

The Database is Not the **POINT** of Contact

Saint Ignatius High School Increases Online Raffle Sales 36% for Three Consecutive Years With Big River

After rapid roll-out, software package increases total amount raised, student participation and reduces back-end costs

The Challenge

- Saint Ignatius High School, a fixture in Cleveland's Ohio City neighborhood and a top academic institution, wanted to expand their annual fundraising raffle to include an on-line component
- None of their current software solutions could handle the needs of the raffle, and any new solution needed to be ready to go quickly

The Solution

- Integrating Big River Raffle software into their current system allowed them to have all the desired functionality, including
 - Homeroom level tracking, robust reporting
 - Ease of use for volunteer access with limited training
 - Responsive back-end support
 - Quick roll-out

The Results

- Software was installed and implemented in under 2 months
- Reporting has allowed for increased participation, and increased the number of students meeting their sales quota
- The Software's flexibility has allowed for other improvements, including alumni competitions, social media appeals, targeted emails and early-bird drawings
- A consistent **36%** increase in on-line giving year over year for 4 years