

# SUCCESS STORY

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## FUNDINGCHANGE

### CANCERCARE MANITOBA FOUNDATION

Non-Profit

#### More Tomorrows Together Raffle

Raffle Type: *Progressive Pot 50/50 Raffle*

Length: *3 Months*

1st Pot - \$25,342.50

2nd Pot - \$15,212.00

Jackpot - \$86,635.00

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TOTAL POT SIZE

**\$127,189.5**

## KEYS TO SUCCESS:

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### Email Blasts

Emails to existing supporters with a link to the raffle page included emotive messaging, raffle information, and strong calls-to-action. They were sent twice a month to notify their list of the growing pot size and upcoming draws.



### Creative Posts

Social media posts featured the cause, ways to buy, and the growing jackpot. CancerCare utilized a range of social platforms and media to interact with their audience in different ways.



### Keep it Digital

Email blasts and social media posts were amplified by paid social ads at crucial times (launch, end of tickets sales, pot updates) allowing for accurate measurement of ROI for dollars spent.

## KEY LESSONS:

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**1** **Emails** are the foundation to success. Send them at strategic times with a strong call to action

**2** Using clear and emotive **messaging** across all digital channels will result in engagement and purchases

**3** **Ad** spending should be focused where ROI can be directly measured

## TESTIMONIAL:

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Using Funding Change's platform to do our 50/50 draw made it simple to share the draw over email and was way less work. We're excited to use it again!

