the organization gets ALL the money) -or -

#2 pull another envelope.



Another note, sometimes, depending on the size of the crowd, I may say place an amount between \$1 and \$10 into the envelope ... it all depends.

Usually the organization gets about \$200 - \$300 for every 100 People

**Possible profit potential from tip #11**

**(ex: 50 people each put in \$2. A winning \$2 envelope will pay out \$20) \$80**

**It's customary for the organization to give back a "10% Tip" to the race caller who gives you this idea. So if the organization makes \$80 off the envelope, they should "tip" the race caller \$8.00 for the use of this idea If they make \$400 the tip is \$40.**

## **Racing Fundraising Tip #12 – Raffle baskets / Chinese auction**

Solicit gifts from local businesses and have people buy raffle tickets to win the basket. The winner gets the gifts and you keep the money they put in to purchase the ticket. I'm not going to spend a lot of time on this as I'm sure you or a member of your organization knows how to do this.

**Possible profit potential from tip #12 (say 100 people each buy \$1 ticket) \$100**

## **Racing Fundraising Tip #13–Poker and Black Jack Tables**

I have a number of organizations that combine night of the races with poker and blackjack, chuck-a-luck, money wheel etc to raise some money. I'm not really all into that aspect of 'Monte Carlo' night so recommend you check with your local carnival distributor to assist in this matter. Also sometimes it's tough to get people to 'go back to the blackjack table' so consider having the dealer come to them. YEP! Have the dealer(s) stroll table to table and ask guests if they want to play!

**Possible profit potential from tip #13 \$200**

## **Racing Fundraising Tip #14 – The Trifecta Tickets**

This idea was shown to me by one of my race client's in October of 2010 and is an easy way to earn an extra \$100. Go to a small game of chance store and get a set of two hundred tickets. These tickets must have Five 3 digit numbers on them for a total of 1000 numbers. They're usually the type of 'instant bingo' style of tickets. Sell them for \$1 a piece (that's \$200) and you'll split the winnings with which ever person matches the trifecta races to your tickets. You then choose 3 back to back races that will serve as the 'trifecta' (for example 4/5/6 or 6/7/8 ) and what ever horse numbers wins those races (for example horse 5 wins race 4 / horse 7 wins race 5 and horse 10 wins race 6) makes your trifecta. In this example: 570 .. who ever has 570 on their strip tickets wins \$100.

**Possible profit potential from tip #14 \$100**

## **Racing Fundraising Tip #15 – The Paint Sticks**

Credit goes to Tim at Circleville VFD for this tip. They went out and got businesses to donate baskets of items (much like a Chinese auction) or other gifts to donate. Cost to them \$0. They had 50 paint sticks number from 1 to 50 (cost to them? \$0 -- they got them from Home Depot...) They put the paint sticks in a big paint bucket (cost to them? \$0 – Home Depot again) They then sold the paint sticks to members in their audience for \$2 (you could also do \$1) apiece. Then they numbered small squares of paper from 1 to 50. (cost to them ... about .02 cents). They then pulled out one of the numbers and the person who had the matching paint stick won the basket. You could also number the paint sticks from 1 to 75 and use a bingo machine to pull the numbers!

**Possible profit potential from tip #15**

**\$50 to \$150 EACH GIFT!**

## **Racing Fundraising Tip #16 – The Sucker Game**

Buy a big bag of 100 suckers or Tootsie Pops. Then mark two, out of a bag of one hundred with a red felt marker about one half inch at the bottom of the stick. Remember, just two out of one hundred.

Now, go to your local Walmart or hobby shop and pick up a rectangular block of Styrofoam, approximately 8" X 6" X 3". Now, put all 100 suckers (stick ends down) directly into the Styrofoam at the point that you generally cannot see the stick portions--only the suckers. As you can see, your sucker cake is ready to take to your races.

At this point, you would have your customers play the game by charging them \$1. Upon paying you, you would allow them to pull out one Tootsie Pop of their choice from the sucker cake. If they get the sucker with the red colored end on the stick...they win!

We would like to emphasize that giving out nice gifts are a must, but consider this, it really doesn't make any difference what type of gift they would receive as long as its value is one half the amount you plan to take in. For example, two winners for one hundred suckers sold is *two* \$25 gift certificates or (1) \$25 gift certificate for each red stick. In other words, if everyone buys all one hundred Tootsie Pops, you would have taken in \$100. It calculates out like this: \$100 minus \$50 for the gifts leaves a \$50 profit for the organization minus the cost of the suckers.

You can get Tootsie Pops at <http://shop.tootsie.com> for 16.99 for 100 or you can get dum dum pops at <http://www.spanglercandy.com> for \$4.10 for 120.

**Possible profit potential from tip #16**

**\$46**

The following two tips (#17 and #18) were supplied by Nicole Bouris. If you'd like you can contact her at 412-853-6657 and she may even rent you the supplies needed for #17.

## **Racing Fundraising Tip #17 – Just Ducky**

This may be the biggest outlay of cash for a tip but...it gets the organization a cool \$500 bucks AND after you make the initial outlay you can do this at EVERY fundraiser you have).

Buy a small blow-up pool (about 3 feet round), plastic shovel and 200 small rubber duckys. Number the ducky's 1 to 200 on the bottom. Lay out a piece of poster board that will hold all 200 ducks (a 10 by 20 grid). Number each of the squares from 1 to 200 and put the duck that corresponds with each number on the square that matches.

Charge \$5 a duck and allow the person to select any duck and drop it in the pool. After they purchase, they write their name on the square (that matches the duck #) of the duck they purchased. Continue until all 200 ducks are sold and in the pool. (That's \$1,000 right there) Your organization will keep \$500 and you'll see what we do with the other \$500 after the elimination.

At this point, it's time for the elimination. Take the shovel and scoop out as many ducks as you can. When you do, place the ducks that were scooped out (including any that happen to have landed outside the pool by accident) onto the matching # on the board. ALL of those people are eliminated. Keep scooping until there are only 5 ducks left in the pool. Now it gets interesting.

Bring up the remaining 5 people and here is their choice: They can split the money as it stands now (\$100 each) or eliminate a duck. If they choose to split the money they ALL must agree to split. If even ONE person says pick a duck ... then another duck MUST be drawn from the pool ... and whoever that duck is .. is now eliminated from the game. Leaving now 4 people to split the \$500. The question is asked again ... split or pick. If they Split ... each gets \$125. Remember if even ONE person left says PICK, you MUST pick a duck. They ALL must agree to split. This can get fun as each tries to convince the other to split the winnings. Keep playing until any remaining agree to split or till on person wins all \$500. Here's the Breakdown:

5 people split \$500 / Each gets \$100

4 people split \$500 / Each gets \$125

3 people split \$500 / Each gets \$166

2 people split \$500 / Each gets \$250

1 (the only one left) Gets all \$500 if theirs is the last remaining duck.

**Possible profit potential from tip #17**

**\$500**

## Racing Fundraising Tip #18 – The Money Board

Buy a large foam poster board at Wal-Mart. Take small squares of colored paper (in case you do this more than 1 time a night—you'll need different colors or different shapes) numbered from 1 to 100, staple them to the poster board and sell them for \$2 each. You could even use post it notes cut in half. Put a number 1 in each half ... continue till 100.

I actually like putting TWO number 1's side by side—right together. When someone purchases the 1<sup>st</sup> number, you immediately remove the 2<sup>nd</sup> number and drop it into the box ... you'll pull that slip as the winning # .. sort of like the 50/50 raffle ticket. If using a post it note, remember to fold in up so the sticky side doesn't stick to anything.

Sell all the numbers and pick out one winning number. Whoever has the winning number gets \$100!

**Possible profit potential from tip #18**

**\$100**

## Racing Fundraising Tip #19 –Sweet Tooth

Make anywhere from 25 to 40 cupcakes or more (depending on how many you think you can sell). In just ONE of the cupcakes put in green filling (or some other color). Now sell the cupcakes for \$5 each. Tell the people that they cannot eat the cupcake until ALL of them are sold. What that raises is between \$125 and \$200 (or more if you make more than 40 cupcakes).

After they are all sold, have the people bite into the cupcakes. If they have the green filling they win \$100 and the organization gets the rest!

**Possible profit potential from tip #19**

**\$25 to \$100 or more...**

## Racing Fundraising Tip #20 –Pick A Card

All this little idea takes is two full decks of cards (or one deck, ripped in half). **WARNING! If using 2 DECKS make sure you take out all the Jokers and advertising cards out of both decks!!!** Sell every card in ONE of the decks (or one half) for \$5 a piece. You tell the participants that they have a chance to win UP TO \$130 for their small \$5 investment. They get to pick a card (or as many cards as they want to buy for \$5 each) and keep it with them. So \$5 times 52 cards is \$260 of which half goes to the organization (or \$130).

After ALL the cards from the 1<sup>st</sup> deck are sold, you then begin drawing cards (I recommend 5 between each race) from the OTHER full deck. Whoever has the

MATCHING card from the 5 cards pulled during each race is ELIMINATED from the game. Keep pulling cards by sets of 5 until all but TWO cards are left ... these are your final two contestants. Now (similar to tip # 17 Just Ducky) they have a choice: The final two can SPLIT the \$130 pot at \$65 a piece BUT if just ONE of them disagrees, a final card must be selected. The next card drawn is ALSO ELIMINATED, leaving 1 card, the winner of \$130.

**Possible profit potential from tip #20**

**\$130**

P.S. speaking of cards, if you want to have your guests experience by far the BEST close up magic around, be sure to upgrade to my DELUXE package where each group of guests will experience their own 5-7 minute 'mini-shows' to really make your races unforgettable! Here's what a happy client said:

**“If you book Jason’s deluxe package, you will be amazed by his mini magic shows he puts on between races for the crowd. I think this was a great addition to the night to keep people enticed and connecting with him as well. My father still can’t understand how you got the watch off his wrist!”  
Darby Zerbini--Westmoreland Rotary Club**

Call me today at 888-255-0662 or email me at [jason@makemoneywithraces.com](mailto:jason@makemoneywithraces.com) to upgrade to the deluxe package!

**Possible profit potential from Strolling Magic: A crowd full of happy guests!**

## **Racing Fundraising Tip #21 –Beer Mugs**

I found out this little gem from St. Kilians, another race client of mine. Your organization would supply all you can drink coffee, tea, water and mixers. You SELL a customized mug for all you can drink beer for \$5. For example, the mug says: St. Kilians Night At The Races 2016 on it. They cost about a buck a piece online. So your profit is \$4 each glass AND your guests get to keep a great souvenir of the night.

**Possible profit potential from tip #21 (150 guests X \$4)**

**\$600**

The following 2 ideas are directly from an email from John, a race client of mine for Holy Spirit.

## **Racing Fundraising Tip #22 –Jello Shots**

Jello Shots are Jello shots. You sell them at the bar. When people come up for pitcher refills they tend to buy one while there are there. We usually sell them for \$1.00 each 6 for \$5.00. They go like hot cakes.

## **Racing Fundraising Tip #23 –Lottery Tickets**

You get a pack of lottery tickets 100 tickets with (10) three digit numbers on each ticket (Apr \$7.00 a set). Sell the tickets for \$2.00 each. When all tickets are sold, spin wheel for three digit number. Winner gets half of the take. We made \$1000.00 last races.

Thanks, John, for those great ideas! Now back to our regularly scheduled program and some additional tips...

## **Racing Fundraising Tip #24 – The Winners Race**

Since most of the races we run have 10 races ... and you need 10 horses to have a race ... you can run a WINNERS race, where all the winners of the previous 10 races are put into what would be an 11<sup>th</sup> race and the audience will place their bets on which of the winning horses they think will win the 11<sup>th</sup> race.

NOTE, be careful in choosing to run too many races. If you haven't read "The 9 Biggest Mistakes Organizations Make When Hiring Their Race Caller... And How To Avoid Them!" Tip #7, make sure you do that!

**Possible profit potential from tip #24 (100 bets at \$2 each, split 50/50)                      \$100**

## **Racing Fundraising Tip #25 – The Auction Horse Raffle**

I've seen a couple of my clients use this in the past. Basically, at the beginning of the night and throughout, you sell a raffle chance for \$5 each to WIN one of the horses during the auction race. Since the auction horse can go for anywhere from \$50 to \$200 or more, this is a great shot at getting what could be a \$200 horse for only \$5 bucks!

You add up all the money collected from the purchase of the tickets. Half goes to the organization and half is to be what the amount is paid for the horse. For example, 38 tickets are sold for \$5 each for a total of \$190. The organization gets \$95 and \$95 is determined what was 'paid' for one of the auction horses.

Your organization can choose if the raffled off horse gets the first choice or last choice during the action.

**Possible profit potential from tip #25 (in this example)    \$95**

## **Racing Fundraising Tip #26 – Vino Casino**

This one is from Lynda at St. Ursula. You get members of your organization to donate a bottle of wine (usually valued between \$12 and \$20 ...or more) and number them from 1 to however many you get. You then sell tickets for \$10 each. Whatever number is selected is the bottle of wine the winner gets.

**Possible profit potential from tip #26 (6 bottles X \$10) \$60**

## **Racing Fundraising Tip #27 – The Big Money Race**

OK, assume that you sell your horses at \$10 each and winners normally get \$40. Have ONE race that is the BIG MONEY race. Horses are sold in that race at \$100 each! Then if their horse wins the big money race, they win \$700!

**Possible profit potential from tip #27 \$300**

## **Racing Fundraising Tip #28 – The Event Sponsor**

OK, you've sold horses at \$10 each. You've sold race sponsors (11 in total) at \$25 a race. Have someone sponsor the whole evening for a larger price.

**Possible profit potential from tip #28 \$50+**

## **Racing Fundraising Tip #29 – The Race Program**

In all my material, I tell you that I'll print your programs for free. I will if you use one of the templates at <http://www.bookjasonchristopher.net/racesdownloads.htm> that are approved (see the yellow highlight). They're pretty basic and just list the horse number, names and owners. It's nothing fancy (doesn't need to be) and it gets the job done. In my opinion, if I am printing your program, you're passing up a HUGE money-maker. Want more proof? If you go to my download page and open the 'Fundraising Secrets PDF' and go to page 38 (of the DOCUMENT) or page 43 of 71 (of the PDF) ... using the idea of putting together a show Souvenir program and 'selling' local businesses 'advertising' space in that program could be a major source of income for your group. Want more proof? Danielle Seals with Make-A-Wish used this idea and had her whole night paid for weeks before the first race ever took place. Still need more proof? Eric, at the Uniontown Lions Club tells me every year when I show up to call the races as he hands me the program he put together: "Even if we don't make a dime tonight. We're already at a profit just putting this program together". Enough said.

**Possible profit potential from tip #29 \$your whole evening paid for...**

## Racing Fundraising Tip #30 – Bubble Gum Blast!

Go out and find a classic or even kids bubble gum machine or bubble gum bank. You can find some on Ebay and amazon for like \$20 to \$30. No need to get fancy and spend tons of money. It's a fundraiser! Ask some people in your group to bring you a bottle of wine (or say \$10 restaurant gift cards) etc. Get a selection of colored gum balls that fit the machine. Get one color ball that equals the number of donated items and mix them in with the random colors. Say 20 bottles of wine and 20 red gumballs. People will BUY the chance to win one of the bottles of wine if a red gumball comes out. They get one chance and one penny (or whatever your machine takes) for \$1 or 5 chances for \$3. If a red gumball comes out, they choose whatever wine they want. Keep playing until all the wine is gone!

**Possible profit potential from tip #30**

**\$50**

## Racing Fundraising Tip #31 – Popsicle Profits!

Similar to Just Ducky! Tip #17 and Tip #15 Paint Sticks ... but dressed up differently. I'll give you the way I saw it first and then give you some ways to modify it. Go out and buy 200 popsicle sticks (actually the larger/thicker tongue depressor kind is better) you can find some like this for about \$10-\$15: [https://www.amazon.com/Perfect-Stix-Tongue-Dep-500-Non-Sterile/dp/B07G84W78G/ref=sr\\_1\\_4?keywords=tongue+depressors+wood&qid=1668512606&prefix=tongue+depre%2Caps%2C1859&sr=8-4](https://www.amazon.com/Perfect-Stix-Tongue-Dep-500-Non-Sterile/dp/B07G84W78G/ref=sr_1_4?keywords=tongue+depressors+wood&qid=1668512606&prefix=tongue+depre%2Caps%2C1859&sr=8-4) and that will give you enough for 4 years of fundraisers for about \$3 a year. Now, on one set of 100 write the numbers 1-100. This is going to be the ones you keep and pull out and eliminate. Put your numbered sticks in a plastic box or cardboard box or some sort of bowl. On the 2<sup>nd</sup> set write again the numbers 1-100. These will go to your buyers to take back to their seats.

Sell each stick for \$10 and the winner gets \$800 if their stick is the final one left. (You raise \$200).

You're going to pull sticks out from YOUR set in the box ...eliminating numbers between every race. Can do like 20 each pull. Allow each person who is eliminated a chance for a ONE TIME **buy back in** for \$5. So if their stick number gets pulled out ... they can buy back in ONE TIME for \$5 and they're back in the running for the \$800. If they buy back in, that numbered stick goes back into the box for a re-draw. If they don't buy in ... you can keep that stick out of the box.

When a person comes back in to the game for \$5, have them bring their stick back to you and mark a BIG X on it ... so you know their stick is *now out for good if it's pulled again*. The cool part ... each \$5 buy back in gets you that \$5 more in YOUR ORGANIZATIONS PROFITS! Buy backs have to be done **RIGHT AFTER THE ELIMINATION ROUND** to keep things flowing smoothly. You don't want everyone



coming up at the end to buy back in if their stick is out at near the end of the night. AGAIN BUY BACKS MUST BE DONE AFTER ELIMINATION if they want to continue. Otherwise you'll have a big rush at the final draw to get back in. DON'T DO THAT.

So that's how I learned to run it at a wrestling boosters show. Some other fun ways to 'spice it up' is to get down to the final 5 sticks and finish it luck the duck game. Split \$800 or winner take all.

5 split is \$160 each  
4 split is \$200 each  
3 split is \$266 each  
2 split is \$400  
1 winner is \$800.

Perhaps you want to add a 2<sup>nd</sup> buy in for \$2-\$3 ... so, the person would have paid a total of \$17-\$18 for a chance at \$800. (\$10 first buy ... \$5 2<sup>nd</sup> buy and \$2-\$3 3<sup>rd</sup> buy). Make sure you pull out MORE sticks as a 2<sup>nd</sup> buy in will take more time and ... truthfully, I don't know if it's worth it.

You can download a tracking template at the links below:

Excel (if you'll bring a laptop): <http://www.bookjasonchristopher.net/popsicle.xlsx>

PDF (if you want to just print out): <http://www.bookjasonchristopher.net/popsicle.pdf>

**Possible profit potential from tip #31**

**Min \$200 –Max \$695+**

## **Racing Fundraising Tip #32 – Funny Money**

This is a long one but this one is a **triple bonus**: TIME SAVER, PROFIT ACCELERATOR and possible 'GAMBLING' NULLIFYER\*\*. Plus there are TONS of psychological benefits to this tip.

What do you mean 'psychological benefits' Jason? Well, you may not know it, but I'm a stage hypnotist and 'hypnotherapist'. I've trained with some of the best the WORLD has to offer and I've been trained by not 1 ... but 2 Las Vegas Headliners. See I perform funny shows where I have people do funny/crazy things on stage AND I can help people get over fears, break habits, lose weight, stop smoking and more ( I also offer a stage hypnosis fundraiser. If you're interested see: [www.hypnotistjasonchristopher.com](http://www.hypnotistjasonchristopher.com) for 'fun' stuff and my patented [www.TheBrainReTrainMethod.com](http://www.TheBrainReTrainMethod.com) for my therapeutic info.) The reason I tell you this is going to be a bit later in this tip because I'm a student of the brain and mind and how it operates.

**\*\* IF YOU ARE USING RACES FUNDRAISERS WITH ACTUAL CASH, PLEASE BE CERTAIN TO ABIDE BY LOCAL AND STATE LAWS WHERE YOUR EVENT IS BEING HELD**

First, let's go to ...

**POSSIBLE 'GAMBLING' NULLIFYER:** Since your group isn't using money for betting and getting money back ... it could be considered as not 'gambling' but 'donations' and for 'entertainment purposes only'. If not paying out in cash you may need a 2<sup>nd</sup> chip that designates a \$1 value. Example: payout may be 14 'dollars' or 7 red chips or it could be 15 'dollars' which would be 7 red chips plus one 'other' blue chip. Of course, you could always just take bets in chips and payout in cash. A banker will have to be open throughout the night to exchange cash for chips. Start out with stacks or bags of 10 bills/chips representing \$20. **MAKE SURE YOU HAVE MORE CHIPS/FAKE MONEY than you think you need.**

If you go this route people **MUST** be told **AS THEY ENTER THE HALL** that **NO CASH BETS** are allowed at the tables and to exchange their money **NOW**. If you wait till race start time to do this, the races will start 15-20 minutes later, guaranteed. Plus for certain organizations or religious groups, since there's no cash ... there is a potential that it can be considered OK since it's not 'gambling'. Check with the proper institutions. **\*\* AGAIN, IF YOU ARE USING RACES FUNDRAISERS WITH ACTUAL CASH, PLEASE BE CERTAIN TO ABIDE BY LOCAL AND STATE LAWS WHERE YOUR EVENT IS BEING HELD**

**TIME SAVER:** One way to cut down on people's time at the betting window to not use cash for betting. Instead use 'funny money' or even poker chips for bets. One bill of funny money or one chip represents one bet ticket (valued at \$2). In this way no 'change' ever has to be made. 1 bill/chip is 1 bet. Simple. 2 chips is 2 bets. You can tell people they can always 'exchange their chips back in at the end of the night' if desired. Get stacks of 10 bills in exchange for \$20 real money. Each bill is a \$2 bet so the bill or chip is valued at \$2. In this way, there is **NO MAKING CHANGE** at the betting table. The people come up with 3 bills ... that's 3 bets. They get 3 tickets. Simple, quick and easy. No change has to be made.

**PROFIT ACCELERATOR:** Well, one reason that stores **LOVE** when people buy gift certificates for the store to give to other people as gifts is because they know this: a percentage of those certificates **NEVER GET CASHED IN**. The same will hold true for 'funny money' or chips. At the end of the night ... people may just **LEAVE** them there on the table when the night is over. If so, that's a \$2 **PROFIT** for **EACH ONE** left behind!

Now psychologically (and this is why debit/credit cards work so well) the fake money or chip is NOT cash (in a person's mind). The emotional detachment occurs for this 'thing' as opposed to it being 'real money'. They're more likely to spend a little more since the cash is not 'in their hand' right now since it's 'only a plastic chip'. They think: may as well bet another one. Weird but it's accurate.

You've probably done this yourself ... you have a \$100 bill in your wallet and you're like "geeze ... I don't want to break this ... forget that gum, I'll just go home" VERSES when you have no cash on hand with you and you'll just 'swipe, swipe, swipe' that debit card. You realize at the end of the week that you spent more than you wanted to ... it's because there is not that physical connection to cash that you can see, feel, touch.

Another benefit is the 10<sup>th</sup> race. I saw a sports training company do this and it REALLY increased their bets on the last race. They were betting with funny money and they opened the betting for race 10. About half way though that time period when they windows were dying down, lines getting shorter, they had me announce 'this is the last race for funny money' and I'll be darned ... people came BACK UP to 'spend' the rest of their chips on that race. Boom! Income accelerated. As you recall, there will be an 11<sup>th</sup> race ... and auction race ... I think they used cash for that. Where they were getting like \$130 per race before ... the 10<sup>th</sup> race pulled in like \$230!

**Possible profit potential from tip #32**

**\$0-\$50+**

\*\* IF YOU ARE USING RACES FUNDRAISERS WITH ACTUAL CASH, PLEASE BE CERTAIN TO ABIDE BY LOCAL AND STATE LAWS WHERE YOUR EVENT IS BEING HELD

### **Racing Fundraising Tip #33 – Make it Easy**

Make it easy to have people donate to you. Take cash, checks, paypal, venom, cashapp, debit/credit cards ... or any other 'new' payment method that comes out – basically whatever it takes. There are super simple easy ways now that your organization can take a variety of payment methods. If you ONLY take cash ... what happens if someone didn't bring any? Sure: there COULD be an ATM on site or across the street but that's more inconvenient for them. Make it EASY for people to give you their money.

**Possible profit potential from tip #33**

**\$0-\$50+**

## Conclusion

Well, there you have it—well OVER 16 different ways that you can earn over \$7,358.50\* using the techniques and ideas for a night of races program.

If you have any questions please feel free to contact me toll free at 888-255-0662 or by email at [Jason@makemoneywithraces.com](mailto:Jason@makemoneywithraces.com) and I'll be more than happy to answer any questions or concerns that you have for no charge.

Visit [www.makemoneywithraces.com](http://www.makemoneywithraces.com) for additional information.

I look forward to working with you!



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