



## SUCCESS STORY

# Brentwood Recovery Home

Raffle type	Total raised on Rafflebox platform	Campaign duration
Home lotto + 50/50	\$2,116,215	3 months



Brentwood Recovery Home in Windsor, Ontario, transforms lives through their community programs that support recovery from drug and alcohol misuse through long-term and short-term residential services, as well as non-residential programs.

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.

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"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