



## SUCCESS STORY

# St. Charles Elementary School



Raffle type

**50/50**

Total raised

**\$5,600**

Campaign duration

**3 weeks**

With pandemic restrictions in place for Alberta schools, the St. Charles Elementary School Parent Council and Society were unable to use their traditional fundraising methods for their annual holiday fundraiser. In November 2021, the school reached out to Rafflebox to launch an online Christmas 50/50 in support of their students.

The online 50/50 offered an opportunity for all St. Charles families to get involved. With ticket packages ranging from \$5 to \$50, families could support the good cause while enjoying the added chance to win some cash for Christmas. The Parent Council and Society team wanted to keep the fundraiser within the school community, so they sought help from the school's administration to promote the raffle. Once a week, parents received an email and text from the school reminding them to buy their tickets.

In only three weeks, the fundraiser reached almost \$6,000 in sales! On draw day, everyone was overjoyed to learn that the prize was awarded to a deserving family from within the school's close-knit community. St. Charles Elementary plans to use the raffle proceeds to cover gym equipment, library books and field trip expenses for students, and the Parent Council and Society already have another raffle in the works for 2022.

## Keys to success

### Administration support

The St. Charles School administration sent weekly email and text reminders to families about the 50/50 fundraiser.

### Close-knit community

The raffle was promoted directly to St. Charles Elementary School's 290 families.

### Holiday theme

The raffle started in late November to kick-off the holiday season. The Christmas theme was timely and families were moved to give during the festive time of year.



Rafflebox has the best customer service I have ever seen in a company. I'm not tech-savvy, so when a team member went above and beyond to walk me through every step, I could have hugged him through the phone. I'll never forget Rafflebox for the rest of my life."

Amanda Garcia, St. Charles Elementary School Parent Society Chair