

Sinai Health Foundation Finds Success with Online 50/50 by Switching From a Software Supplier to Ascend, a Full-Service Provider



Sinai Health Foundation

Core Business

Healthcare

Organization Type

Hospital Foundation

Location

Toronto, Ontario, Canada

Total campaigns

2

Gross sales

\$257,150

Big win

80% average increase in gross sales and considerable savings by switching from a software supplier to Ascend—a solutions provider.

The online 50/50 program was not new to Sinai Health Foundation; they were convinced of its effectiveness and had tried it before, but with suboptimal results from a pure-play software supplier. They were on the lookout for a partner who could provide a more comprehensive turnkey solution to help them acquire donors and increase revenue. Ascend's service offerings fit them like a glove! With an average increase of 80% in gross sales over 2 draws and a significant lift in net margin, the Ascend 50/50 program focused on excellent marketing and customer support that ultimately helped the Sinai Health Foundation exceed goals and surpass expectations.

Background

The Sinai Health Foundation had a clear vision: they wanted a new “unrestricted” revenue stream which would enable the funds to be allocated to the hospital’s highest priorities.

To realize this vision, they were trying to:

- (1) Identify programs that were low resource/high revenue, and
- (2) Monetize their email database by creating new products.

A 50/50 lottery emerged as the natural choice and the Foundation decided to try it out.

In 2019, Dan Hadad, Executive Director of Innovation Philanthropy at Sinai Health Foundation, signed up with a software supplier for an online 50/50. However, software is only a small portion of the success; the internal and external marketing resources required to run the program were significant. That’s when they started looking for a turnkey solution that encompassed support for both marketing and software.

They went back and forth among a few leading vendors and decided to proceed with Ascend because of the multi-faceted and cost-effective nature of Ascend’s offering. This allowed their team to run the lottery in addition to their other initiatives.

The Solution

Before approaching Ascend, Dan and his team had figured out one half of the answer to their challenge—an online 50/50 lottery program that would help them increase revenue. For the other half (software implementation and marketing support), they found the Ascend team to be a perfect fit.

As a plus, some quick number crunching indicated that choosing Ascend would provide better return on investment (ROI) for the Foundation in the long run.

Ascend provided end-to-end support for the 50/50 implementation—from software implementation to marketing guidance and after-sales support. Experienced personnel like Stephanie Warner and Jim Gilliom were always available to support Dan with finding a digital media vendor, designing and writing creatives, meeting with the team on a weekly basis, designing the program (including the marketing cadence), and much more throughout the implementation journey, and beyond.

Results

By implementing the online 50/50 program, the Sinai Health Foundation successfully added a **new unrestricted revenue stream**. Revenue generated from this program is directed to the highest hospital priorities—meaning, the money is spent where it's most needed.

Each 50/50 draw ran for one month and combined, raised **\$257,150 in gross ticket sales**.

The Foundation took their learnings from the first draw and applied it to the next one. The outcome was interesting—they witnessed a **47% increase in average revenue per donor!** In the second draw, the Foundation raised close to \$100K from just 2,400 donors. This was the result of an effective, well-planned and well-managed campaign.

By switching from a software supplier to a solutions provider like Ascend, the Foundation received excellent customer support not just with the 50/50 implementation but also in the areas of finding a digital media vendor, designing and writing creatives, conducting weekly team meetings, and designing the program (including the marketing cadence).

This **comprehensive support** enabled Sinai Health to be involved in a “hands-off” manner and focus more on other initiatives.

SIGNIFICANT LIFT IN AVERAGE ONLINE 50/50 GROSS SALES



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“What I enjoyed most about working with Ascend is the support that’s offered. If you’re a small shop or even a big shop that doesn’t have the resources to run a 50/50 or if you want to simply try it, I think Ascend is the right choice for sure. This was our big thing; that’s why we moved to Ascend—for the support. You can find similar platforms and technologies for running a 50/50, but it is working with people like Jim and Stephanie that makes the experience great because you don’t have to worry about many deliverables.”

Dan Hadad

Executive Director of Innovation Philanthropy,
Sinai Health Foundation