



TOUCHDOWN!

Central Michigan deployed a new electronic raffle system along with highly-motivated ticket sellers to increase their total raffle sales by an astounding 360%.



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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 to kickoff as well as inside Kelly-Shorts Stadium through the first half.

In 2012, CMU deployed a new electronic 50/50 raffle system called Pointstreak 5050. The impact was immediate and dramatic; moving the needle on all key metrics.

The system still allows sellers to roam the tailgating area and 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 halftime under a paper raffle. Increased selling time, easy to tweak price points, and the ability to display the real-time raffle jackpot have dramatically increased fundraising efforts by

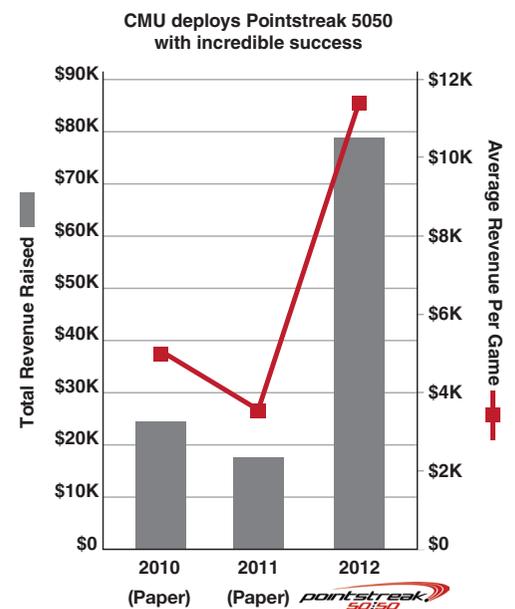
the Athletic Department.

Average raffle sales are now \$11,354 per game compared to the previous average of \$3,455 per game (an increase of 229%) with a single game high of \$35,785.

The platform has greatly enhanced the in-game experience for Chippewa fans. The real-time jackpot feature of the Pointstreak 5050 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.

CMU's 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**, "The Pointstreak 5050 system added a whole new level of enthusiasm to selling for the girls."

LEARN MORE: Strategic price points; streamlined reporting to the Michigan Lottery Commission; read the full case study at bit.ly/venues_today

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	✗	✓

