



What We Heard

Raffle Ticket Manager (RTM)

Survey

May 2020

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INTRODUCTION

AGLC is committed to working with stakeholders to make choices Albertans can trust.

Alberta Gaming, Liquor & Cannabis (AGLC) recognizes the valuable role that Raffle Ticket Managers (RTMs) play in helping charitable organizations fundraise through raffle events in Alberta. In 2017-18, charitable raffles generated \$61.6 million in net proceeds to support thousands of programs and services provided by charitable organizations in their communities.

AGLC is presently reviewing the Raffle Terms & Conditions to modernize raffle policy, support charitable organizations, and maintain the integrity of raffles.

As part of this review, AGLC identified a gap in raffle policy where RTM duties are not clearly defined. This gap results in some confusion among charitable organizations, RTMs, and other raffle stakeholders regarding the duties and responsibilities of RTMs.

In order to better define RTM duties in policy, AGLC sought feedback from raffle stakeholders to update the policy framework and clarify RTM duties. This report outlines the feedback received from raffle stakeholders.

\$61.6 million

EARNED BY CHARITIES
THROUGH RAFFLE
ACTIVITIES

13,332

RAFFLE LICENCES ISSUED
TO CHARITIES

\$66 million

AWARDED TO
ALBERTANS IN
PRIZES/WINNINGS

RAFFLE TICKET MANAGERS

RTMs are paid to assist charitable organizations with the conduct and management of raffles.



RTMs provide charitable organizations with expertise in many aspects of raffle management including:



Preparation of the raffle



Coordination with, or on behalf of, the licensed charitable organization



Ticket processing



Organization of the prize draw



Documentation and Reports

Current AGLC policy identifies the conditions that an individual must meet to be registered as an RTM, but does not identify the duties of an RTM.

The absence of RTM duties in policy has resulted in some confusion among raffle stakeholders regarding the role of an RTM. It is unclear whether raffle revenue may be used to pay a person to perform certain duties and whether a person must be a registered RTM.

Survey Objective

The purpose of this survey was to gather feedback from raffle stakeholders to clarify current RTM duties and responsibilities.

METHODOLOGY

On October 1, 2019, AGLC emailed 26 raffle stakeholders and invited them to participate in an online survey regarding RTM duties and responsibilities. The survey remained open for two weeks and closed on October 15, 2019.

All participants (RTMs and charitable organizations) received identical survey questions to ensure their responses could be compared.

The survey primarily consisted of fixed-response questions in which participants rated how closely a duty reflects current RTM roles and responsibilities. Written-response questions were also provided to capture additional comments from participants.



Email Invitation

Provided background information regarding RTM policy and a link to the online survey



Participants

14 RTMs

12 Licensed Charitable Organizations that conduct raffles with a total ticket value (TTV) over \$1 million and contract RTMs



Fixed-Response Questions

Participants rated how closely a duty reflects current RTM roles and responsibilities



Written-Response Questions

Intended to capture additional comments and concerns from participants



Response Rates

Overall, 42 per cent of all invited stakeholders completed a portion of the online survey. Slightly more RTMs (50 per cent) responded than charitable organizations (33 per cent).

Data Limitations

Based on the response rates, the results of this survey may reflect RTM perspectives more than the perspectives of charitable organizations. Further, the views of stakeholders who chose to respond to the survey may differ from stakeholders who chose not to respond.

Three of the 11 respondents (27 per cent) did not complete all of the provided survey questions. Therefore, the results from the incomplete questions may not be as representative as the questions which were completed by all respondents.

42 per cent

OVERALL RESPONSE RATE

11 of 26 invited stakeholders responded

33 per cent

CHARITY RESPONSE RATE

4 of 12 licensed charitable organizations responded

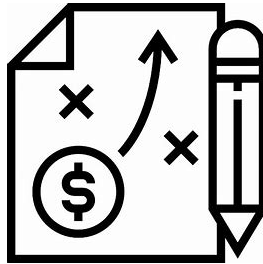
50 per cent

RTM RESPONSE RATE

7 of 14 RTMs responded

RAFFLE PREPARATION

SURVEY RESULTS



How often are RTMs responsible for the following duties?		Never	Rarely	Sometimes	Often	Always
Question	Drafting the budget	10%	0%	0%	20%	70%
	Developing and organizing the prize structure	10%	0%	0%	10%	80%
	Developing and implementing the marketing strategy	10%	0%	0%	20%	70%
	Procuring prizes	10%	0%	0%	10%	80%
	Preparing documentation to obtain the raffle licence	10%	0%	0%	10%	80%

Results

The majority of respondents answered that RTMs perform all raffle preparation duties either *often* or *always*. One respondent indicated that RTMs are *never* responsible for any raffle preparation duties because that particular charitable organization chooses to perform those duties themselves rather than contracting an RTM to perform them.

COORDINATION WITH CHARITY

SURVEY RESULTS

	Never	Rarely	Sometimes	Often	Always
How often are RTMs responsible for the following duties?					
Negotiating contracts between vendors and the licensed charitable organization	11%	0%	0%	11%	78%
Attending key stakeholder meetings with, and on behalf of, the licensed charitable organization	0%	11%	0%	33%	56%
Receiving and verifying invoices from vendors and submitting to the licensed charitable organization for payment	12%	0%	0%	0%	88%
Monitoring revenues and expenditures, and obtaining prior approval from the licensed charitable organization for all expenses and changes to budget	12%	0%	0%	25%	63%
Reporting on banking and accounting procedures	11%	0%	33%	33%	23%
Assisting in the preparation of licence amendments, if required	12%	0%	0%	25%	63%

Question

Results

The majority of respondents answered that RTMs perform most of the listed duties either *often* or *always*. Responses varied for “reporting on banking and accounting procedures”, with the majority of respondents answering *sometimes* or *often*. One respondent noted that they were unaware that RTMs could assist with banking and accounting procedures:

“I am not sure if the RTM could maintain the financial records of the raffle. It would be great if they could.”

In the written response questions, respondents emphasized an RTM’s role in ensuring that charitable organizations conduct raffles in compliance with the Raffle Terms & Conditions.

TICKET PROCESSING

SURVEY RESULTS

How often are RTMs responsible for the following duties?		Never	Rarely	Sometimes	Often	Always
Question	Receiving ticket orders by mail, telephone, online, and from vendor sales locations	11%	11%	11%	0%	67%
	Entering ticket order data	11%	11%	11%	0%	67%
	Processing payments	11%	0%	11%	0%	78%
	Issuing tickets	11%	11%	0%	0%	78%
	Responding to customer service inquiries	0%	0%	11%	11%	78%
	Processing payroll deductions	33%	11%	11%	0%	44%
	Preparing bank deposits for all payment methods	11%	0%	11%	11%	67%
	Balancing and reconciling deposits to bank accounts and data entry reports	33%	11%	11%	0%	44%
	Processing refunds, if necessary	11%	11%	0%	0%	78%
	Reconciling and returning sold ticket stubs and unsold ticket inventory to the licensed charitable organization	11%	11%	0%	0%	78%

Results

The majority of respondents answered that RTMs *always* perform most of the listed duties. However, responses varied for all duties in the ticket processing category compared to other categories. This variance may be explained by the fact that some charitable organizations contract RTMs to process tickets, while other charitable organizations hire ticket management companies to provide these services.

Notably, the responses for “payroll deductions” were nearly equally divided between *never* and *always*. This is likely because not all raffles involve payroll deductions, and payroll deductions may be processed by the employer that is offering the deductions.

In terms of “balancing and reconciling deposits to bank accounts and data entry reports”, charitable organizations may choose to reconcile deposits themselves, rather than hiring an RTM.

PRIZE DRAW

SURVEY RESULTS



Question

How often are RTMs responsible for the following duties?	Never	Rarely	Sometimes	Often	Always
Assisting the licensed charitable organization in organizing and conducting the prize draw(s)	0%	0%	0%	0%	100%
Ensuring all processed ticket stubs are present in the draw container	11%	0%	0%	0%	89%
Recording the prize draw(s)	11%	0%	0%	0%	89%
Coordinating prize delivery	11%	0%	11%	11%	67%
Cataloguing and storing unclaimed prizes	11%	0%	11%	11%	67%

Results

The majority of respondents noted that RTMs *always* perform most of the prize draw duties listed above. Some respondents indicated that while they do not coordinate prize delivery and catalogue/store unclaimed prizes, they do consult and advise charitable organizations on how to complete these functions.

In the written response portion, respondents added that RTMs are also responsible for prize draw duties such as:

- ensuring the security and integrity of the draw; and
- storing raffle records for two years following the last prize draw.

DOCUMENTATION & REPORTS

SURVEY RESULTS



Question

How often are RTMs responsible for the following duties?	Never	Rarely	Sometimes	Often	Always
Cooperating with AGLC Inspectors by providing documents upon request	0%	0%	0%	11%	89%
Preparing raffle documents required for the licensed charitable organization	0%	0%	11%	11%	78%
Assisting the licensed charitable organization in preparing the financial report regarding revenues, expenses, and proceeds of the raffle event for submission to AGLC	11%	22%	11%	0%	56%

Results

The majority of respondents noted that RTMs *often* or *always* cooperate with AGLC Inspectors and prepare raffle documents required for the charitable organization. Responses varied regarding the preparation of the financial report for AGLC, which may be explained by a lack of awareness that RTMs may assist with AGLC reporting. One charitable organization reported:

“In our experience, the charity does all the AGLC reporting, but if it can be moved to the RTM then that would be appealing.”

CONCLUSIONS


Overall, the majority of respondents indicated that RTMs are either *often* or *always* responsible for most of the duties that were presented in the survey. These results indicate that the duties presented in the survey accurately reflect key duties and responsibilities that RTMs currently perform.

Respondents noted that it is difficult to explain why an individual must be registered as an RTM and why a charity may choose to hire an RTM. This may especially be the case since the RTM position is optional (i.e., charitable organizations are not required to hire an RTM), and RTM duties are not well-defined in policy. This feedback supports the necessity to add RTM duties to policy.

AGLC heard from stakeholders that the duties presented in the survey accurately reflect the duties and responsibilities currently provided by RTMs. In addition, AGLC heard that adding RTM duties will help to educate charitable organizations on the role of RTMs and will help to maintain the integrity of raffle.

Based on the insightful responses provided by stakeholders, AGLC will incorporate feedback from respondents into the policy review. The feedback received will help to clarify the duties which require RTM registration to be paid to perform.

AGLC wishes to thank all stakeholders for their participation in the RTM survey.



“Our principle duty...is to always be professional, ethical, conscientious and to ensure that we are knowledgeable of the regulatory framework.”

“I think it’s important for an RTM to know how the entire lottery cycle works.”

“It is also not easy to explain why you need to be an RTM to help run a lottery.”

“In my opinion, there should be a greater focus on an RTM’s technical background and expertise.”