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 raffle 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.

Choosing a device raffle winner:

1. Login to OverDrive Marketplace > Insights > Reports > Click 'Circulation activity.' Select 'Run New Report'. You will see this screen:
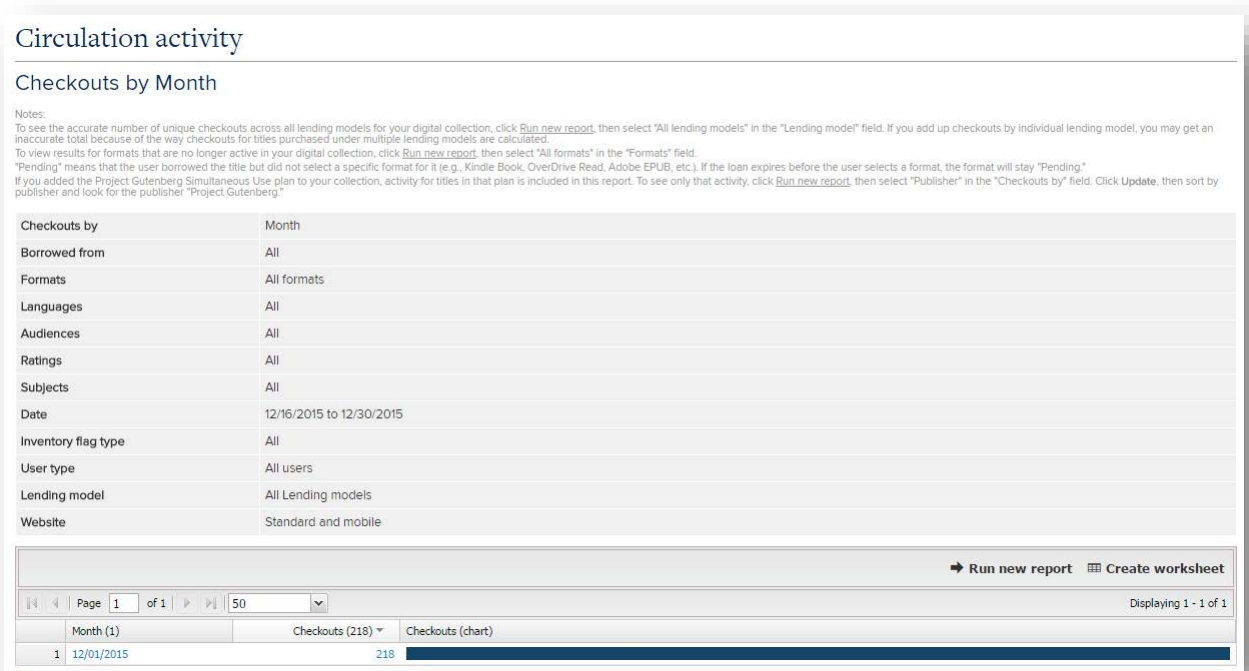
2. Select 'Checkouts by Month' and leave 'Formats' set to All Formats, unless you wanted to limit by a specific format. (This section may be useful to narrow if you are promoting something like Audiobook Month and want to reward just your audiobook listeners.)

For consortia / libraries with members / branches: You will see a 'Branch' drop down list as well. Select the Checkouts by type of 'Checkouts by Branch' and 'All Branches' in the Branch drop down list. If desired, you can choose a specific branch for which you want to run the list.

We can only confirm the card number for an active checkout, so either keep 'Period Type' as Last and change the dates below to 7, 14 or 21 (depending on lending period settings) or change 'Period Type' to Specific and adjust the Start and End dates. Use the current date for the 'End Date' and set the 'Start Date' to be however many days prior the oldest checkout could have been made (e.g., 7 days prior if checkout period is 7 days, 14 days if you have a 14-day lending period). When ready, click 'Update'.

You will then see a screen like this:

3. Click on the current month or branch name to see the full list of checked out titles from which to choose. Once you have randomly selected your winner, email your Account Specialist the title and the date of the checkout and he/she can look up the library card number used to check it out.*

Please note: In the chance that there are multiple copies of the same title checked out on the same day, we will randomly pick a winner.

Marketplace Administrators can enable library card number data to be displayed in the Circulation Activity report by going to Marketplace > Admin > Marketplace settings > "Do you want to save barcodes in your reports?" If enabled, the library card number will be displayed in the Circulation Activity report and there's no need to contact your Account Specialist.