

**Proposal for 2022 WWA 10-gun raffle**

Mike Alaimo of the Waukesha Chapter has developed the idea of a large Class A raffle that features 10 desirable rifles, shotguns and pistols as a means of growing raffle revenues for WWA. This was discussed without a lot of detail at the last Board meeting and the Board did not reach a conclusion on whether to support this from the state level or not, but opened the door for further consideration in January meeting with Mike’s attendance.

Initial thoughts:

- Costs for guns and tickets would be approximately \$11,000
  - Only one gun (approx. \$1500) would have to be paid for in advance of the ticket drawing.
- Tickets would be limited to 500 tickets
- Price would be \$50 / ticket
- Gross yield would be \$25,000.
  - Net of about \$14,800+/- with ROI of 130%
- Drawing would be coincident with the Waukesha Christmas Bash on 12/8
- Sale would start in February or March.
- Chapters would not be required to sell, but would receive credits for any tickets they did sell.
- This raffle would replace the now defunct State Hunt raffle.
- This would be featured at the WWA booth at EXPO, along with UTV (drawn the next day). Chapters would also be able to sell chapter raffle tix at the EXPO.
- Helps bridge the gap between UTV sales wind down and Calendar sales start-up. Attractive as a EXPO eye-candy.

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Other notes: Questions of opportunity cost-type competition with chapter or other state raffles (Calendar or UTV) need to be considered. Waukesha would likely move forward with this raffle regardless of whether Board chooses to make this a state-level raffle, making the initial investment for single shotgun issue moot. Effort required by Kelcy (on-line sales) too should be considered.