

# CASE STUDY: PERTH-ANDOVER FIRE DEPARTMENT



Learn how the Perth-Andover Fire Department used a distributed raffle system to easily collect and reconcile raffle sales from multiple locations





“ If we didn't have the 5050 Central system operating we would have had to stop [our manual raffle] ”

-Chief Philip Walker

## RAISING THE ALARM:

With the popularity of their raffle growing, the Perth-Andover Fire Department had to find a better solution or risk being overwhelmed with manual work

## KEY RESULTS

- Reduced time spent on operating the draw from 5 days to just 4 hours
- Less work for busy firefighters and easier selling methods for the employees at each location
- Easier reconciliation of funds to satisfy town auditors
- Customers know the prize pot at all times via displays at each location and can purchase many draws in advance





## THE SITUATION

Bisected by the Saint John River, with the village of Perth on one side and Andover on the other, Perth-Andover is a historic Canadian town located in New Brunswick.

Until late November 2012, the Perth-Andover Fire Department was selling paper raffle tickets at various locations across the small community of just under two thousand people. Someone then had to go to each location, collect the entries and then return to the fire hall. Each entry had to be manually counted in order to account for every purchased ticket in the raffle. At the same time, customer's names were entered manually into a database. This would require up to 12 hours of time on the day of the draw, by multiple individuals, including actual firefighters.

"On an average week we started entering manual tickets on Tuesday night and would work all week and all day Saturday" said **Chief Philip Walker**, "That's almost 5 days. If it was a double week we may not get finished until after our 6pm draw time."



## THE SOLUTION

The Perth-Andover Fire Department was the first non-sports organization to implement 5050 Central's latest innovation called "Goldrush". Goldrush is a distributed electronic 50/50 raffle system that securely networks together many small pots gathered from many locations over many days into one centralized big pot.

"Now with 5050 Central we start around 10am on Saturday and work no later than 2pm" continues **Chief Walker**, "That's only 4 hours compared to 5 days under our old model. And the main reason why it took 4 hours is because we still collect paper tickets from the small selling stations and punch them into the Goldrush terminal at the fire hall".



Another advantage of Goldrush over their old paper method is that it lets customers know how far ahead they've paid for the tickets. This eliminated many of the phone calls to the fire hall from players asking if they were paid up. It also helped the firefighters satisfy the requirements of the town's auditors.

"With our paper raffle we did not have any way to track the average of 5,500 tickets sold each week in order to balance our funds coming in and this caused grief from our town auditors" said **Chief Walker**, "Now with 5050 Central, we have that data on a daily basis and can print slips to support what money we have".

The growing popularity of the firemen's raffle became to threaten its very existence.

"When we started this lotto fund raising, we didn't imagine it would ever get as big as it did" explains **Chief Walker**, "As it stands now if we didn't have the 5050 Central system operating we would have had to stop. It was just too much work and time for our sellers and our fire fighters to manage".

Being a distributed raffle, the 5050 Central Goldrush has many advantages for certain types of customers over 5050 Central's typical 50/50 raffle system. For example, Goldrush allows Perth-Andover Fire Department to collect customer information (e.g. name, phone, email, etc) while allowing customers to purchase many draws in advance.

## 5050 CENTRAL: TYPICAL VS. "GOLDRUSH"

TYPICAL	VS	"GOLDRUSH"
Single venue		Multiple venues networking together
Single day		Spans several days
Sold via roving sellers & fixed kiosks		Sold via a fixed POS
Customer not known		Collect customer data
Always a winner		Always a winner OR carry over if no winner



## WHAT IS GOLDRUSH?

Scan this QR code or browse to <http://www.youtube.com/watch?v=KJLL12wX0ok> to watch a video about the differences between 5050 Central's typical setup and Goldrush.

The funds raised from the 5050 Central Goldrush system are used by the Perth-Andover Fire Department to upgrade equipment that will greatly benefit the community.



**Getting good gear:** The Perth-Andover Fire Department uses proceeds generated from 50/50 raffles in part to help upgrade their fire fighting tools.