



## SUCCESS STORY

# Alberta SPCA

Raffle type

**Cash lottery,  
50/50 add-on**

Total raised

**\$665,000**

Campaign duration

**90 days**



Like many charities at the height of the pandemic, the Alberta SPCA was forced to cancel all in-person fundraising initiatives, including their long-running casino fundraiser. In the summer of 2020, the Edmonton-based non-profit sought new opportunities to replace the lost funding and decided to explore the Rafflebox platform.

Fast forward a year and Alberta SPCA has sold out three consecutive 50/50s raising \$500,000 in combined ticket sales. "Our donors have been asking for 50/50s as a way to support us for years," explained Jocelyn Brulotte, fund development manager for the Alberta SPCA. "We're thrilled to have a way to increase awareness and engagement, while offering our supporters a chance to win life-changing money."

With the success of the 50/50s under their belt, the Alberta SPCA knew they had the right partner in Rafflebox and decided the platform was the best place for their flagship fundraising program – three annual cash lotteries. Each lottery offers between \$70,000 to \$90,000 in cash prizes to ticket buyers. Now, supporters are also given the option to grab extra tickets for a bonus 50/50 draw, courtesy of the Rafflebox 50/50 add-on feature. With the new digital features and added reach from Rafflebox, the Alberta SPCA increased their average ticket sales per lottery by more than 50% from 2020 to 2022.

As this partnership grows, Alberta SPCA continues to break records; most recently, raising a staggering \$665,000 in just under three months during their 2022 Spring Cash Lottery & 50/50.

## Keys to success

### 50/50 add-on

After more than 20 years of running lotteries, the Alberta SPCA added a 50/50 add-on to increase ticket sales and offer donors multiple chances to win.

### Strategic marketing

Email marketing, paid social media advertising, direct mail and relevant messaging were just a few of the tools used in the Alberta SPCA's marketing plan.

### Robust donor base

The Alberta SPCA has cultivated a strong donor base over decades by listening to, and supporting the needs of their donors.

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"As a result of our relationship with Rafflebox, the Alberta SPCA has recognized a lot of streamlining from an administrative perspective. This enables us to continue being efficient and effective with donor dollars."

Jocelyn Brulotte, Alberta SPCA Fund Development Manager