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May 18th, 2022

Worthy Grand Knights and raffle chairmen,

Currently, we have 155 councils with sales out of 280 participating councils leaving 125 councils without any sales. The big question is why we have so many councils that have given up trying to promote their URL link and QR code? Success is based on how often you council promotes your lottery URL link and QR code to your members and then asking them to share with their family and friends. It's not difficult in any way, it requires consistency and persistent effort. Grand Knights let's get your raffle chairmen inspired again.

Helpful hints: Note, email and social media is still the basic way to promote this online raffle.

First, utilize your 50/50 raffle posters with QR codes and set up at display tables in your community. This will get your council back into the public's eye with an opportunity to redevelop those personal relationships we previously had in our community as some councils come out of this 2 year hibernation.

Second, display your 50/50 raffle posters in community boards in your town.

Third, this is an example from St Benedict Council 11164 from Sarnia and Grand Knight Leo Mayer. Print business size cards (or on regular paper cut to size) with the 50/50 Online Raffle artwork and QR code on one side and on the backside with the charities they intend to support. Hand these cards out when people cannot stop to chat, and they can scan at home in their leisure. They have proven success with this extra marketing effort!

Councils that want to join the State online 50/50 raffle, the deadline is Friday June 17th and you'll be able to begin on July 1st with the Summer raffle.

Remember, the council that sells the final grand prize ticket in this Spring raffle will earn a bonus \$1000. Just ask Council 12401 from Russell who won the \$1000 bonus from the Winter raffle.

Fraternally,

State Treasurer
50/50 Online Raffle Director