



SUCCESS STORY

Sport Nova Scotia



Raffle type	Total raised	Campaign frequency
50/50 raffle	\$61,000 in January 2023	Monthly (recurring)

Representing over 160,000 athletes, coaches, and officials across 60 provincial sport organizations, Sport Nova Scotia is key in developing amateur sport in the province. The organization offers teams and clubs fundraising programs like Sport Split, their monthly 50/50 draw.

In 2020, Sport Nova Scotia started fundraising through another online raffling platform, raising approximately \$5,000 per month with their raffles. When they moved to Rafflebox in December 2022, their first raffle raised over \$36,000, then almost doubled to \$61,000 in January 2023. As of their fourth raffle, Sport Nova Scotia had raised over \$148,000 for provincial sport organizations and programs.

The organization says the 'In Support Of' feature is a gamechanger. "We love the ability to track individual sales. We can attribute the work to the player — and that's made a big difference," says Marketing and Events Director, Jeff LeDrew. Ticket buyers can choose both the organization and the individual they're supporting with their purchase.

Since moving to Rafflebox, 70 new teams and clubs have joined the raffle. "Groups share the raffle link on social media and in their newsletters," says LeDrew. "They love how easy it is to raise funds through Sport Split."

Keys to success

Tracking individual sales

By using the 'In Support Of' feature to track which clubs and members sell the most tickets, Sport Nova Scotia can distribute funds fairly and celebrate big sellers.

Adding an Early Bird

While the Grand Prize draw happens on 1st of each month, Sport Nova Scotia has an Early Bird draw to encourage sales and grow the Jackpot earlier on.

Link sharing

Most teams and clubs have their own social media, newsletters, and even websites, so providing them with a raffle link and even content to share and promote the raffle boosts group sales.

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With the rising cost of sport, Rafflebox provides us a unique fundraising opportunity where we can offer bigger 50/50 Jackpots. We combine ticket sales from all participating teams and clubs into one monthly pot.

Jeff LeDrew, Marketing and Events Director, Sport Nova Scotia