

SUCCESS STORY

Brentwood Recovery Home

Raffle type

Total raised on Rafflebox platform

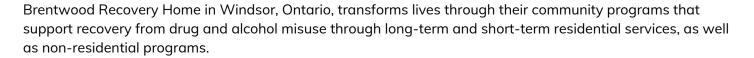
Campaign duration

Home lotto +50/50

\$2,116,215

3 months





IWON

\$780,000

A 60 year old organization that has been running fundraising raffles for over three decades, Brentwood Recovery Home has a strong, engaged following and consistent ticket buyers. As technology advances, (and especially due to the impact of covid-19 on in-person ticket sales), Brentwood Recovery Home knew they needed to modernize their raffle to stay viable.

"Moving our home lottery to an electronic platform was a major step for us last year, and three factors drove this decision: Modernization, increasing operational efficiency, and increasing sales," says Paul McCann, Fundraising Specialist. "Our experience with Rafflebox has been great, resulting in several firsts, including, setting a new record for most tickets sold in a day, selling the most tickets in our lottery's history, and grossing the most overall sales our program has ever done."

Keys to success

Replacing manual processes

Spending less time on administration like recording and printing tickets helps Brentwood Recovery Home operate with more efficiency.

Offering both online and in-person sales

Moving strictly online doesn't work for some legacy donors. Rafflebox's in-venue ticketing machines facilitate both online and in-person sales.

Collecting ticket buyer data

Collecting (and actioning) valuable information about ticket buyers helps make marketing and future fundraising efforts more effective.



"Our experience with Rafflebox resulted in several firsts, like selling the most tickets in a day on our first day of sales, selling the most tickets in our lottery's history, and grossing the most in overall sales we ever have."

Paul McCann, Brentwood Recovery Home