



COLUMBUS BLUE JACKETS
FOUNDATION

50/50 RAFFLE ORIENTATION

ABOUT US

The Columbus Blue Jackets Foundation is dedicated to the health and wellness of children in central Ohio. We dedicate time, resources and financial support to organizations making a difference in the areas of pediatric cancer, education, health & safety and youth hockey.

We've provided more than \$14 million to the Columbus community since the team's inception in 2000.

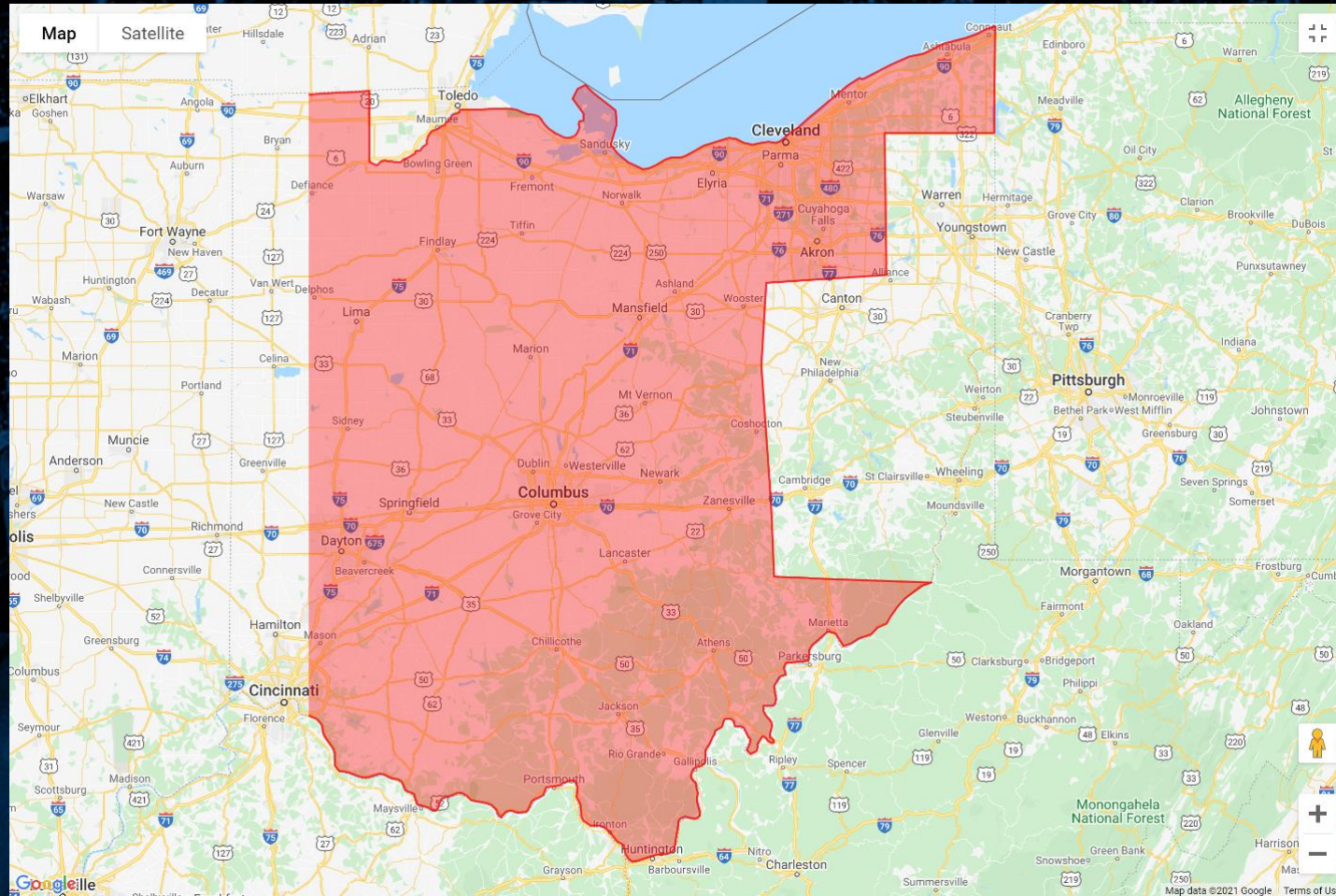
GAME DAY ARRIVAL

- Volunteers should arrive inside the doors of the McConnell Street Entrance between 4:30-5:00pm on their game day. A member of our staff will be there to greet you, check you in and escort you through security to our 50/50 room on the main concourse by 5:00pm
- You will be assigned a location and given a handheld device to sell tickets from. We will also go over all the rules and how to sell and use the device.
- Be ready to be on your feet to sell tickets! *Wear comfortable shoes

RAFFLES IN OHIO

- 50/50 Raffles are governed by State gambling rules
- We can sell online!
 - Mobile sales are available at bluejackets.com/5050raffle
 - Online raffle sales will begin at 9AM the morning following a home game, and will conclude at the end of the 2nd intermission of the next home game
 - Fans must be within the Blue Jackets Ohio television market to purchase a ticket

CBJ TV MARKET



SOCIAL MEDIA AND ONLINE SALES

- Using your photos we can make graphics!
- Rely on you to post to all of your social channels
- Tag @BlueJacketsNHL for every post
- Your group can only sell to who is in the building...
 - BUT you can push online sales!
 - Send out the QR code
- THE MORE WE RAISE THE MORE YOU KEEP!
 - Social Media
 - Emails
 - Newsletters
 - Text Messages

BLUEJACKETS5050.COM



PRESENTED BY

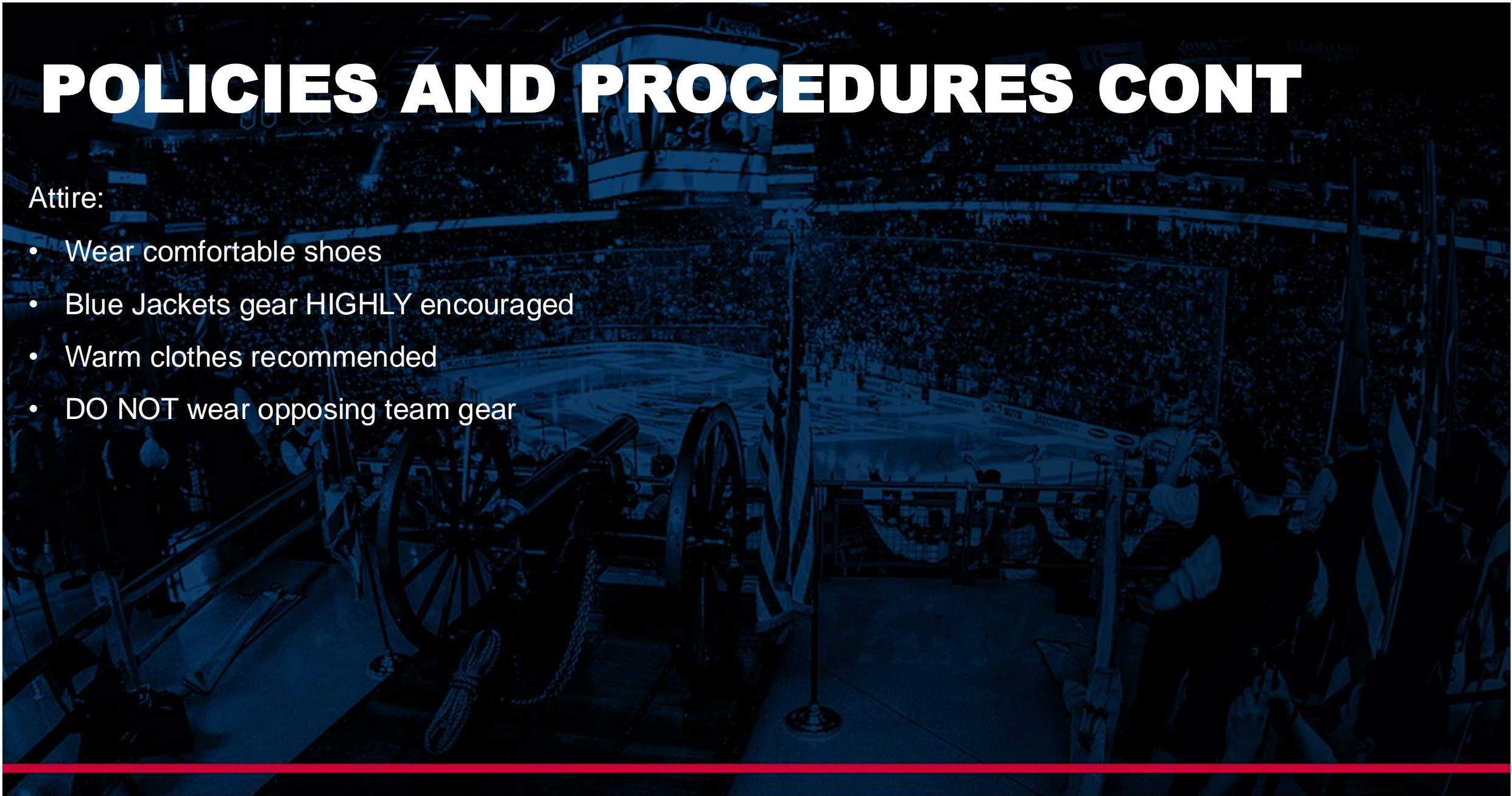


**PURCHASE YOUR TICKETS NOW THROUGH
THE END OF THE 2ND INTERMISSION!**

POLICIES AND PROCEDURES CONT

Attire:

- Wear comfortable shoes
- Blue Jackets gear HIGHLY encouraged
- Warm clothes recommended
- DO NOT wear opposing team gear



POLICIES AND PROCEDURES

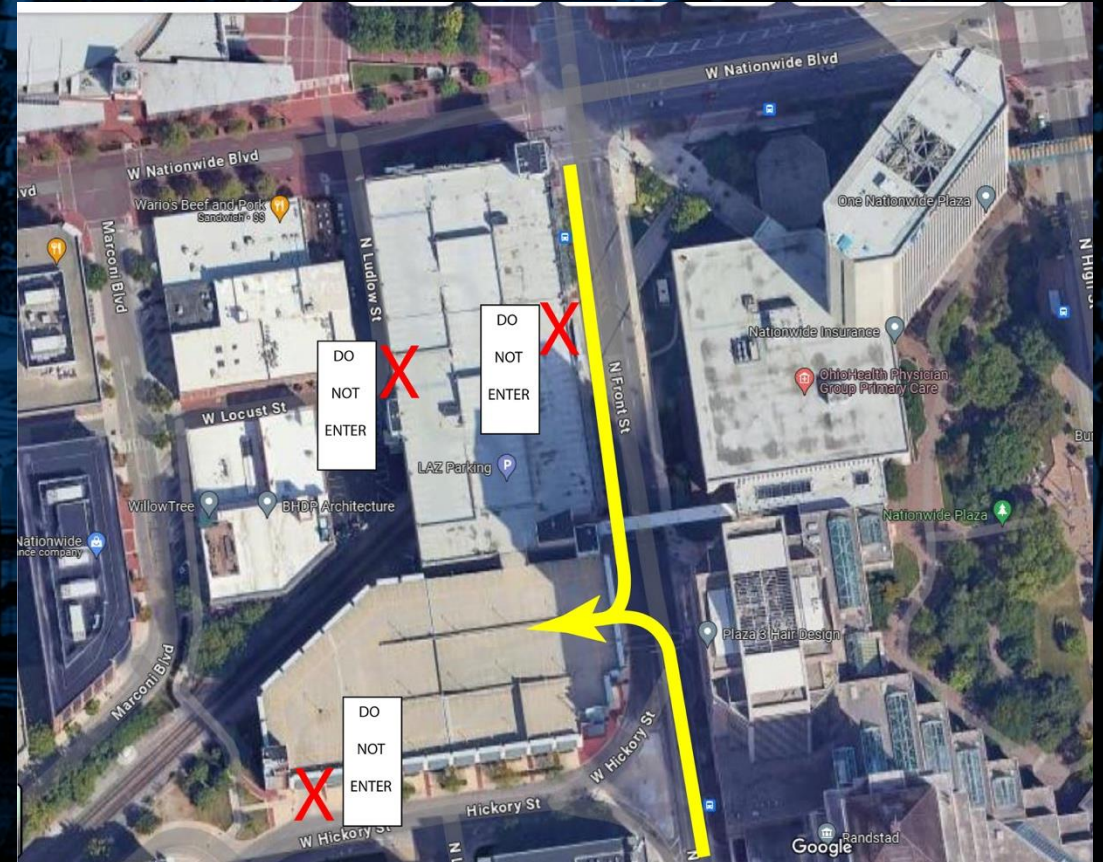
THE SIX NO'S:

- NO game ticket required
- NO food
- NO game watching
- NO smoking
- NO children under 18
- NO alcohol in arena during OR after your shift

POLICIES AND PROCEDURES CONT

Parking:

- Front Street Garage - \$5
 - <https://arenadistrict.parkmobile.io/>
 - Use for CHAMPION25!
 - Parking pass must be bought in advance



FOUNDATION NIGHTS

- Organizations must provide at least 2 volunteer for Foundation 50/50 nights
- At least 2 weeks prior to each date, a volunteer sign up form will be emailed to each group
 - OPENING NIGHT: Tuesday, October 15 at 7pm
 - Friday, November 15 at 7pm
 - Thursday, November 21 at 7pm
 - Tuesday, February 25 at 7pm
 - STADIUM SERIES: Saturday, March 1 at 6pm
 - Friday, March 28 at 7pm
 - Saturday, April 12 at 7pm

CONTACT INFORMATION

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- mleiby@bluejackets.com

BUMP
A DIVISION OF CBN

Equipment Training
and Sales Techniques



COLUMBUS BLUE JACKETS
FOUNDATION

Logging in to the Handheld Units



**Before
Login**

Please be sure that the seller has been given the credentials assigned to them by the raffle manager.



Select the Bump App



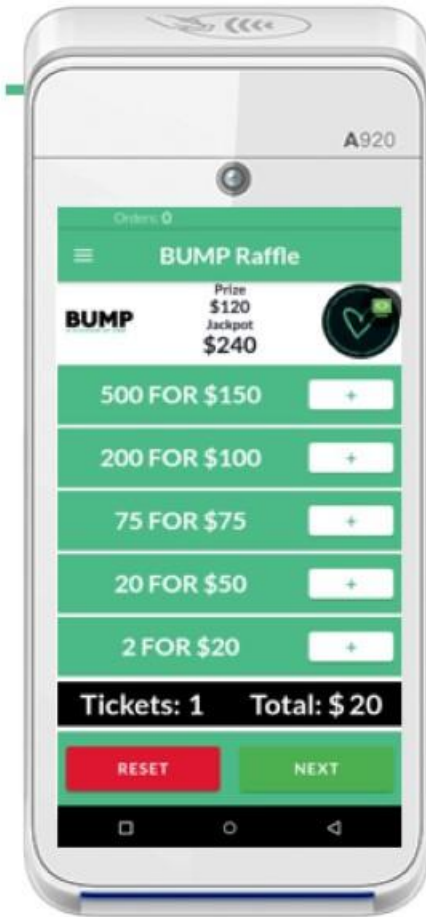
Login Screen

The BUMP app will auto-launch once the Pax device is powered on. If the app does not launch automatically, simply click on the BUMP app icon on the homepage of the device.

To Login:

1. Select BUMP Application
2. Enter seller credentials
3. Press Login

Selling Tickets



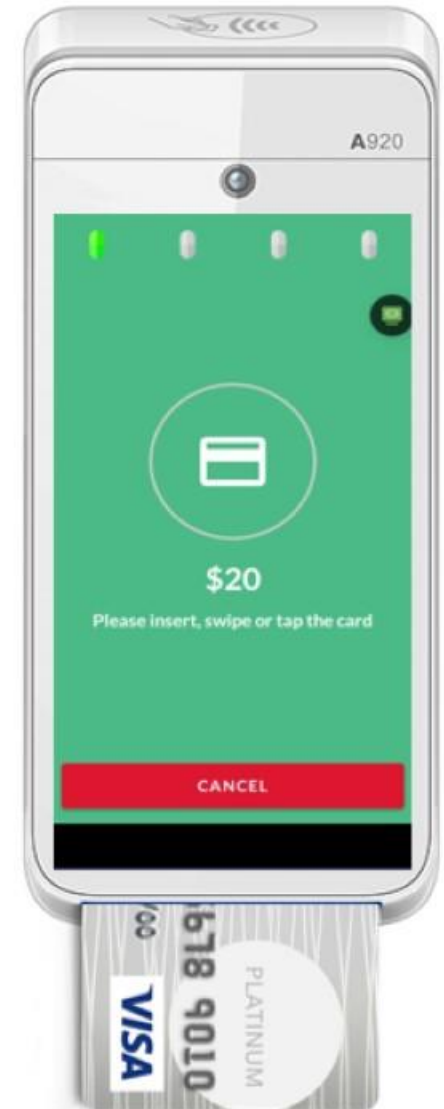
Click the + button next to the price point the customer would like to purchase.



Verify that the 'Total' amount corresponds to the correct amount for the purchase.



Select
Card or Cash



Tap, Insert or Swipe Card.

Selling Tickets



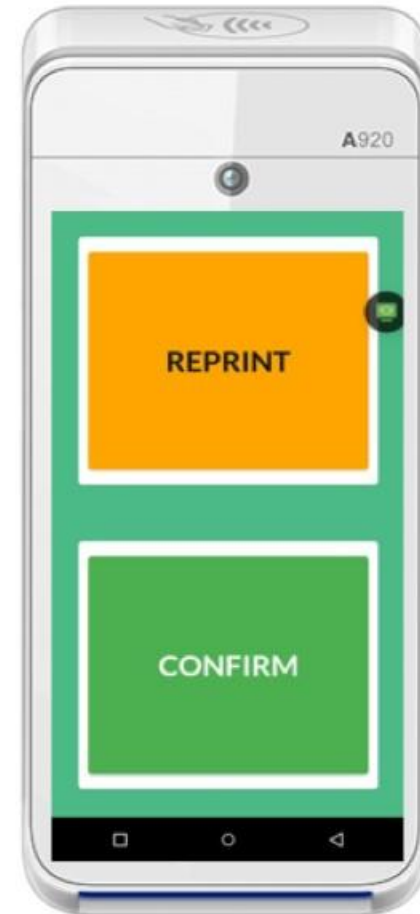
Select 'Print'



Ticket Prints from the PAX



If there was a jam or problem with the ticket, please press 'Reprint' for a new ticket.

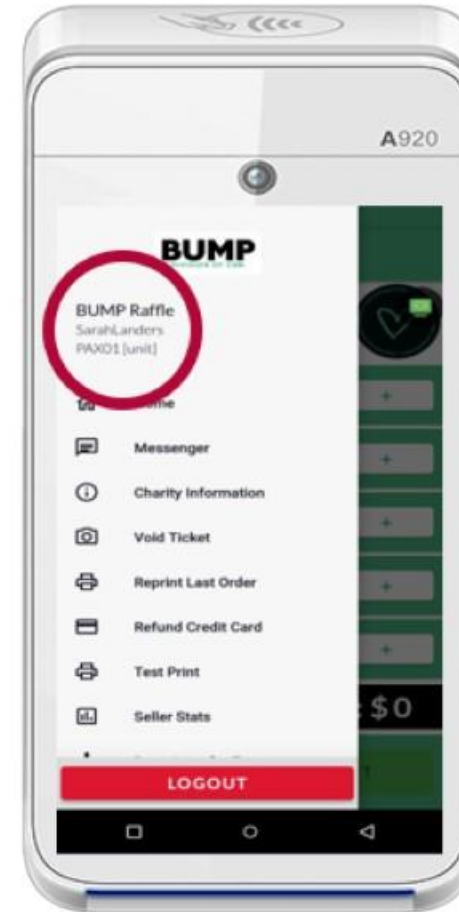
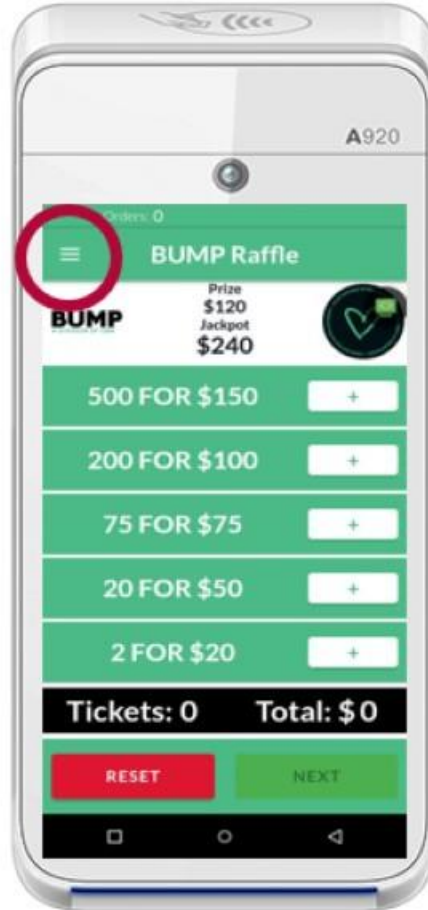


Once the ticket has printed select 'Confirm'

Other Features

Select the “hamburger” menu to access other features.

Additional features will appear on the left-hand side of the screen

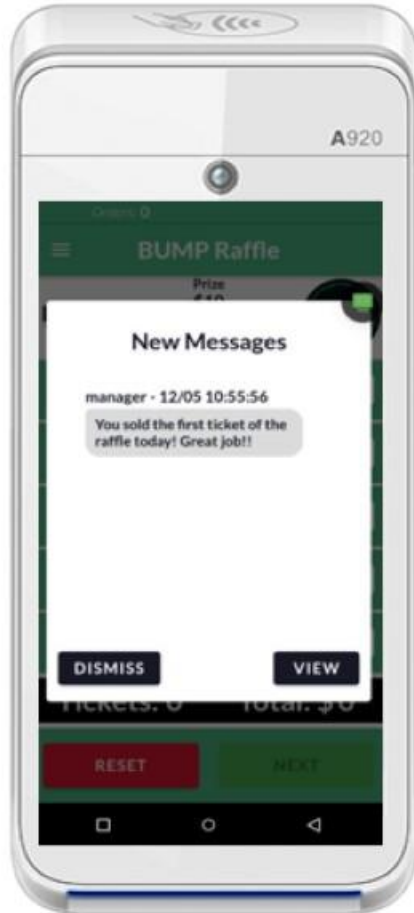


The Seller Credentials and Unit Descriptor can be found at the top of this menu



Sellers can log out of the device by clicking the 'Logout' button at the bottom of the menu

Other Features: Messenger

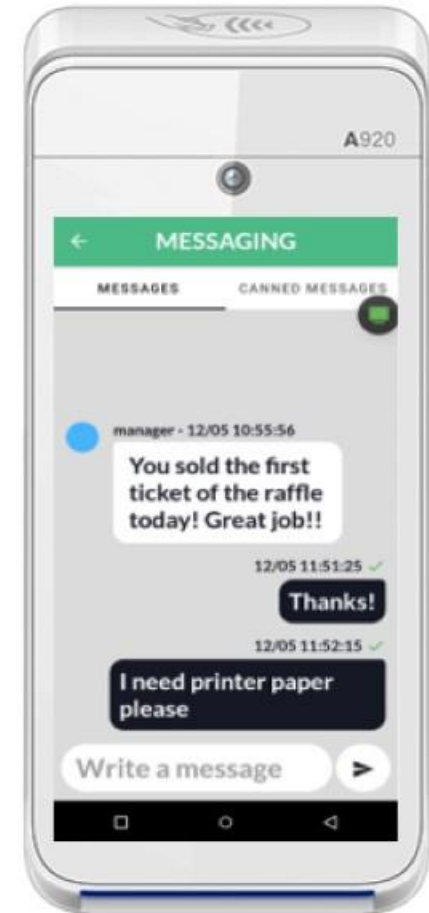


Receiving Messages

From time to time, you may receive a message from the raffle manager, or have a need to send a message to them.

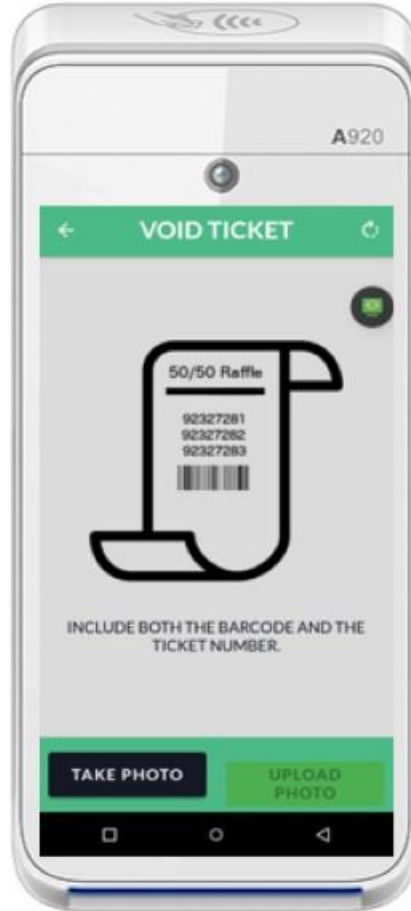
Messages sent from the raffle manager will appear directly on the screen. If you are in the middle of a transaction, and miss the message, you can access it via the Messenger Icon in the Menu bar.

You will then have the option to view messages as well as send a pre-written message or a custom message by clicking Canned Messages.



Message Log

Other Features: Void Ticket Request



Click "Take Photo"

The BUMP app allows sellers to send images of tickets that need be voided and removed from the draw.

The seller can click on the 'Void Ticket' tab in the menu which will then provide instructions on how to take a photo of the raffle ticket.



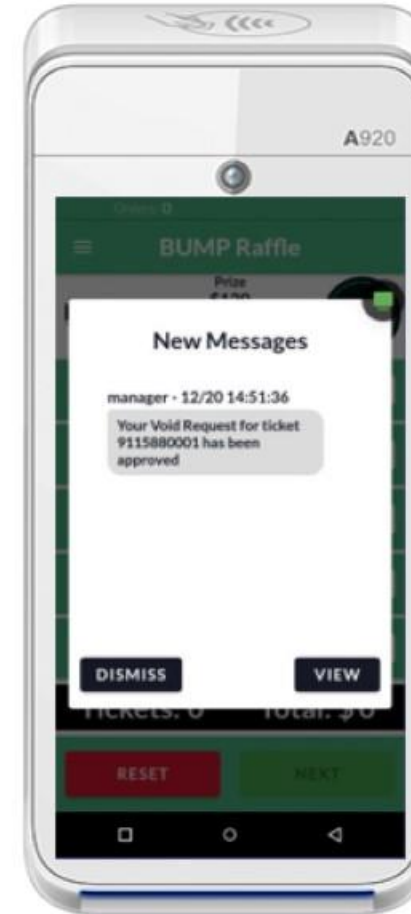
This process does NOT void the ticket. It only sends a photo to the raffle manager and requests them to void. The raffle manager can complete voiding the ticket on the dashboard.



Other Features: Void Ticket Request - Part 2



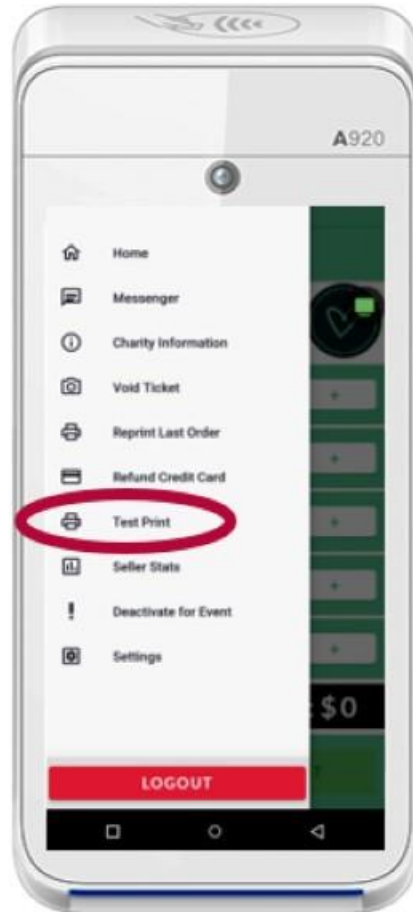
Take a photo of the ticket you would like to have voided. Be sure you have captured the raffle Nnumbers in the Photo. When you are happy with the photo, click “Upload Photo”.



Once the Raffle Manager has seen the request and processed the Void, you will see this message. Press Dismiss or View in Messages.

Test Print

The Test Print feature allows you to ensure your printer is working as planned before processing a real transaction. It is important to use this feature any time you change the paper roll, to ensure that it has been inserted properly and is printing as it should.

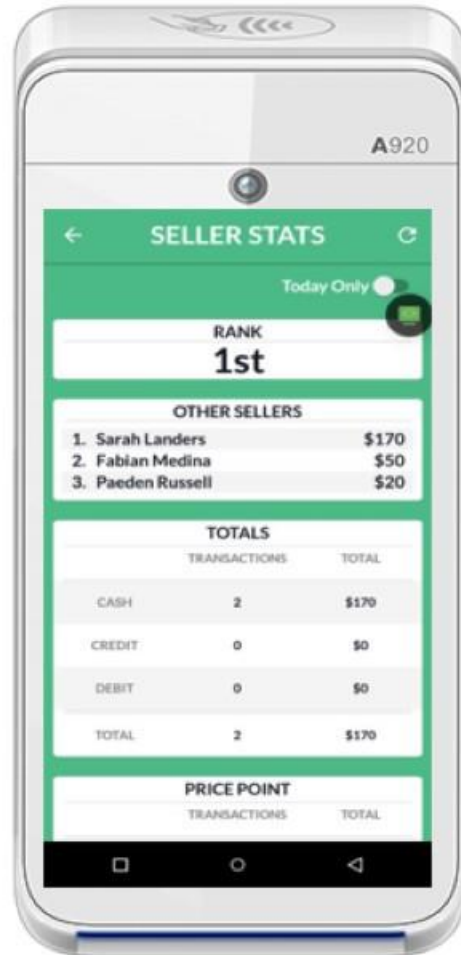


To print a Test Print, you will click the hamburger menu at the top left and find the Test Print option. When you select it, the device will print out a receipt with a title of **TEST TICKET – NOT VALID** and contain fake numbers. This is how you will know it is a test ticket and not a live raffle ticket.

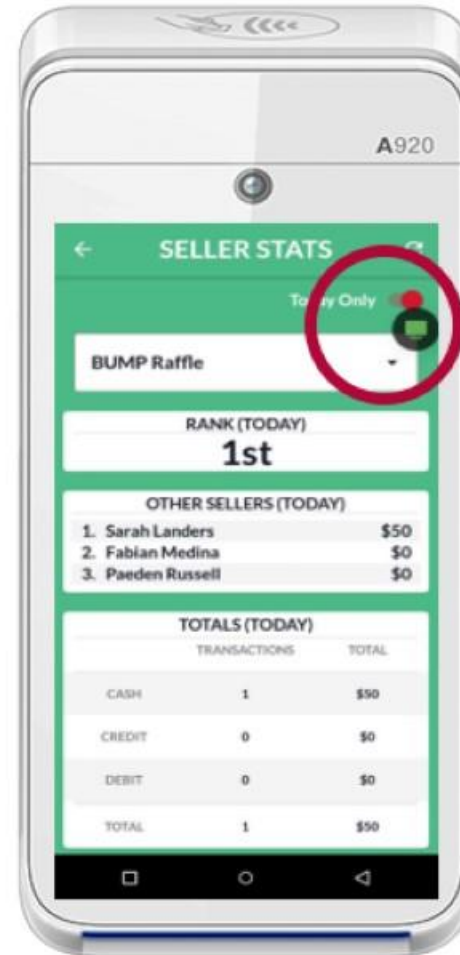
Other Features: Seller Stats

One of the most popular features for sellers to use on the BUMP app is the Seller Stats tab.

This will provide real-time information of the seller's sales along with their ranking against other sellers and price point breakdowns at the bottom.



All Raffle Stats



'Today Only' Stats

If the raffle is a multi-day event, Seller Stats will show statistics for the entire event. If you'd like to view the Seller Statistics for just today, you can toggle on the Today Only switch.

Troubleshooting: Inserting Paper

To insert a new paper roll, pull the lever at the back of the device to open the compartment.



2.



Simply place the paper roll in the compartment, leaving 2cm of paper exposed and close the compartment. The paper roll should be inserted in a way that the paper's fold will naturally fold towards the back of the machine, just as a printing ticket would.

Use the Test Print function in your hamburger menu to ensure your paper has been inserted correctly before processing your next transaction!



Sales Techniques

Don't be passive, Don't be overly aggressive,
Be Proactive!



Seller Speaking Points

- Always start with the \$XX price-point as the “value buy” (combination of greater odds of winning and price-point) when explaining to fans how much a ticket cost.
- Next, share the XXX/\$XX provides greatest odds of winning.
- Then provide bite-size metric to show impact of donation, to pull at their heart strings, and so the fan knows their contribution, even \$20 or \$50, truly makes a difference:

“Every \$20 helps kids be able to
(insert metric here for the foundation)”

Note: If fan chooses the \$20, pause at the confirmation screen and playfully say to fan, “**are you sure?** This is your last chance to buy in at \$20 or \$50, are you sure you don’t want to buy more tickets to increase your odds of winning?!”

Up-Selling

- You will achieve/exceed the jackpot goal with \$XX and \$XX sales.
- Begin with the higher price points and work backwards.
- Position the \$XX donation as the VALUE BUY.
- Highlight increased odds of winning at the higher price points.
- If two people are together, suggest combining money to greatly increase odds. Read the situation!
- Take the fan to the finish line:
 - ... Imagine winning half of the jackpot today!
 - ... Someone is guaranteed to win!



Know Your Raffle

- Age requirement to purchase a ticket?
- Know your Raffle Type: Add-On, 50/50, Merchandise, Early Birds
- When is winning ticket drawn/announced?
- What is web address for rules/prize claiming info?
- What is deadline to claim winning ticket?
- How and when do I receive my winnings?
- Do you need to be present to win?
- What happens if I lose my ticket?
- Is raffle ticket transferrable? Can we buy in groups?
- Are refunds allowed?
- Are there taxes?
- Who do proceeds benefit?
- What forms of Payment do you accept?

Sales Techniques: Do's

- ✓ Be proactive (approach people sitting / standing at end of lines).
- ✓ Have fun & Smile!
- ✓ Dress to Impress. Make sure you have appropriate footwear and you're rocking your Seller gear!
- ✓ Make eye contact.
- ✓ Make an immediate connection.
- ✓ Tease today's estimated jackpot total.
- ✓ Always highlight the jackpot total, not the half the winner receives.
- ✓ Start with the \$XX value buy or higher price points.
- ✓ Up-sell, up-sell, up-sell.
- ✓ Try and get two or more people to go in together to buy tickets.
- ✓ Compete! Against yourself!
- ✓ Remind Purchasers of the great cause they are supporting.

Sales Techniques: Don'ts

- X Be passive / Be overly aggressive.
- X Stand to the side on concourse and/or against the wall. Stand in middle of concourse.
- X Talk on your phone or eat/drink while selling.
- X Guilt someone who says no.
- X Be flippant or unhappy if somebody does not want to buy.
- X Take it personal / Lose Your enthusiasm.
- X Leave your assigned area and/or cluster with other volunteers.
- X Walk around the stadium and not approach people.
- X Start with the lowest price point
- X Resell previously printed tickets.
- X Skip the confirmation page (double-check you selected the correct ticket price).
- X Hit Confirm before the ticket successfully prints.