



SUCCESS STORY

Nova Scotia Firefighters

Raffle type
Weekly
50/50

Total raised
\$400,000

Campaign duration
1 week



As fire halls across Nova Scotia remained closed during the COVID-19 pandemic, traditional fundraising methods weren't working for Nova Scotia firefighters. In March 2020, Andrew Wallis of the Amherst Fire Fighter's Association reached out to Rafflebox to launch a province-wide 50/50 joined by seven other departments.

As more fire halls joined the crusade and word spread to neighbouring communities, weekly jackpots began to double. Ticket buyers began attributing purchases to their local fire halls and friendly competition among departments started to brew. Wallis continued to encourage participating halls to promote the fundraiser using email and social media, while he supplemented with weekly Facebook ads.

Now, over 50 weeks later, more than 250 departments and groups around Nova Scotia are benefiting from this iconic fundraiser. With over 17,000 followers on the fundraiser's Facebook page and weekly jackpots surpassing \$400,000, Nova Scotia firefighters have curated the largest weekly 50/50 in Canada.

Keys to success

Facebook page

Organizers started a Facebook Page that has become the main source of information about the weekly raffle, like who won and how the funds are helping.

Multiple fire halls

Over 250 fire departments and groups across Nova Scotia help promote the fundraiser. Ticket buyers attribute their purchases to show support for their local halls.

Facebook ads

Organizers run weekly paid Facebook ads to continue to build their audience week over week. Ads target Nova Scotians with interests in gambling and community.

“

There is a whole side to this draw that we could never even imagined, and that is the impact it is having on everyone. For many people, winning the weekly draw has been lifechanging, and I am so proud of that.

Andrew Wallis, Organizer, Amherst Fire Fighter's Association