

Sweepstakes Basics. What Marketers Need to Know About Sweepstakes Winners

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Sweepstakes winners need to receive prize notifications if you run a prize promotion, including sweepstakes, text to win, instant win and socialmedia contest campaigns. In this sweepstakes basics guide, learn how to notify your sweepstakes winners. Plus tips for reaching out to sweepstakes winners over social media, email, postal mail, and telephone.

We'll also explain what to do if the sweepstakes winners don't respond to claim the prize, how to choose a new winner and share best practices for winner announcement. We give you everything you need to know to get participants to trust you and respond promptly!

Ready to jump in? Let's go!

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What Is a Sweepstakes Winner?

A sweepstakes is a random drawing where participants enter for the chance to win a prize. In other words, a sweepstakes winner is the person or persons who have won a prize.

How Sweepstakes Winners Are Chosen?

Sweepstakes winners are chosen in a random drawing. Sweepstakes feature both an element of chance and a prize. A sweepstakes may also offer multiple prizes and have multiple sweepstakes winners.

How Are Sweepstakes Winners Notified?

First and foremost, you want sweepstakes winners to respond promptly. Therefore, when you reach out to sweepstakes winners, make sure that you give them a reason to respond. Make clear, the following.

To help sweepstakes winners reply so you can award the prize:

- Make sure to spell their name right
- Provide the name of the sweepstakes Sponsor and their contact information
- Include the information that the sweepstakes winner submitted in the contest entry form so that they can recall your promotion
- Explain how to claim their prize
- End with a short CTA says to do it immediately

