



SUCCESS STORY

Calgary Catholic Education Foundation

Raffle type

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

Total raised

\$135,000

Campaign duration

60 days



A biennial cash lottery is one of several key fundraisers that enables the Calgary Catholic Education Foundation (CCEF) to provide grants and enhanced learning opportunities to 117 schools in the Calgary Catholic School District. In 2022, the CCEF partnered with Rafflebox to transition their cash lottery online, raising over \$135,000 in 2 months.

"This has been our biggest raffle yet," says Janet Lymer, executive director of the foundation. The lottery offered ticket buyers a chance to win up to \$30,000 in cash prizes, including two early bird prizes of \$2,500. CCEF also included a 50/50 add-on, a new feature introduced by Rafflebox in 2021.

"Participation from our schools was key to drive ticket sales," says Janet. "We held a Tim Hortons contest, where the staff of the school who had sold the most by the early bird draw dates won coffee and donuts. We used the "in support of" feature to track ticket sales and the schools loved watching the leaderboard!" Radio ads, Facebook ads and organic social media were also used to promote the lottery.

"The ease of going through the Rafflebox system was great and made reconciling with our 117 schools afterwards so much faster," says Janet. "We'll be coming back for more raffles; we highly recommend Rafflebox and wouldn't go anywhere else".

Keys to success

Unique digital raffle features

The foundation included a 50/50 add-on and early bird prizes to boost ticket sales for their cash lottery.

Incentives for top fundraisers

The CCEF used the "in support of" feature to track ticket sales by school and awarded coffee and donuts to staff at the top school.

Paid Facebook ads

Organizers opted in to Rafflebox's paid Facebook advertising services to reach new audiences and promote the lottery.

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"Knowing the money would be held securely was a priority for our Board members. We liked that Rafflebox was all online, secure and cost-effective."

Janet Lymer, Executive Director, Calgary Catholic Education Foundation