

HALIFAX HAWKS
MINOR HOCKEY
ASSOCIATION



MONTHLY 50/50
FUNDRAISER

PARENTS **"HOW TO"** GUIDE

www.hawks5050.com

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PREPARED BY HHMHA

IN PARTNERSHIP WITH RAFFLEBOX

rafflebox 

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FUNDRAISING OVERVIEW



This year we are excited to launch our new 50/50 fundraising program that aims to help reduce registration costs for all of our players.

Due to Covid we are late in starting but we will run the 50/50 fundraiser each month during the remainder of the season starting on February 24th. So only a few weeks until the first draw.

We've partnered up with Rafflebox who will provide the online platform to sell tickets, track sales, and market our 50/50 fundraiser to family and friends through the Province.

Due to the delayed launch any fundraising for your player this year will be used as a credit towards next year's registration fees.



REVENUE BREAKDOWN



REVENUE SPLIT

50%

50/50 WINNER

The lucky winner of our monthly 50/50 fundraiser gets 50% of each ticket sold

36%

HOCKEY PLAYER

Each ticket a player sells contributes 36% towards their registration costs

14%

HALIFAX HAWKS

The remaining 14% goes to HHMHA to cover all the costs, fees and taxes.

HHMHA will track player sales each month and totaled at the end of the season to give a credit for next season. During the season we can provide individual player sales breakdown upon request.

Money raised by each player goes against their registration costs for the following season. The idea being to help reduce or eliminate registration fees for families all together!

MONTHLY 50/50



Given the current restrictions, we have decided to go with a fully on line 50/50 fundraising model that allows for **Online** sales only. You will receive an e-mail to invite you to the website which you can share with friends and family.

Prizes for Top Individual and Team

After each lottery, the top fundraiser will be awarded a unique prize for their efforts. And at the end of the season, the team with the top combined sales will be provided a contribution towards a year-end party or gift at the **Hawks** expense!

Draw Information

The monthly draws will take place at Centennial Arena at 8pm on February 24th and March 31st. If the day needs to be changed, it will be updated through or social media channels and at www.hawks5050.com.

If the first two draws are a success then an additional draw will be held in advance of registration for the 2021 season and monthly next season.

ONLINE TICKET SALES



Anyone in the province will be able to purchase tickets online for the 50/50 at: www.hawks5050.com.

Player Select

Our webpage has an “in support of” field where people can select which player the ticket purchases was in support of. The webpage tracks every sale and automatically updates the players total sales for the month under the ‘Top Fundraiser’ tab (see page 8).

There is an option to buy tickets just in support of the Hawks by not selecting any player. If you choose to do this all of the proceeds will go into the player support fund for next year.

Top Fundraiser Tab

The ‘Top Fundraiser’ tab tracks each players sales so you can see how much they have raised for the month (see page 8).

Unique Player URL

Each player will have a unique 50/50 ID number and URL that can be shared with family and friends. When shared on social media or other channels, the unique URL automatically selects your kids name. Example:

Player:	Mike Perrin
50/50 ID:	125
URL:	www.hawks5050.com/125



www.hawks5050.com

https://www.hawks5050.com/125



Halifax Hawks Minor Hockey Association Online 50/50 Fundraiser!

About **Top Fundraisers**

#	Name	# Tickets	\$ Raised
1	Atom B	5490	\$5,670
2	Atom A	3555	\$3,700
3	Sarah Smith	1255	\$1,400
4	Mike Perrin	1155	\$1,300
5	Simon Cusack	125	\$190

Share on Facebook

Share on Twitter

Share on Whatsapp

\$12,260
JACKPOT
WINNER GETS HALF!

11,580 tickets purchased by 3 people

Ticket Sales End:
Sep 30th 2019

In Support Of:

- 1 for \$10
- 3 for \$20
- 8 for \$50
- 20 for \$100

Tickets

- 1 +

I am a resident of Nova Scotia

PURCHASE

By clicking Purchase, you agree to our [Terms](#).

License #: AGLC - 1234

Recent purchases

\$5670 funded by MB
2 months ago