

## RED CROSS "SCRATCH OFF" SWEEPSTAKES BUILDS DONOR DATABASE

Red Cross needed an incentive that would motivate people to register in the organization's online database. The solution? A "Summer Scratch-Off Sweepstakes" digital download promotion.

Red Cross distributed 200,000 flyers to people who visited Red Cross locations, each featuring a mystery code guaranteed to win a prize. Most codes contained music downloads good for either one or five free songs. But there were also three iPods, 2 DVD players and a 40-inch flat screen TV up for grabs, along with coupons good for discounts at Red Cross stores. To find out what their mystery code was worth, flyer recipients were first required to log on to a Red Cross web page and complete a registration form. Upon completion, they could enter their code and instantly find out what they had won.



CFS facilitated the promotion from start to finish - including music codes, printing, and prize fulfillment. CFS also handled the registration page and data capture functions, providing Red Cross with a data file on a weekly basis.

The program was a huge hit - so much so that Red Cross distributed an additional 70,000 scratch-off sweepstakes flyers. The end result? Red Cross increased its database by 105,000 people, a 39 percent conversion rate.