



## The Megan House Foundation “Where Dreams Come Home”

### Case Study



## Where Dreams Come Home Raffle

In 2017, The Megan House Foundation, a residential treatment center for young women, organized a fundraising campaign to sell tickets for a chance to win a house in Dracut, MA. The attractive Colonial house, valued at \$450,000, is located on a dead-end street with 4 bedrooms, 3 bathrooms, and a nice yard. Anyone was eligible to buy a \$100 ticket for a chance to win this house. The house lottery was open for 6 months.

To help promote the house lottery, our team sent monthly email campaigns and posted them on their social media accounts. Every time we sent an eblast, we sold some tickets. The team at Megan House also placed ads in *The Lowell Sun* and on local TV stations. Both of these campaigns gained moderate sales but they didn't generate enough interest.

## Problem

At the end of the six months, they had not sold enough tickets to meet the lottery regulations. The lottery officials would have required them to return all the money to the ticket purchases, which would be a total loss and a time-consuming task.

The Megan House Foundation decided to extend the deadline for another three months and attempt to sell at least 200 tickets. Tomo360 suggested doing weekly Facebook ads for three months combined with a new social media campaign strategy focusing on the House Raffle.

## Our Solution

We created a series of ads targeting distinct geographical locations. For example, we identified affluent towns in New England to target, and we chose demographics of appropriate age groups and higher income levels. For the interest category, we chose people who enjoy gambling, parents who like to support nonprofit causes, and parents with teenage children. Then we ran A/B testing to see which ads did well and ran the best performing ads. We also combined the ads with a more aggressive email campaign.

We ran thirteen ads during the three-month timeframe with an ad budget of \$1200. We were selling a block of tickets every time we ran an ad and an eblast. The ads reached people out of state, and we even sold tickets in the midwest. We succeeded in selling most of the tickets and met the requirements to proceed with the lottery.

## Success!

All the ticket holders were excited to see if they won the house. The suspense built up, and we had to announce the winner, but the venue we chose could only accommodate 300 people. We organized a Facebook Live to announce the winner, and approximately 1000 people joined the Live event. The winner went to a single mom with young kids who lived locally, and it couldn't have gone to a better winner. The Megan House Foundation house lottery was a success, and it also raised awareness of their organization and its mission.

## Results:

- We ran 13 ads from September - November 2017 for an ad budget of \$1200
- Sold additional tickets for \$100 each at a value of \$200,000
- Reach of 133k (how many saw the ad and interacted with it in some way)
- Impressions of 214k (how many people saw the ad)
- Results of 16,300 (link clicks and other ad engagement)
- Cost per click \$0.27
- Cost per result \$2.42

With the final help of Facebook ads and email marketing, the Megan House Foundation has sold the required lottery tickets and reached their fundraising goal.