



SUCCESS STORY

HALO Air Ambulance Society

Raffle type
Prize raffle

Total raised
\$300,000

Campaign duration
60 days



HALO Air Ambulance Society, based in Medicine Hat, Alberta, is the only medevac helicopter dedicated to serving southern Alberta. In 2020, the HALO team partnered with Rafflebox to raise funds to keep their life-saving helicopter in the air.

Organizers opted for a prize that was sure to make their raffle stand out from other campaigns – cows! Not only was the prize unique, but it appealed to those who benefit most from HALO's services – farmers, ranchers and those in difficult-to-access rural communities in southern Alberta. In this one-of-a-kind fundraiser, the winner was offered a choice between \$50,000 cash or the equivalent value in cattle.

HALO anchored their fundraising campaign with a strong spokesperson, Paul Carolan, CEO of HALO. Paul made several media appearances throughout the campaign, reminding supporters that the funds raised would help save lives. Organizers also leveraged radio, local news, email marketing, and pop-up ads on their website in a concentrated effort to drive ticket sales.

In only 2 months (4 months ahead of schedule!) the fundraiser sold out, reaching a whopping \$300,000.

Keys to success

Unique prize

Cows! The winner was offered a choice between \$50,000 in cash or the equivalent value in cattle. Three early bird prizes were also up for grabs: \$5,000, \$3,000 and \$2,000 in cash!

Spokesperson

HALO's CEO acted as their raffle spokesperson. During multiple media appearances, he reminded potential ticket buyers of the vital work his organization does for the community.

Concentrated marketing effort

Organizers leveraged radio, local news, email marketing and social media in a concentrated marketing effort to spread their message.

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Rafflebox makes running a raffle fundraiser simple and stress free. The money we raise through raffles hosted by Rafflebox allows us to keep our helicopter air ambulance in operation and saving lives.

Kim Simpson, HALO Air Ambulance Society