

Case Study : CMU



Central Michigan University increased their total 50/50 raffle sales by an incredible 360%





KEY RESULTS

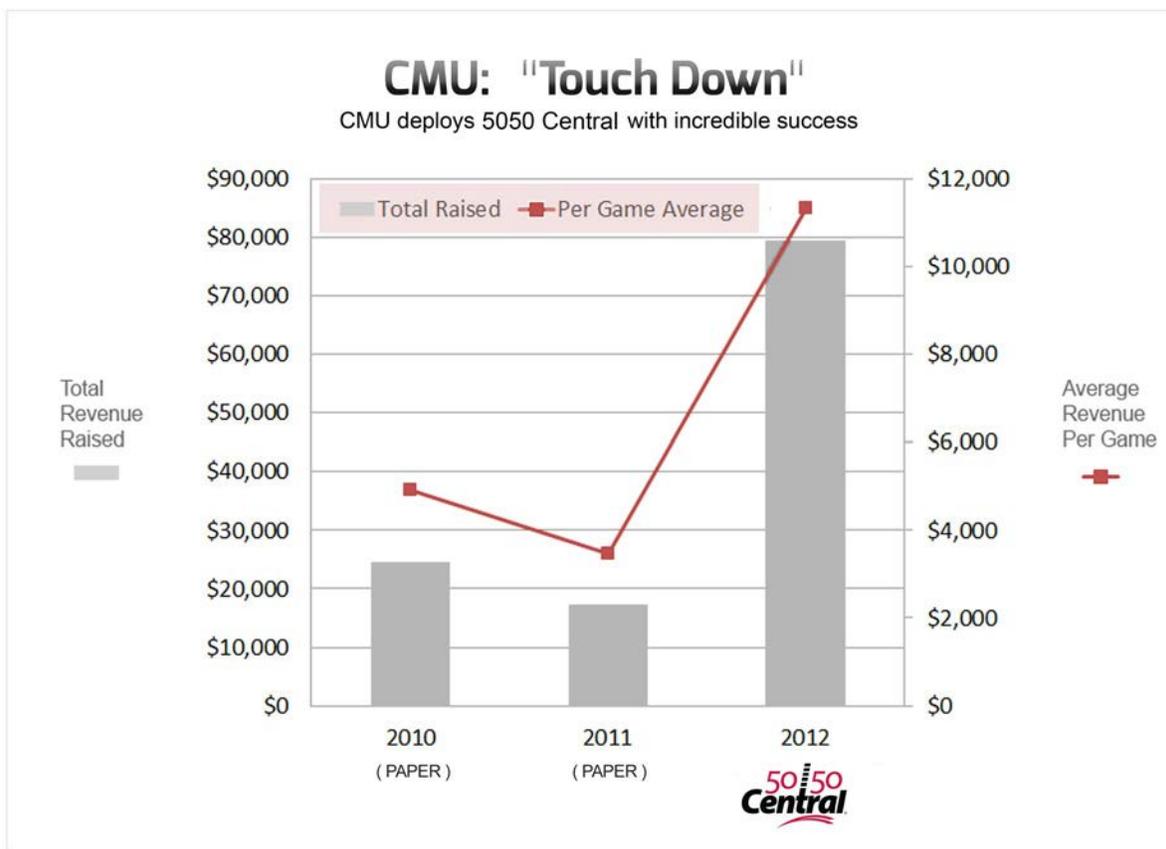
- Extended raffle selling time into the 4th quarter
- Maintained ability to sell pre-game tickets out at tailgate lots
- Strategic price points could be easily tweaked, tested & optimized
- Streamlined post-event reporting process with the Michigan Lottery Commission
- Triple digit increases in every key metric:
 - Total raffle revenue increased by 360%
 - Increased average per game raffle sales by 229%
 - Increased average funds raised per person attending by 223%





THE SITUATION

Up until 2012, Central Michigan University always operated a manual 50/50 raffle at home football games. Using the two-part perforated tickets, sellers roamed tailgate lots prior the kickoff as well as inside Kelly-Shorts Stadium through the first half. Average raffle sales were \$3,455 per game.



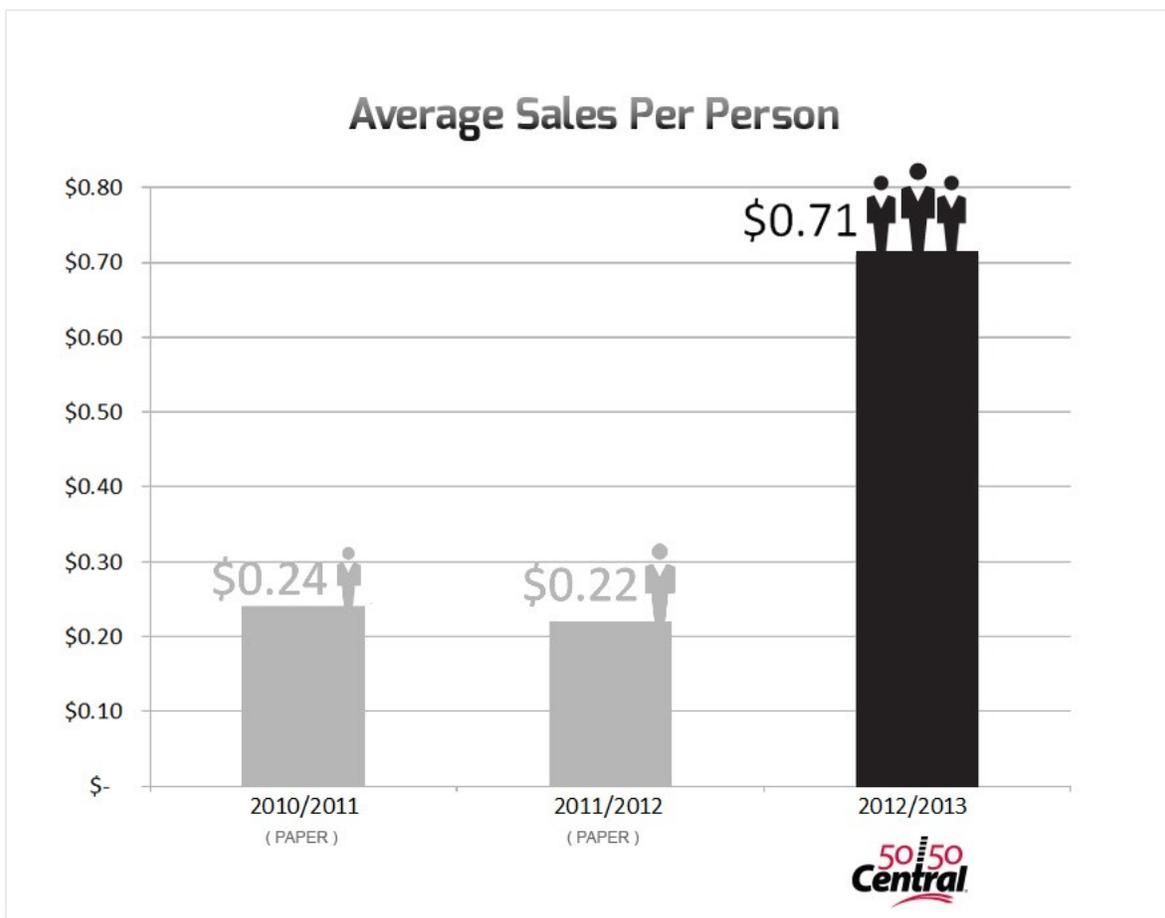
With the addition of the 5050 Central's electronic 50/50 raffle system, raffle results immediately surpassed CMU's previous years' numbers in every meaningful metric: total funds raised; average sales per game & average sales per person.

CMU sellers still roam the tailgate lots beyond the stadium due to 5050 Central's enhanced technology and the ability to sell outside the venue. Because all transactions are electronically recorded and the winning number can be selected using a random number generator, sales now continue into the 4th quarter as opposed to stopping after half-time under a paper raffle. The addition of more selling time, easy to tweak price points, and the ability to display the real-time raffle jackpot have dramatically increased fundraising efforts by the Athletic Department. Average raffle sales are now **\$11,354 per game**, with a **single game high of \$35,785!**



Fans always know: CMU's live kiosks show the raffle pot growing, enticing further sales.

In addition to the **229% increase in per game raffle revenues**, the platform has greatly enhanced the in-game experience for Chippewa fans. The real-time jackpot feature of the 5050 Central system is utilized often by operations staff by displaying it live on the scoreboard, throughout display screens on the concourse and including it in PA announcements. The **\$0.71 per person in attendance**, up from \$0.22 per person in 2011, generated over the football season has provided the CMU Athletic Department with a new tool for their fans and fundraising efforts, soon to be used at other sporting events across campus.





CREATING CONDITIONS FOR SUCCESS

CMU has created a roadmap leading to successful raffles that other collegiate organizations can follow. What makes their program so effective? It starts with their dedicated and motivated selling staff. The Athletic Department invites the non-revenue generating programs to participate in the raffle. In return, the proceeds collected stay in-house and support that team, creating a true vested interest by the student athletes in making the raffle a success.

The CMU women’s gymnastics team was the designated group of sellers last season. “It was a great team-building experience for our girls. Everyone participated and knowing that the proceeds came directly back to the athletic department, helping our gymnastics budget, gave extra motivation,” said Assistant Gymnastics Coach, Christine MacDonald. She adds, “The 5050 Central system added a whole new level of enthusiasm to selling for the girls.”

Any NCAA organization looking for the perfect raffle recipe can look to CMU for inspiration, that is:

- Student Athletes who directly see the benefits of the proceeds make for motivated sellers.
- Team-based sellers create a strong connection with fans, the majority of which are alumni.
- An electronic raffle system like 5050 Central creates excitement and allows you to sell more quickly and for longer periods of time.

Success Factor	Paper Raffle	Electronic Raffle
Ticket selling time	5 hours	6 hours
Fans know the pot at all times	✗	✓
Ticket sellers know the pot at all times	✗	✓
Ticket sellers have unlimited tickets to sell	✗	✓
Instant sales & reconciliation reports	✗	✓