



SUCCESS STORY

Cole Harbour Minor Hockey Association

Raffle type
Monthly
50/50

Total raised
\$90,000

Campaign duration
30 days



The Cole Harbour Minor Hockey Association represents over 600 registered players across 30 teams in Nova Scotia, playing at the U7, U9, U13, U15, U18 and U24 levels. Among other fundraisers, the association has traditionally relied on an association-wide 50/50 to fund registration fees, team development and other association expenses. In 2020, the association swapped out their books of 50/50 tickets and began a monthly online 50/50 with Rafflebox.

Parents and players alike no longer need to go door-knocking to sell tickets. Instead, each player has an individual URL that tracks their ticket sales in comparison to other players. With each sale, the ticket buyer receives an automatic, personalized 'thank-you' email from the player they chose to support. Players can view how they're measuring up to their team mates under the 'top fundraisers' tab on the association's custom Rafflebox webpage. Individual ticket sales translate into registration fees for players, making hockey more affordable for many Nova Scotian families.

Since launching the monthly 50/50, the association has seen a 460 per cent increase in annual revenue from ticket sales, compared to previous years with their traditional 50/50. Not only has the online raffle platform provided the membership base a vehicle to fundraise, but it has led to the creation of a new fund that makes hockey accessible to those players who could not have otherwise afforded to play.

Keys to success

Moving online

Transitioning from in-person to online ticket sales has allowed organizers to expand their reach and reduce the need for door-to-door fundraising.

Incentivizing players

Organizers incentivize players to sell more tickets by linking funds raised with their hockey registration fee.

Unique player URLs

Each player receives a unique URL to share with friends and family via email and social media that tracks ticket sales back to the individual.

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The online platform has given our membership base a new, modern fundraising tool that is making hockey more affordable for Nova Scotians.

Shannon Jewers, proud hockey parent of a Cole Harbour Minor Hockey player