



SUCCESS STORY

Nova Scotia SPCA

Raffle type
Weekly
50/50

Total raised
\$10,000

Campaign duration
1 week



The Nova Scotia (NS) SPCA is a registered charity that helps companion animals in need across the province. With no government funding for their shelters, the NS SPCA relies largely on community donations to fund operational costs and help save lives. In 2020, they decided to add an online 50/50 to their fundraising roster and, over a year later, the animal welfare organization continues to average weekly jackpots of \$10,000.

Organizers attribute their success to the consistency they've created for supporters. Each week, standard messages are shared through the NS SPCA's social media networks: how the funds raised are helping animals in need, a jackpot update, and that week's winning ticket numbers – the adorable animal photos certainly don't hurt! A partnership with a local radio station, weekly Facebook ads and email reminders also ensure a consistent flow of traffic to the NS SPCA raffle page.

Each week, Nova Scotians continue to buy 50/50 tickets in support of their local SPCA shelter. The weekly fundraiser has become a new and reliable source of revenue for the NS SPCA and enables the organization to continue providing care and support to Nova Scotia pets in need.

Keys to success

Supporting local shelters

The organization uses Rafflebox's *in support of* feature, which allows players to choose which SPCA branch they would like their purchase to support.

Facebook ads

Organizers run paid Facebook ads each week to direct ticket buyers to their raffle page. The ads target Nova Scotians with interests in animal welfare and community.

Consistency

Organizers have built a strong, consistent player base by marketing consistently through email, social media and a local radio partnership.

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With fundraisers and events cancelled due to COVID-19, our online 50/50 provided a new way to raise funds for furry friends in need. Animal-lovers have a chance to win big and help hurt and homeless pets from the safety of home.

Taylor Mundy, Nova Scotia SPCA