

Prize Fulfillment: What to Do If You Have 1000s of Sweepstakes Winners

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If you're running sweepstakes with thousands of winners, then you're undoubtedly wondering what the prize fulfillment process will look like. This can be a daunting task, but with the right planning, it can run smoothly. In this article, we'll outline what you need to do to ensure your prize distribution goes off without a hitch.

First, What is Prize Fulfillment?

Prize fulfillment is selecting the prizes for your sweepstakes, preparing them, and delivering them to your winners.

When your brand decides to hold sweepstakes, you must ensure that the prizes offered are genuinely valuable to your target audience in order for them to be interested in taking part and sharing your offer and company.

You have two primary choices when it comes to how you'll complete your prize fulfillment:

1. Run the process in-house
2. Work with a company to source and send your prizes hassle-free

There are advantages and disadvantages to each approach. Working with a fulfillment partner means you get support and expert knowledge when needed, but handling your contest fulfillment yourself allows you to be hands-on every step of the way.

Regardless of how you do it, the key to fulfilling your prize is to choose a fantastic offer that appeals to your target audience's heart and that you can provide them quickly and on time. Make sure all the logistical elements are properly set up so the prize fulfillment process can run smoothly.

Although prize fulfillment looks simple, it may get complicated if you have multiple winners. Here are some tips to make prize fulfillment a little easier with multiple winners.

Let's get into it.

Plan Everything Ahead

First and foremost, you'll need to have a plan in place for how you're going to distribute the prizes. This is important both from a logistical standpoint and from a legal standpoint. You don't want to have any confusion about who won which prize, so having a clear, concise, and

traceable plan is essential.

Gather Information Effectively

Once you have your distribution plan in place, the next step is to start gathering first-party data. This can be done via an online form or through other means such as email or social media. Whichever method you choose, just make sure that you have a way to collect all of the necessary information (name, address, etc.) from each winner.

Ensure your official rules are well written and linked on your entry page.

Prize Coordination

Getting your prize fulfillment correct will guarantee that your sweepstakes run smoothly from start to end.

When you establish the Official Rules s for your sweepstakes, you decide its geographical scope. Is it only valid in your city? Statewide? Nationwide?

Take into consideration the shipping costs from the point of fulfillment to the delivery address of the winner(s).

You save on shipping if the prizes are digital goods such as e-gift cards.

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When determining the cost of your prize promotions, consider the following factors:

- Your prizes' storage and warehousing expenses
- Packing and kitting expenses such as branded boxes
- How much will delivery costs be? Will they be part of the deal?

Notify the Winners

What's the best way to notify your winner? You'll have to describe the procedure in your sweepstakes rules. You should be clear so that your participants are aware of what to look out for. Will they be notified by email, phone call, or text message? As a Sponsor of the promotion, you determine the notification methods.

Send Out Prizes

Once you have all of the winners' information gathered, you can start the process of sending out the prizes. Depending on the size and type of prize, this may be a simple matter of mailing it out. However, you may need to make arrangements for delivery or pick-up for larger or more complex prizes.

Customer Support

A giveaway may help you create brand advocates by pleasing your existing and past clients with gifts and swag, encouraging them to tell their friends and relatives about you.

In order to retain client loyalty, you must establish the ideal customer journey from when they are named the winner to when the relevant rewards arrive at their home. After the prize is on its way, send your winner a tracking number for their prize delivery. This will increase customer trust and minimize problems due to delayed deliveries, such as missed couriers.

The final stage in your promotional marketing plan is to follow up with your winners. After they've received the prize, reach out to them and see whether their experience was positive and whether there's anything more you can do to assist. This is a great opportunity to ask them to share a picture of them with the prize. Remember you must always ask for written consent if you'd like to use the pictures for marketing purposes.

Conclusion

If you're running sweepstakes with hundreds or thousands of winners, you're undoubtedly concerned about how the prize delivery will work. This might be a difficult job, but it may be done successfully if handled appropriately and with experienced and support from a sweepstakes administrator like Sweeppea.

By following these steps, you can ensure that your prize distribution goes smoothly and that all of your winners are happy to receive their prizes.

Need help with [sweepstakes](#) or [contest management](#)? Call 305-505-5393 or email us with your questions.