

SUCCESS STORY

CANCERCARE MANITOBA FOUNDATION

Non-Profit

More Tomorrows Together Raffle

Raffle Type: *Progressive Pot 50/50 Raffle*

Length: *3 Months*

FUNDING CHANGE

1st Pot - \$25,342.50

2nd Pot - \$15,212.00

Jackpot - \$86,635.00

TOTAL POT SIZE

\$127,189.5

KEYS TO SUCCESS:



Email Blasts

Emails to existing supporters with a link to the raffle page included emotive messaging, raffle information, and strong calls-to-action. They were sent twice a month to notify their list of the growing pot size and upcoming draws.



Creative Posts

Social media posts featured the cause, ways to buy, and the growing jackpot. CancerCare utilized a range of social platforms and media to interact with their audience in different ways.



Keep it Digital

Email blasts and social media posts were amplified by paid social ads at crucial times (launch, end of tickets sales, pot updates) allowing for accurate measurement of ROI for dollars spent.

KEY LESSONS:

1 **Emails** are the foundation to success. Send them at strategic times with a strong call to action

2 Using clear and emotive **messaging** across all digital channels will result in engagement and purchases

3 **Ad** spending should be focused where ROI can be directly measured

TESTIMONIAL:



Using Funding Change's platform to do our 50/50 draw made it simple to share the draw over email and was way less work. We're excited to use it again!



HOW SCHOOLS CAN FUNDRAISE EFFECTIVELY WITH ONLINE RAFFLES: OAK PARK CASE STUDY

Oak Park Safe Grad 2017

COURSE OF ACTION:



WHO?

Students, Parents, and Community Supporters



WHAT?

Purpose, Goal, Rules, Purchase, Share!



WHEN?

Raffle is Live, Pot Grows, Approaching Deadline, Draw



WHERE?

Facebook, Twitter, Instagram, Website



HOW?

Post It, Pin It, Event Page, Cover Photo, #Hashtag, and More!



YOU DON'T HAVE TO WORK EXTRA HARD TO RAISE EXTRA FUNDS

“ We launched our raffle online, shared the link with our parent council and grads, who shared it with their social networks... and within the first month of our fundraising campaign, it surpassed our expectations based on programs we'd used previous years! We sold over \$6000 worth of tickets with very little effort. ”

- Erin, Beyko, Oak Park H.S.

January 15th, 2017 – February 15th, 2017:

POT SIZE REACHED \$6,265.00

TOTAL POT SIZE: \$9,315

SUCCESS STORY

FUNDING CHANGE

DAUPHIN COUNTRYFEST

Festival

Raffle Type: Daily Online 50/50

Equipment: Onsite, Online Raffle Sales Units

Thursday Pot - \$12,875

Friday Pot - \$33,530

Saturday Pot - \$48,225

Sunday Pot - \$51,645

**Record Breaking*

TOTAL POT SIZE

\$146,275

KEYS TO SUCCESS:



Connected Raffle Sales Units

The onsite, online raffle ticket sales units allowed sellers to sell continuously without reloading, offer live pot updates to buyers and extend the event ticket sales to buyers within the whole province. Online order values were 40% higher than onsite sales.



Province Wide

Dauphin CountryFest saw an extra \$15,000 in revenue across their weekend with very limited promotion.



Leverage Digital Mass

Dauphin CountryFest tested communicating with their digital mass to update fans with the link, pot totals, and final calls for each draw. Limited testing revealed that with a more thorough digital marketing strategy, online sales could potentially rival onsite sales and result in even higher Jackpots.

KEY LESSONS:

1 **Online system** expands reach and boosts total sales.

2 **Email marketing** largely untapped as a resource during the event.

3 **Online, onsite raffle sales units** helped set new records.

TESTIMONIAL:

“ Using Funding Change's devices to sell on-site while selling online to the entire province meant new records this year. We saw a boost in sales with limited promotion online and we're already excited about next year! ”

- Allison Watson - Event Coordinator