

Device Raffle Instructions

Running a device raffle is a great way to promote your digital collection to new and returning users. The concept is simple: a user gets an entry into the drawing each time he/she borrows a title from your digital collection. Most libraries typically run a device giveaway over the course of a month, but you can choose any timeline you like.

How to host a device raffle:

- Outline a specific start date and end date for the raffle.
- Decide and purchase the device you will be giving away.
- Confirm other details such as delivery of the device (do they have to pick it up or can your library mail it?) and any restrictions for entries (e.g., library staff members aren't eligible), and consult any rules or regulations your library has about giveaways.
- Promote on social media with the included graphic and be sure to include the dates the raffle is running and your digital collection URL.
- Use the included graphic to provide easy access to your digital collection from your library homepage or catalog. If you have a library blog, newsletter, or mailing list, share details about the promotion (including any rules and the dates) to help generate excitement.

Contact your OverDrive Account Manager to help pick a winner!