

Tool Box

Drawings/Raffles



Extension
UNIVERSITY OF WISCONSIN-MADISON

Funding for this project was provided by the United States Department of Agriculture's Agricultural Marketing Service Farmers Market Promotion Program.

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Farmers Market Guide to Basket Drawings

Drawings

Newsletter & Social Media Integration

Market basket drawings at farmers markets provide an engaging way to boost community involvement, promote local businesses, and foster deeper connections with your audience. By offering a curated basket of market goodies, organizers can create excitement, incentivize participation, and gather valuable contact information—all while celebrating the best of local produce and products.

How to Run a Market Basket Drawing

STEP 1: DEFINE YOUR DRAWING DETAILS

- Choose the date for the drawing (e.g., the last Saturday of each month).
- Determine the number and value of baskets (e.g., two baskets worth \$50 each).
- Curate the contents—include fresh produce, artisanal foods, handmade goods, or vendor donations.
- Determine if presence is necessary at time of drawing. Perishable items can be difficult to keep.
- Choose the information you ask for on your drawing entries (e.g. Name, email, and a simple question like “What do you love about our market?”)

STEP 2: CREATE MULTIPLE ENTRY METHODS

Photo Hunt: Hide a market mascot and ask visitors to post a photo and privately message their contact info.

In-Person Entry: Set up an Info booth where visitors can fill out paper forms.

Recipe Submission: Collect recipes along with contact details via a Google Form or similar tool.

STEP 3: PROMOTE THE DRAWING

Social Media: Share engaging posts with photos of the baskets and clear entry instructions. Use hashtags like #MarketBasketGiveaway.

Market Signage: Display colorful signs and QR codes linking to entry forms.

Word of Mouth: Encourage vendors and staff to mention the drawing to customers.

STEP 4: MANAGE ENTRIES AND CONDUCT THE DRAWING

- Compile entries in a spreadsheet for easy management.
- Host a live drawing at the market or share a video announcement online.
- Follow up with winners and thank all participants.
- Make sure the process is fair and transparent.

BENEFITS OF MARKET BASKET DRAWINGS

Community Engagement: Drawings encourage repeat visits and foster a fun, interactive atmosphere.

Vendor Promotion: Spotlight a variety of local vendors and products in each basket, increasing their visibility.

Contact Collection: Gather names and emails for future communication, marketing, and event announcements.

Recipe Sharing: Collect recipes to share with the community, highlighting seasonal market ingredients.

Social Media Growth: Photo-based entry methods boost online activity and expand your reach.



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INTEGRATING MARKET BASKET DRAWINGS WITH NEWSLETTERS AND SOCIAL MEDIA

Feature the Giveaway: Announce upcoming drawings in your newsletter or social media with vibrant photos and entry details.

Share Winner Stories: Celebrate winners in your newsletter or social media, including photos and testimonials. State the terms on the drawing entry that photos will be taken and shared.

Highlight Basket Contents: Introduce featured vendors and products from each basket, with links to vendor profiles.

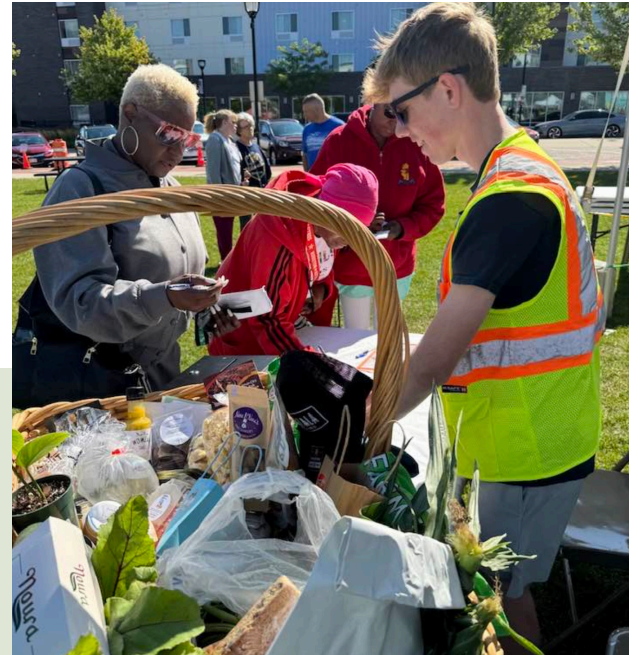
Promote Recipe Entries: Share submitted recipes with the community, reinforcing the market's role as a culinary hub.

Include QR Codes and Entry Links: Make it easy for readers to participate by adding QR codes or direct links to entry forms.

Follow-Up: Use newsletter sign-ups collected from the basket drawing to grow your subscriber list and keep interested customers engaged.

Market basket drawings are more than just a giveaway—they are an invitation to connect, celebrate local abundance, and build lasting relationships. By integrating these programs with newsletters and social media, organizers can keep the excitement alive year-round, offer valuable content, and ensure that the farmers market remains at the heart of the community.

STEP 2



STEP 3



STEP 1



STEP 4



STEP 4

Drawings EXAMPLES



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