

Catch the Ace Delivers \$1.24MM for Ontario Federation of Anglers and Hunters (OFAH)



Core Business

Environmental Conservation

Organization Type

Club / Non-profit Charity

Location

Ontario, Canada

Product

Catch the Ace (CTA)

Gross sales

\$1,240,000

Increase in online Membership growth

44% year-on-year

The Ontario Federation of Anglers and Hunters (OFAH) saw immediate success with their first ever online Catch the Ace program. The program delivered over \$400,000 in net donations, saw a 44% increase in year-on-year membership growth and helped spread their message of conservation in action to thousands of new donors.

Background

Robert Pye, Manager of Business Development and Corporate Messaging for the OFAH, was always looking out for new, innovative fundraising programs that would also drive awareness. A longtime fan of CTA-type raffles, Robert discovered Ascend's online weekly progressive CTA program and jumped right in.

A CTA program lets a donor buy tickets to a weekly draw and then select a card from a standard 52-card deck. The selected card remains face down/unknown to the donor.

Each week 50% of weekly sales go to the OFAH and a winner is drawn and gets to reveal their chosen card for the first time. If it is any card but the Ace of Spades, the winner is awarded 20% of that week's sales. The remaining 30% rolls over into a progressive jackpot that builds each week.

Eventually, when the weekly winner reveals the Ace of Spades as their card, they win the weekly prize and the total progressive jackpot, and a new CTA program starts.

OFAH had previously been promoting its annual conservation lottery to its 75,000 strong member base. This was a large and highly manual endeavor—lots of ticket books to print and mail and then lots of mailed back stubs to receive and process. After printing and mailing costs, but not factoring in labor, it would net \$600,000 in donations. Robert would be thrilled if he got remotely close to this type of result with a purely online fundraising lottery.

Robert's CTA program ran for 24 weeks. It generated over **\$1.24 million** in ticket sales. It awarded **\$230,000** in weekly draws and a jackpot of almost **\$400,000** to the lucky Ace of Spades winner.

The Solution

Over 30% of the CTA players were net new to the database. Robert attributes this to a very successful investment in using email campaigns along with social media advertising. Each week, OFAH would email their members and show them how winners represented the organization—nice stories about good people—and expressed its case for support through the game of CTA. This message resonated strongly with their audience, driving donations as well as renewals.

OFAH also invested \$1,200–\$1,400 in paid media every week, which drove an average of \$7,000 in new sales. That’s an over 5:1 return on investment.

Results

The program ran for 24 weeks and generated just over **\$1.24 million** in gross ticket sales.

Prizes Awarded: Over \$230,000 was awarded in weekly draws. The grand prize winner, an out-of-work tow truck driver, received **\$395,000**.

Net Raised: After prizes, fees, seeding the initial pot and media spend the program netted the Federation **\$425,000**.

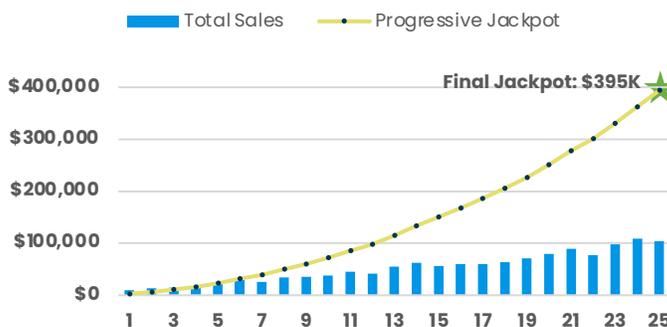
New Membership Spike: Robert believes the CTA marketing helped OFAH achieve branding growth as well as a significant lift in merchandise sales and membership activations – including record participation in auto renewal.

Very Efficient: The annual paper-based lottery consumed thousands of hours of inhouse staff time, across multiple departments and management desks. In contrast, the weekly Catch The Ace program was a dream to run. Massive printing and mailing and sorting was replaced with email marketing and social media promotion and advertising. Donation, sales, ticketing, tracking and the draws themselves were all managed via the Ascend platform.

No Negative Impact: Despite the huge \$1.24 million in ticket sales, the CTA program had no negative or cannibalization impact on the Federation’s other fundraising programs. It was pure incremental revenues.

Wider Audience Receiving Conservation Message: Robert says it best: “I’m really proud that we were able to express our sincere and accurate messages of the portrayal of the conservation movement in this country, which was founded by people who fish and hunt. It was the Ascend team and our true collaboration that really made this such a pleasure.”

GROWING EXCITEMENT



The big thing that your team needs to be proud of is the fact that you're not just sending an invoice to us, but you actually feel our passion! It's a game changer when we're working with an external partner that is vested in our success.

Robert Pye

Ontario Federation of Anglers and Hunters

