# 50/50 Electronic Raffle

Jaime Libaque, FDD,PGK,PFN 50/50 Project Manager State Director Charities Lottery Denis La Salle, FDD Liane Dumas State Office

Training Session – June 26, 2021 Toronto, ON

### A PRAYER FOR PROTECTION IN TIME OF PANDEMIC

O MARY, YOU ALWAYS BRIGHTEN OUR PATH AS A SIGN OF SALVATION AND OF HOPE. WE ENTRUST OURSELVES TO YOU, HEALTH OF THE SICK, WHO, AT THE CROSS, TOOK PART IN JESUS' PAIN WHILE REMAINING STEADFAST IN FAITH. O LOVING MOTHER, YOU KNOW WHAT WE NEED, AND WE ARE CONFIDENT YOU WILL PROVIDE FOR US AS AT CANA IN GALILEE. INTERCEDE FOR US WITH YOUR SON JESUS, THE DIVINE PHYSICIAN, FOR THOSE WHO HAVE FALLEN ILL, FOR THOSE WHO ARE VULNERABLE, AND FOR THOSE WHO HAVE DIED. **INTERCEDE ALSO FOR THOSE CHARGED WITH** PROTECTING THE HEALTH AND SAFETY OF OTHERS AND FOR THOSE WHO ARE TENDING TO THE SICK AND SEEKING A CURE.



### A PRAYER FOR PROTECTION IN TIME OF PANDEMIC

HELP US, O MOTHER OF DIVINE LOVE, TO CONFORM TO THE WILL OF THE FATHER AND TO DO AS WE ARE TOLD BY JESUS, WHO TOOK UPON HIMSELF OUR SUFFERINGS AND CARRIED OUR SORROWS, SO AS TO LEAD US, THROUGH THE CROSS, TO THE GLORY OF THE RESURRECTION. AMEN.





### **2021 Ontario Charities**

# 50/50 Online Raffle

Draw date: June 30, 2021

Don't miss your chance to win!



BUY TICKETS NOW

Buy tickets from your local KofC Council or visit www.kofcontario5050.com and select your favorite local KofC Council under "Organization".

In Support of the Ontario Charities Foundation and the Charitable works of the Knights of Columbus Councils

### Agenda

- BACKGROUND
- How will it work ?
- LIVE DEMO
- EXPERIENCE FROM PILOTS # 1 AND # 2
- QUESTIONS & ANSWERS
- NEXT STEPS

# BACKGROUND





Buy Tickets Online ----

Lic# 1198523









visit www.kofcontario5050.com Draw date: April 1, 2021 Please check Rules of Play





**Future** 



# How WILL IT WORK?

### Three paths to sell tickets



Higher Council sales => higher returns for the Council

## **COUNCILS SELLING TICKETS : TWO OPTIONS**

- Use the specially designed KOC Landing Page
  - Helps promote the works of the Knights of Columbus
  - Good for people that do not know much about the Knights
  - Information on Jackpot size and Countdown to the Draw
- BY-PASS THE LANDING PAGE AND GO DIRECTLY TO BUY
  - Faster / Shortcut Approach
  - Good for KOC members

# Councils Selling Tickets – Landing Page

# www.kofcontario5050.com





**BUY TICKETS NOW** 

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### **ENTER OUR 50-50 CHALLENGE**

WINNER TAKE HOME PRIZE



Welcome to our 50-50 Raffle challenge. Its our hope that you will purchase one or more tiers of tickets which will benefit the many charities supported by the Knights of Columbus Ontario Charities Foundation.



### **ENTER OUR 50-50 CHALLENGE**

WINNER TAKE HOME PRIZE

\$40,100

Welcome to our 50-50 Raffle challenge. Its our hope that you will purchase one or more tiers of tickets which will benefit the many charities supported by the Knights of Columbus Ontario Charities Foundation.

**Entries Close** 



#### Don't miss your chance to win!



**BUY TICKETS NOW** 





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6:27 PM

1/13/2021

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#### **Grand Prize 50/50 Winners**

#### April 01, 2021

Winning Number: A-1919020

Winner Name: George Livingston

Jackpot Won: \$24,145

#### We accept these payment methods







#### Rules of Play

- 1. The lottery will take place online in a series of quarterly draws. Proposed draw schedule:
  - January 20,2021- draw date on April 1st, 2021
  - April 2nd, 2021- draw date on June 30, 2021
  - July 1st, 2021- draw date on September 30, 2021
  - October 1st ,2021-draw date on December 31, 2021

There will also be an "Early Bird" draw for \$ 2500 on February 14, 2021 Additional "Early Bird" draws will be scheduled as follows:

- Early bird draw dates:
  - April 23, 2021, First draw: \$ 500, Second draw: \$ 250, Third draw: \$ 250
  - May 14, 2021, First draw: \$ 500, Second draw: \$ 250, Third draw: \$ 250
  - June 4, 2021, First draw: \$ 500, Second draw: \$ 250, Third draw: \$ 250
- 2. All tickets will only be sold to people who are 18 years of age or older.
- Online 50-50 tickets must be purchased in Ontario as this is a requirement for all suppliers. Provided the ticket is p prize. A person outside of Ontario is not permitted to buy an online 50-50 ticket for a draw licensed by the AGCO.
   Tickets are:
  - 15 Tickets for \$ 10.00



Step 3 Step 2 Step 1



Step 1 Step 3 Step 2

SELECT TICKETS 🗢 🔪 PERSONAL INFO 🐵 🔪 PAYMENT INF	FO = COMPLETE
Your Item: 15 for \$10 Your Cost: \$10	
illing Information	Address: *
Mr. ~	Address
st Name: *	Suite/Apt:
First Name	Suite/Apt
st Name: *	City: *
Last Name	City
ail: *	State/Province: * ZIP/Postal Code: *
mail	ON   ZIP/Postal Code
irm Email: *	Phone: *
Confirm Email	Phone Number
	Phone Type: *
	Mobile Home Work
	Organization:
	Knights of Columbus Ontario Charitie:

\* Required Information

Your email address will be used to confirm your ticket.

□ I agree to the Terms and Conditions. I am aged 18+ and fit to play \*

I affirm that the information entered above is accurate.\*

□ Keep me informed about winning ticket information and other Knights of Columbus promotions.

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	Kingins of Coldina 🕜 Pacebook 🛅 Coldinavirus opdat 🦢 Aeropian login 🔤 A	
Last Name: *	City: *	
Last Name	City Knights of Columbus Ontario Charities Foundation Village Media Sault Ste. Marie Espanola Capreol Walden Elliot Lake Hanmer	
Date of Birth: *		
Day - Month - Year -		
Email: *		
Email		
Confirm Email: *	Sudbury Chelmsford Val Caron	
Confirm Email	Sault Ste. Marie 7999	
	Sudbury 9619 Elliot Lake 9707	
	Knights of Columbus Ontario Charities ~	
* Required Information		
Your email address will be used to confirm your ticket.		
I agree to the Terms and Conditions. I am aged 18+ and fit to play *		

## BUYER CAN SELECT SELLING COUNCIL

Step 2 Step 1 Step 3

SELECT TICKETS 🛛 Y PERSONAL INFO 🕤 Y PAYMENT INFO 🚍 Y COMPLETE 🖒				
Your Item: 15 for \$10 Your Cost: \$10				
Payment Information				
TOTAL AMOUNT:	\$10.00			
CARDHOLDER NAME:	Jaime Libaque			
CARD NUMBER:	**** **** ****			
EXPIRATION DATE:	MM			
CVV:	123			



## **THANK YOU FOR YOUR PURCHASE**



## BUYER GETS EMAIL CONFIRMATION

#### Order Confirmation



Knights of Columbus Ontario <noreply@ascendfs.com > To; jaime.libague@rogers.com



Thank you for purchasing tickets for the Draw #9!

For future reference, your order number is ef56b56c-63c7-4a62-bc16-59fed1a310bd. Thank you from K

15 for \$10 Ref #: 71L0REGZX • A-1085922 • A-1089436 • A-1306814 • A-1904446 • A-2126829

A-2208630

- A-2439576
- A-2626061
  A-2747866
- A-2747000
   A-2829338
- A-2892779
- A-2032113
   A-2932512
- A-2932312
   A-2944350
- A-2963548

Please Play Responsibly, ConnexOntario - visit www.connexontario.ca or 1-866-531-2600;



71L0REGZX.pdf 6.1kB

## COUNCILS SELLING TICKETS : TWO OPTIONS

- Use the specially designed KOC Landing Page
  - Helps promote the works of the Knights of Columbus
  - Good for people that do not know much about the Knights
- BY-PASS THE LANDING PAGE AND GO DIRECTLY TO BUY
  - Faster / Shortcut Approach
  - Good for KOC members

### COUNCILS SELLING TICKETS – BUY TICKET DIRECTLY

### Example: Elliot Lake 449

### https://ontariokofcraffle.5050central.com/?olc=4499

### USING UNIQUE COUNCIL LINK BY-PASSES LANDING PAGE

Step 2 Step 1 Step 3

Columbus ENDED	
Select Tickets	
15 for \$10	
- 0 +	Y
40 for \$20	
- 0 +	Thank You For Your Support!
100 for \$40	
- 0 +	
Total: \$0	

Step 1 Step 3 Step 2

Billing Information			
Mr.	Address		
First Name: *	Sulte/Apt:		
First Name	Suite/Apt		
	· · · · ·		
Last Name: *		City: *	
Last Name	City		
Date of Birth: *	State/Province: *	ZIP/Postal Code: *	
D: V Month V Yes V	ON 🗸	ZIP/Postal Code	
Email: *	Phone: *		
Email	Phone Number		
Confirm Email: *	Phone Type: *		
Confirm Email	Mobile	Home Work	
	Organization:		
	Elliot Lake		

- I affirm that the information entered above is accurate. \*
- Keep me informed about winning ticket information and other Knights of Columbus promotions.



Step 1 Step 2 Step 3 SELECT TICKETS 🥪 PERSONAL INFO 🔗 PAYMENT INFO = COMPLETE 的 Your Item: 15 for \$10 Your Cost: \$10 Payment Information \$10.00 TOTAL AMOUNT: CARDHOLDER NAME: Jaime Libaque ----CARD NUMBER: ---- ---- ----EXPIRATION DATE: YYYY MM CVV: 123

BACK	SUBMIT ORDER
BACK	SUBMIT ORDER



Knights of Columbus Ontario Charities Foundation

Training prep # 3 (Jaime)

Licence No. RAF1199708

YOUR LUCKY NUMBERS:

A-1586623 A-1607029 A-1854946 A-1889710 A-2091487 A-2147036 A-2200542 A-2396052 A-2408394 A-2474115 A-2474735 A-2503718 A-2596568 A-2715070 A-2830390

Product: 15 for \$10 Reference Id. 80L76ENZX

### SAMPLE TICKET



Thank you for supporting Knights of Columbus! The grand prize draw will take place on April 01, 2021. For complete rules, winning ticket number and how to collect your prize, please call 1-800-759-0959 or send an email to stateoffice@ontariokofc.ca Unclaimed prizes are subject to the AGCO unclaimed prize policy and procedures

Product: 15 for \$10 Reference Id. 80L76ENZX





Draw Date:2021/01/17 Issued:01/15/2021 11:29 Event.11 Stn.ONLINE Op.ONLINE

Thank you for supporting Knights of Columbus! The grand prize draw will take place on April 01, 2021. For complete rules, winning ticket number and how to collect your prize, please call 1-800-759-0959 or send an email to stateoffice@ontariokofc.ca Unclaimed prizes are subject to the AGCO unclaimed prize policy and procedures

## VILLAGE MEDIA SELLING TICKETS

• Uses network of 14 websites across Ontario

• Uses Widgets

http://www.villagemedia.ca/subdivisions/

Village Media owns and operates:

BarrieToday.com Barrie, Ontario

BayToday.ca North Bay, Ontario

BradfordToday.ca Bradford, Ontario

CollingwoodToday.ca Collingwood, Ontario

ElliotLakeToday.com Elliot Lake, Ontario

GuelphToday.com Guelph, Ontario

InnisfilToday.ca Innisfil, Ontario

NewmarketToday.ca Newmarket, Ontario

MidlandToday.ca Midland, Ontario

Northern Ontario Business Regional, Northern Ontario

> OrilliaMatters.com Orillia, Ontario

SooToday.com Sault Ste. Marie, Ontario

> Sudbury.com Sudbury, Ontario

Sudbury Mining Solutions Regional, Northern Ontario

Thorold, Ontario

TimminsToday.com Timmins, Ontario Village Media maintains exclusive digital partnerships with:



Insight Energy

Peterborough Matters Peterborough, England



TBNewsWatch.com Thunder Bay, Ontario



MooseJawToday.com Moose Jaw, Saskatchewan

Pique News Magazine Whistler, British Columbia

PrinceGeorgeMatters.com Prince George, British Columbia

Vancouver Is Awesome Vancouver, British Columbia



AirdrieToday.com Airdrie, Alberta

AlbertaPrimeTimes.com Calgary / Edmonton, Alberta

AlimoshoToday.com



### VILLAGE MEDIA KNIGHTS WIDGET







# EXPERIENCE FROM PILOTS # 1 AND # 2
- Started with 19 vendor Councils, currently 92 Councils are actively selling
  - Q1 Sales : \$42,550 => Jackpot : \$21,275
  - Q2 sales (wip) : \$80,200 => Jackpot: \$40,100
- Vendor Councils collectively selling Q1 40%; Q2 66%
  - Top sellers: Kingston 9652 \$ 3,020

Chatham 1412 - \$ 2,520

Oshawa 8549 - \$ 2,510

• Village Media sales Q1 20% of total sales; Q2 10%

#### Total Sales as of June 22: \$78,110





#### Sum of Sale Amount

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avg. = \$642/day total=\$40,480

#### Sales by date





# **QUESTIONS AND ANSWERS**



#### 1. Do Links Work With All Browsers?

• The Technical Solution Provider (Ascend) recommends Chrome, Edge, NOT Internet Explorer

- 2. What are the Rules of Play?
  - They are displayed in the Knights 5050 landing page, in both English and French
  - The Rules are approved by the AGCO



#### 3. What Support Is Available for Councils selling tickets?

- Call State Office at 1-800-759-0959
- Send email to stateoffice@ontariokofc.ca

### 4. What Support Is Available for Buyers from the Public?

- Call State Office at 1-800-759-0959
- Send email to stateoffice@ontariokofc.ca



### 5. What to do if a Buyer changes his/her mind after buying?

- Contact State Office at 1-800-759-0959.
- The ticket (s) will need to be Void and a Refund processed. This requires special Administrator tools only available to State Office.
- 6. What if the Buyer did not get an email confirmation?
  - Contact State Office at 1-800-759-0959.
  - Ask Buyer to check the Junk folder
  - The email can be re-sent. If the email address is incorrect, an



#### alternate email address must be provided.

#### 7. How can a Council know their sales?

- Contact Liane at the State Office at 1-800-759-0959.
- For Pilot # 2 you could also call Jaime Libaque at (416) 456 7084.

#### 8. Can a non-resident from Ontario buy tickets?

• The AGCO rules require proof of residence for winners.

#### 9. What is the expected return on sales for Councils?

- The State Board will make a decision on the payout for each Quarter. Pilot # 1 (1<sup>st</sup> Quarter) payout was 25%.
- We hope the 50-50 raffle will permit a share percentage (%) equal or higher than the previous paper lottery (due to lower 50/50 costs compared to paper lottery).

10. How can Councils promote the 50/50 given the COVID restrictions? Here are some ideas:

• Encourage their members with cell phones, laptops or tablets to

place the landing page in their favorites, From there encourage each member to post the event on their Facebook, Twitter, Instagram accounts on a regular basis during the draw.

 Next, assign someone from the Council or a wife or son who has the knowledge of using social media, to reach out to other organizations supported by the Knights of Columbus locally, for example Soup Kitchen, Salvation Army, Red Cross, etc. We could provide them with an introductory page to present to these organizations asking them to promote the program either internally, or on their website or on individual social media pages as it can only benefit local charities.

# 11. How can Councils promote the 50/50 given the COVID restrictions? (...continued)

- Appoint one or two individuals, who are good Public Speakers and writers, to call all sources of media available to see if they would be so kind as to promote the 50-50.
- From there, letters would have to be written both for
  - online media; and
  - be prepared to mail a hard copy for those that need it

#### 12. Questions from the floor / chat line



### **UPDATES FOR PILOT # 3**

• Event START: July 1, 2021 @ 8:00 am

	Date & Time	Prize
Early Bird # 1	August 1, 2021 @ 9:00 am	First prize: \$500
		Second Prize: \$250
		Third Prize: \$250
Early Bird # 2	September 1, 2021 @ 9:00 am	First prize: \$500
		Second Prize: \$250
		Third Prize: \$250

- Event CLOSE of sales : September 30<sup>th</sup> @ 11:00 pm
- Event Draw : September 30<sup>th</sup> @ 11:30 pm

- Vendor Councils WILL receive by email:
  - a unique Council Link
  - a copy of the Ontario 50/50 License
  - Posters (English and French)
- Vendor Councils must notify the local municipality in which they will be selling tickets and provide a sample of the provincial license.
  - If they service more than one city, then they would have to notify each city

Target sales for Pilot # 3 : T B D

### **PREVIOUS CHANGES**

- Eliminated Date Of Birth data field from personal data page
  - AGCO confirmed it is sufficient that the buyer checks the box " am older that 18 years"
- Expanded Council name listed under Organization
  - example : Barrie 13390 Barrie Holy Spirit 13390

To view this 50-50 Electronic Raffle webinar please go to the following link on the college of knowledge.

https://ontariokofc.ca/knights/college-of-knowledge/

## **CLOSING THOUGHTS**

### 50-50 Raffle Project was successful

- Engagement & response from Councils
- ✓ Response from the public

✓ Profitability



GOAL : PREPARE THE ONTARIO KOC TO OPERATE ELECTRONIC 50-50







#### PRAYER FOR THE CANONIZATION OF FATHER MICHAEL J. MCGIVNEY

God, Our Father, protector of the poor and defender of the widow and orphan, you called your priest, Father Michael J. McGivney, to be an apostle of Christian family life and to lead the young to the generous service of their neighbor. Through the example of his life and virtue may we follow your Son, Jesus Christ, more closely, fulfilling his commandment of charity and building up his Body which is the Church. Let the inspiration of your servant prompt us to greater confidence in your love so that we may continue his work of caring for the needy and the outcast. We humbly ask that you glorify **Blessed** Father Michael J. McGivney on earth according to the design of your holy will. Through his intercession, grant the favor I now present (here make your request). Through Christ our Lord. Amen.



### FATHER MCGIVNEY, PRAY FOR US.

### **VIVAT JESUS!**

