

Case Study

Orange Lutheran High School OPPORTUNITY DICE ROLL FUNDRAISER

Need: Host a fundraiser to raise money for the Orange Lutheran High School Basketball & Hockey Programs

Solution: With CharityValet fundraising software, OLu hosted an dice roll fundraiser that netted \$46,625 for their teams and programs.

The software and service provided:

- **Creation & setup of website**
- **Email marketing tool**
- **Comprehensive sales reports**
- **Ability to track sales by player & a leaderboard showing top sales**
- **Automated receipts & thank you emails**
- **Processed online payments**
- **Covered credit card fees**

HOW IT WORKS:

1. **Create fundraising website**
(done by CharityValet)
2. **Attend a 15 minute demo/tour of the backend of the software.**
 - learn how to track sales, make edits to website, send email communications, etc...
3. **Introduce the fundraising campaign to kids, parents and coaches**
4. **Launch ticket sales**
5. **Receive payment**
(request a check for sales to date at any time during campaign, and/or receive full payment after ticket sales)



KEY NUMBERS:

- **Sold each dice roll ticket entry for \$25**
- **Gave away a cash prize of \$2,500.00**
- **Ticket sales were active for a little over 3 weeks.**
- **164 kids participated in the fundraiser**
- **CharityValet charges 10% of sales, and they cover the 3-4% credit card fees**

RESULTS:

- **Raised \$46,625 in sales**
- **Over 71% of purchases were made by people NOT IN ATTENDANCE** to the banquet fundraiser
- **\$33,103 was raised from people not at the live event**
- People from over **20 states participated** by purchasing dice roll ticket entries
- On average, **each kid sold 11.37 dice roll tickets**
- **Spent \$0** on equipment rentals, venue fees, website development or other standard fundraising event expenses