



KNIGHTS OF COLUMBUS

2020 Ontario Charities Lottery

GRAND PRIZE OF
\$200,000
CASH

Due to COVID-19
new draw date
OCTOBER 30, 2020
HOLD ON TO YOUR TICKETS

In support of
Special Olympic Charities Local Charities Arthritis

The future of the Charities Lottery - Dec 2020 Update

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" Think of the possibilities.."

Context

- Nov 2020 announcement of CHANGE for 2021: New On-line 50/50 Raffle instead of past paper-based lottery
- 2020 Charities Lottery qualified SUCCESS
 - Large Council engagement : 334 (>60% participation rate)
 - 18 Districts had 100% participation of their Councils



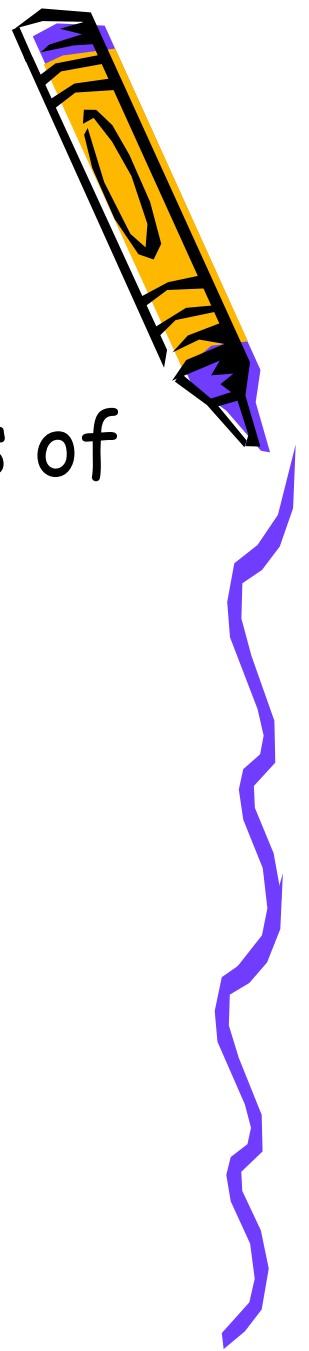
...Context

- 2020 Charities Lottery qualified SUCCESS
 - Sales 8% lower than 2019 but very good results considering COVID restrictions
 - Councils experimented with social media promotions/advertisement with positive results

We can do better and should



What is the 50/50 and Why?



- The 50/50 is one of the traditions of KOC at meetings and events



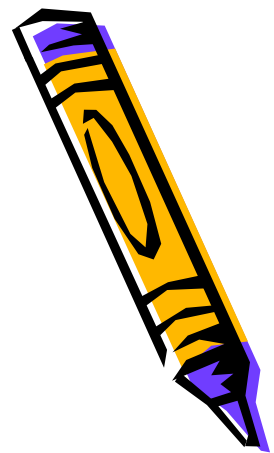
3 tickets for \$5

Arms length for \$20

FUN...SIMPLE...PROFITABLE



50/50 is more profitable than Lottery



Lottery

- Prize board \$500,000 (67%-74% of sales)
- High fixed costs (up to 100 K\$)
- Net profit 15%-19%

50/50

- Prizes 50% of sales
- Lower fixed costs
- Net profit 30%



On-line 50/50 is Simple

- Unique link provided for each Council
- Step 1 : click on the link to display a buying page, for example:

Don't miss your chance to win!

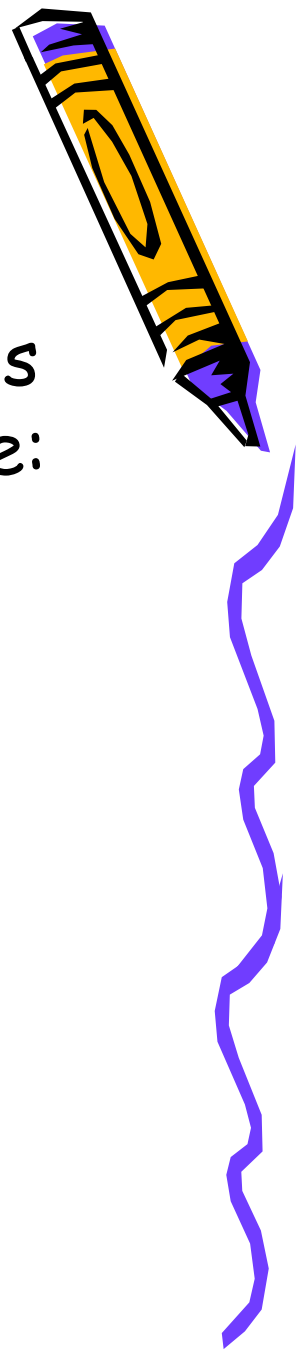
100 TICKETS \$40 best value	40 TICKETS \$20	10 TICKETS \$10
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On-line 50/50 is Simple

- Step 2 : buyer selects price points and is directed to a payment page, for example:

Name
E-mail address
Credit card information



On-line 50/50 is Simple

- Step 3 : an e-mail with the ticket numbers is sent to the buyer, for example:



Knights of Columbus

KOC Sample

Licence No. XXXXX

YOUR LUCKY NUMBERS:

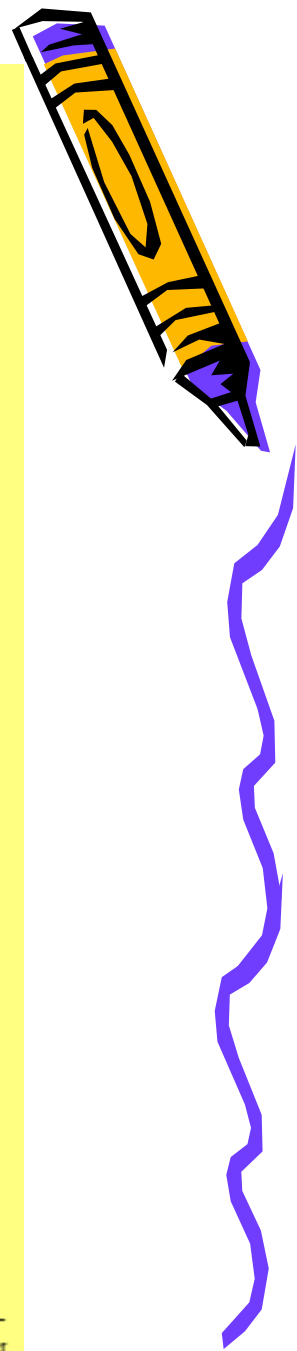
A-1016681 A-1082085
A-1084381 A-1094288
A-1205544 A-1217846
A-1261638 A-1273642
A-1290835 A-1319512
A-1337888 A-1424685
A-1437328 A-1437655
A-1491462 A-1567835
A-1665473 A-1745107
A-1907391 A-1917420
A-1929931 A-1971733
A-1991535 A-2128725
A-2275199 A-2346947
A-2413991 A-2424756
A-2468723 A-2491591
A-2607571 A-2620777
A-2629642 A-2636848
A-2727938 A-2773464
A-2780367 A-2816257
A-2875706 A-2991340

Product: 40 for \$20
Reference Id.
70877K9ZX



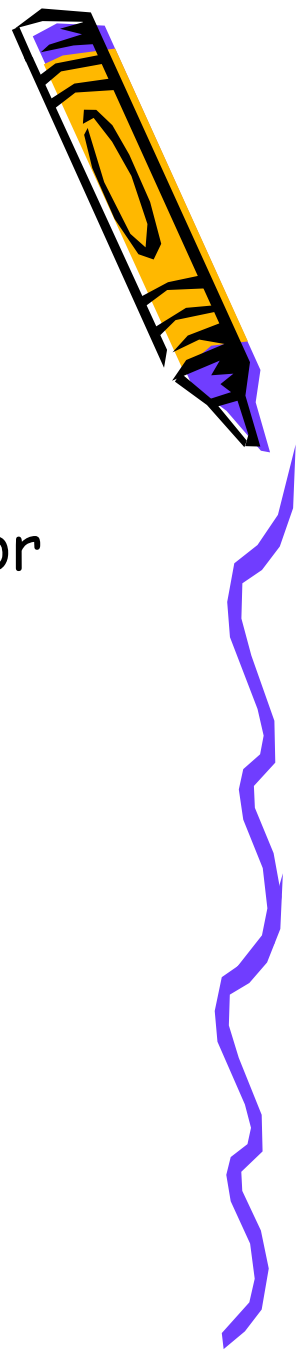
Draw Date:2021/03/31
Issued:12/01/2020 11:11
Event.265 Stn.ONLINE
Op.ONLINE

Thank you for supporting
Knights of Columbus

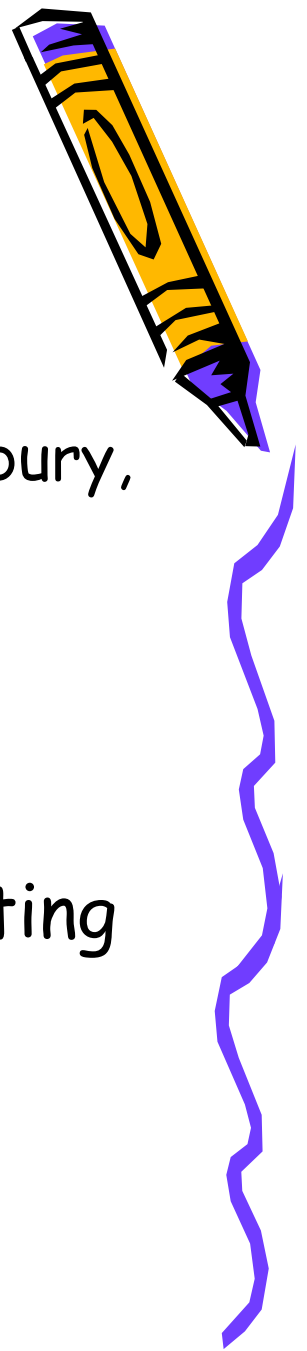


More on the On-line 50/50

- Sales can be done from smart phones, tables or laptops
 - Hand-held devices with printers available for rent => good for selling at malls/events
- Requires AGCO license
 - Got it! (thanks to State Office staff)
- Contracted Technology vendor and Marketing company
- Quarterly run (4 times in 2021)



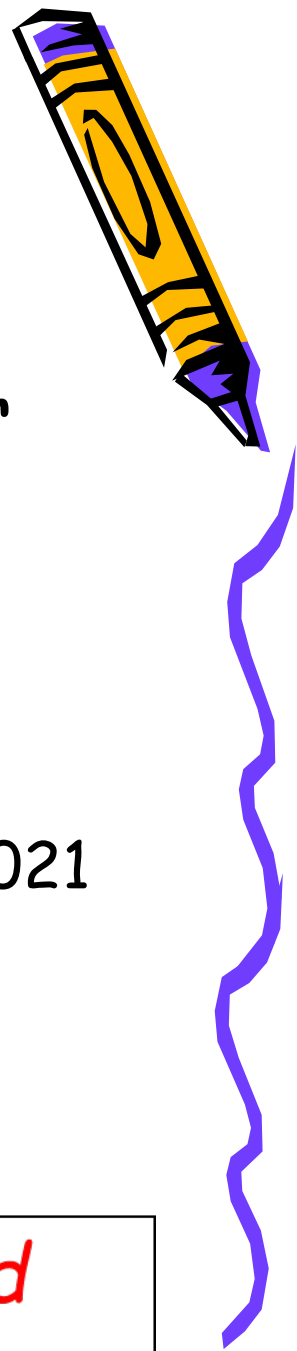
More on the On-line 50/50



- Pilot before province-wide rollout
 - Jan - Mar: 4 markets Sault Ste Marie, Sudbury, Guelph, Orillia. Less than 50 Councils
 - Apr - Jun: 14 markets, About 100 Councils
 - Jul - Sept : province-wide
 - Oct - Dec: province-wide
- Net Profits to be shared with participating Councils
 - similar to paper-based lottery
 - proportional to sales



District Deputies can help



- Encourage Councils fundraising for Charities
- Promote the 50/50
- Increase engagement
 - Challenge : 400 Councils to participate in 2021



We can do better and should