



SUCCESS STORY

Kingswood Elementary School

Raffle type

Monthly 50/50s

Total sales

\$5,000

Campaign duration

30 days



In December 2021, the Parent School Association (PSA) at Kingswood Elementary School in Nova Scotia held their first 50/50 fundraiser with Rafflebox. The raffle was such a hit with parents and staff, the school now runs monthly 50/50s.

"These online raffles have replaced many of our school's in-person, monthly fundraisers," says Jenifer Cooper, president of the association. "Even small fundraising events were taking about 12 hours each to organize; now, it can all be done online."

To promote the fundraisers, the team relies on online forums, like Kingswood community groups, and the school's PSA webpage. During the last week of ticket sales, parent volunteers come together for one last big push. "You get out of it what you put in," says Jenifer. "It's a great addition to our fundraising efforts."

Keys to success

Fresh, creative messaging

The PSA isn't afraid to experiment and has fun promoting their raffles with different, tongue-in-cheek messaging every month.

Online community forums

Members of the PSA have built trust in various online community forums, where they now promote the school fundraisers.

Small, devoted team

A consistent team of 12 parent and school volunteers come together regularly to plan and execute the successful monthly raffles.

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"Rafflebox is just so easy! Parents love that it's a simple "click" to support the school every month.

Jenifer Cooper, President, Parent School Association of Kingswood Elementary School