

Dryden Regional Hospital Foundation Raises Over A Million Dollars With Online 50/50 Program



Core Business

Healthcare Services

Organization Type

Hospital Foundation

Location

Dryden, Ontario, Canada

Total campaigns

15

Gross sales

\$2.1 Million

Increase in donor base

13K (~186% over existing)

Average jackpot

\$70,483

Big win

Raising over a million dollars – 3X the expected amount!

Dryden Regional Health Centre (DRHC) serves a small rural community of 8,000 residents and a catchment area of approximately 20,000 in Northwest Ontario. The COVID-19 pandemic impacted DRHC's ability to raise funds through in-person events, driving them to look for alternative ways of fundraising. After considering going online for a long time, they finally took the plunge with Ascend's 50/50 program—and the results have been remarkable! This program not only provided DRHC with a high return on investment (ROI) but also exceeded their expectations by leaps and bounds, helping them raise over a million dollars and growing their email database from approximately 7K to over 20K!

Background

Chuck Schmitt is the recruitment and fundraising manager at Dryden Regional Health Centre. Born and raised in Dryden, Chuck joined the Health Centre in 2007 and has been with the organization since, serving the local community and giving back to his hometown. Goes without saying that one of Chuck's key responsibilities on the job is fundraising.

The Foundation primarily raises money to fund the purchase of medical equipment. Prior to 2020, they were heavily reliant on in-person fundraisers like galas, fashion shows, dinners, etc. But the pandemic changed everything and impacted their ability to fundraise with traditional events, leading them to explore alternative ways of fundraising.

After considering various fundraising options, a presentation with the Ascend team convinced them to try online raffles. Besides intending to set up a new repeat revenue stream, some of the challenges they sought to remedy with Ascend's 50/50 program were volunteer burnout, community engagement, and donor base expansion. Initially, they were only hoping to make approximately \$25,000 a month (net after expenses) but were pleasantly surprised and beyond thrilled when they raised over a million dollars in the first year!

The Solution

Running the first draw was an uphill task for Chuck and his team because their donor list wasn't tech-savvy. They had to address many questions and concerns and be hands-on with running the program. However, their stress and anxiety eased as they approached their second draw and started seeing incredible results. With constant support from Ascend and the right people by their side, they were able to run the program smoothly.

The success of DRHC's 50/50 program wasn't just limited to the holiday season. Over the following 12 to 13 months, with the encouraging results of each monthly draw, Chuck felt more at ease and confident that the 50/50 program would continue to be a very viable revenue-generating stream for the hospital.

Thanks to Ascend helping to retool the marketing strategy, redefining the budget, and innovating with email, social, early bird draws and paid media, the buyer base was reinvigorated and DRHC bounced back with exceptional results.

Results

The ROI from the online 50/50 program was one of the best outcomes for DRHC! With a total of **15 monthly draws** from November 2020 to January 2022 and approximately **\$2 million in gross ticket sales**, they **raised just over a million dollars**—that's about **3X their expected revenue** amount going into the program!

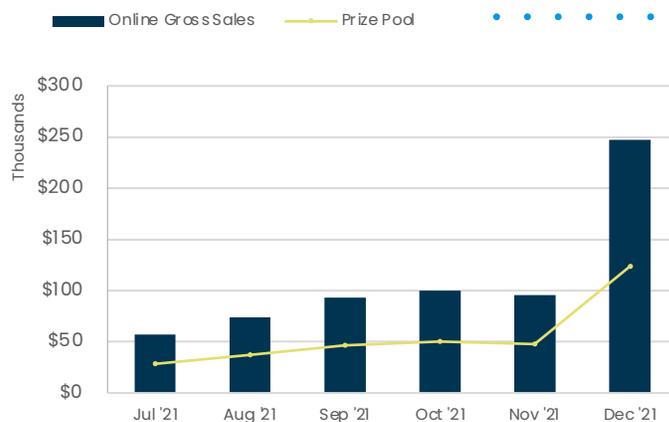
Additionally, the 50/50 program also increased their donor database. **They went from approximately 7-8K people to over 20K**—which is huge! Thanks to their paid online advertising, they are now able to attract buyers across the province, making their potential almost unlimited.

The online 50/50 program at DRHC has not only complimented their fundraising initiatives, but it has also reduced their reliance on making individual donation asks from a community that is already giving to several worthy causes.

The engagement on DRHC's social channels confirmed that the Dryden community really valued healthcare and the appreciated the services at the hospital.

The incredible outcomes of the online 50/50 program at DRHC has now led it to become their star flagship fundraiser.

ONLINE 50/50 GROSS SALES & PRIZE POOL (CA\$), 2H 2021



"Looking back, I wonder where we would have been without Ascend. Total game changer for our fundraising!"

"The Ascend team really understands marketing at a Jedi level; they're knowledgeable and professional. I thank them because they're always there for us. Talking to them is like speaking to friends over coffee. I feel like I'm in good hands every month—it's amazing!"

Chuck Schmitt

Recruitment and Fundraising Manager, DRHC