



## SUCCESS STORY

# Airdrie Phoenix Swim Club

Raffle type

**Prize raffle**

Total raised

**\$100,000**

Campaign duration

**3 months**



The Airdrie Phoenix Swim Club is one of the top swim programs in Alberta, with 25 swimmers aged 8 to 18. Team members typically raise funds for the club by spending their weekends in grocery stores selling raffle tickets – but in 2021, organizers wanted to try something new. The club purchased a 20-foot trailer from Field of RV Dreams in Airdrie and set out to sell raffle tickets by sharing a simple link.

Corey McKeown, Lead Volunteer for the team's raffle, created a local, regional and provincial plan to ensure the fundraiser was well promoted throughout Alberta. The 20-foot RV was labelled with a bright green 'WIN ME!' decal and parked at the city's main entrance to draw attention. Local businesses were asked to show support by hanging posters with QR codes at their front counters and including a prompt to buy tickets in their e-newsletters. The club spent most of their promotional budget on paid Facebook ads targeting Albertans, and the local paper and radio station did their part to help spread the word.

The fundraiser sold out and the club reached the \$100,000 mark on the final day of ticket sales – just in time to award one lucky winner a brand-new trailer for the 2021 May long-weekend.

## Keys to success

### Unique prize

The club purchased a 20-foot trailer from a local store, valued at over \$20,000. The draw took place just before the May long-weekend, when many Albertans go camping.

### Community

Organizers enlisted the whole town to help spread the word, from local media to schools and businesses. Promotions focused on supporting club members and local sport.

### Facebook ads

Organizers ran paid Facebook ads throughout the campaign, focusing on the 20-foot trailer. The ads targeted Albertans with interests in camping and the outdoors.

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We typically raise funds for our club by selling tickets in local grocery stores. This online experience was a breath of fresh air!

Corey McKeown, Lead Volunteer, Airdrie Phoenix Swim Club