



Case Study: NDSU

The Situation

- The NDSU Team Makers started out their 50/50s small by selling paper raffle tickets to fans in and outside NDSU Bison games; a method that is typically found on very small scales such as at local high schools.
- “We were seeing consistent growth [in paper raffle sales] over the last six years, but we’re always striving towards the next level,” said Rick Stenseth, Game Director for the Team Makers Club Inc. “We saw room for improvement in many areas: lowering labor costs, increasing efficiency, even improving the perception of our raffle to the consumer. For example, with paper tickets we had only two price points - one green ticket for a \$1 or fifteen yellow tickets for \$10 - which did not give players many options for their varied budgets. Electronic raffles, on the other hand, eliminate the need for different ticket colors and allow you to set various price points to match all sorts of budgets.”

The Solution

An already experienced and successful fundraising team still managed to move the needle on key metrics by moving from paper to digital in their first year with 5050 Central:

- Increased average per game raffle revenue by 39%
- Increased revenue per person attending by 41%
- Increased total raffle revenues by 28%

5050 Central “exceeded all of [NDSU Team Makers] expectations” by:

- Increasing number of full scholarships funded directly from raffle proceeds from 8 to 12
- Establishing Team Makers as a trailblazer in the NCAA market with the adoption of electronic raffles
- Selling tickets longer and more efficiently
- Increasing financial control & accountability
- Lowering labor costs
- Being easy to operate
- Being flexible enough to expand into multiple venues

Overall since partnering with 5050 Central, NDSU has seen:

- Close to \$1,750,000 raised through football and basketball events
- Year-over-year increases in total fundraising revenue from their raffles