#### CharityValet

# 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



LANCER

Purchase Tickets **Buy Your Tickets Here!** 

TEAM MEMBER INFO

Or, click here for selection to be coaches of

CHOOSE TICKET QUANTITY

Dice Roll Opportunity \$25

TOTAL COST \$

**Ticket Options** 

(Select Team Member Name)

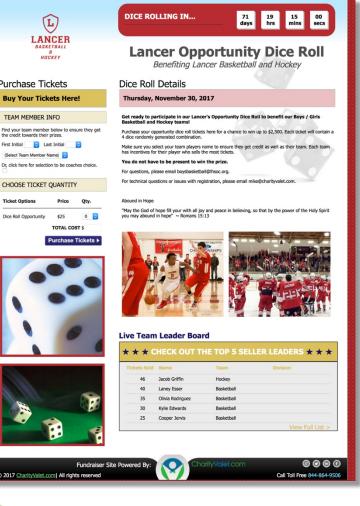
# **HOW IT WORKS:**

- 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
- Charity Valet 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