



SUCCESS STORY

Curling Alberta

Raffle type	Total raised	Campaign duration
In-venue + online 50/50	\$457,890	October 2022 – March 2023



Raising over \$1 million through their unique raffle program, Curling Alberta gives both event-goers and at-home fans a chance to engage with their fundraising efforts and win exciting cash prizes.

Curling Alberta hosts six tournaments October through March, wrapping up their season with one of Canada's most exciting sports events, the Brier. With daily 50/50s running during tournaments, Curling Alberta builds an engaged fan base who comes back consistently for tickets. "Empowering fans to support us from home is key to growing bigger jackpots," says Raffle Coordinator, Paige Papley. In addition to these daily 50/50s, Curling Alberta runs a mega jackpot during curling season, which in 2023, reached over \$134,000. Over the course of the season, Curling Alberta raised \$457,890.

Curling Alberta's combination of in-venue and online sales help grow bigger jackpots. "The handheld devices make it easy to canvas stands during matches," says Paige. "People like getting a physical receipt when they're at the match."

In addition to traditional marketing like television ads, radio shout outs, and posters with QR codes, Curling Alberta attributes their success to volunteers. "They help us build momentum over the six-day events by reminding patrons of previous jackpots," says Paige. "They build rapport with ticket buyers and keep them coming back for tickets every day."

Keys to success

In-venue sales

By canvassing the arena with handheld devices, volunteers chat with fans to build rapport and print them a ticket on the spot.

Promoting the jackpot

By flashing the jackpot on the jumbotron and having volunteers promote its total, Curling Alberta grew excitement and urgency around buying tickets.

Volunteer engagement

Passionate, engaged volunteers help build community around the raffles by chatting with patrons and encouraging them to support the cause.

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Combining in-person and online ticket sales was a gamechanger for Curling Alberta. Our mega jackpot reached over \$134,000, and if you add our daily jackpots, we raised over \$457,000 this year."

Paige Papley, Raffle Coordinator, Curling Alberta