



COLUMBUS BLUE JACKETS
FOUNDATION

50/50 RAFFLE ORIENTATION

ABOUT THE CBJ FOUNDATION

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 \$17.5 million to the Columbus community since the team's inception in 2000.

RAFFLES IN OHIO

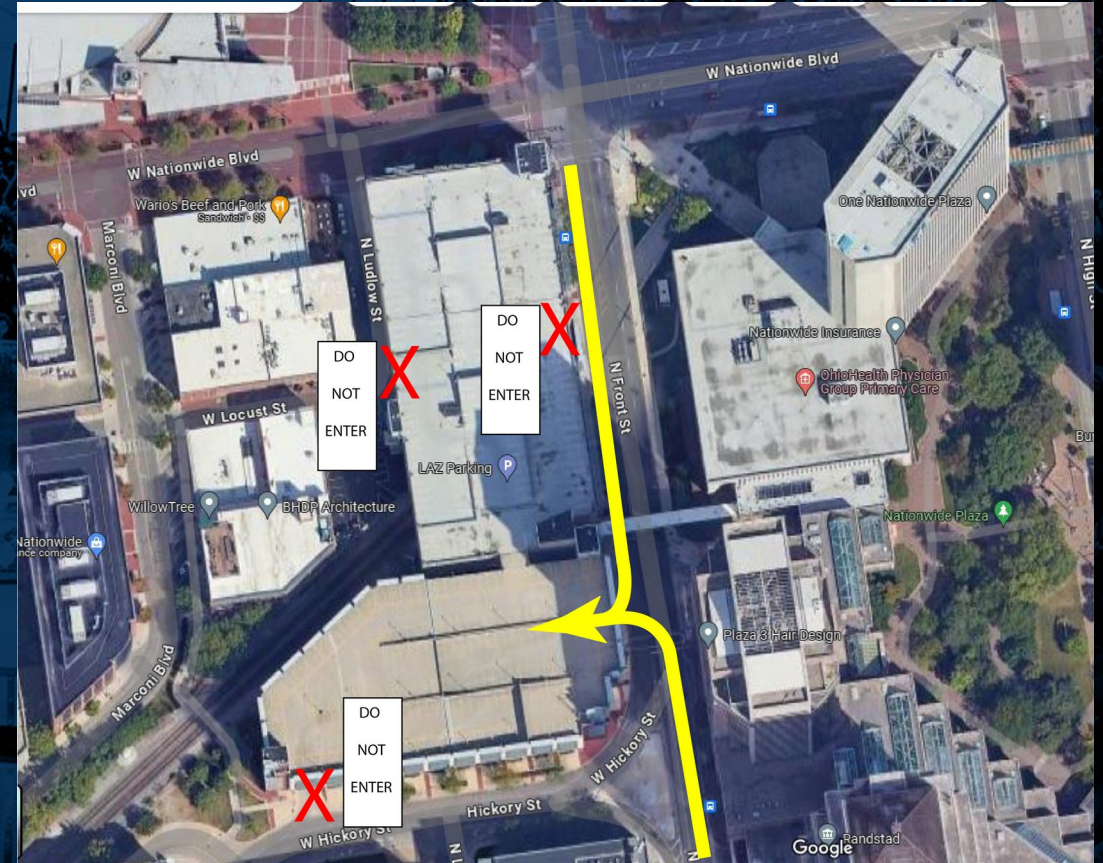
- Mobile sales are available at bluejackets5050.com
- Buyers must be 18 years old
- Buyers can only purchase online within the Blue Jackets Ohio television market to purchase a ticket.
- Volunteers may not purchase tickets and cannot win the raffle.

VOLUNTEER SIGNUP

- Links sent to all group leads, along with a link to see who has signed up.
- Closer to game date, volunteers are sent information on arrival time, parking, what to wear, and general information about the game.
- Training packet sent to team leads in advance, too, so they can share with volunteers.
- Volunteers must be 18 or older.

VOLUNTEER EXPERIENCE: PARKING

- Discount parking is available in the Front Street Garage for \$5!
 - <https://arenadistrict.parkmobile.io/>
 - Discount code: CHAMPION27!
 - Parking pass MUST be bought in advance
 - Detailed instructions will be sent out to all volunteers.



VOLUNTEER EXPERIENCE: ARRIVAL AT THE ARENA

- Volunteers are asked to arrive an hour before doors open on their game night.
- Enter at the McConnell entrance and go through Security.
- Volunteers guided through arena to 50/50 room (outside of section 106) for training.

VOLUNTEER EXPERIENCE: TRAINING & LOCATIONS

- Volunteers will be given an apron, sign, handheld device, and location cards.
- CBJ Foundation team members will conduct a training.
- Once training is over, selling can begin!

VOLUNTEER EXPERIENCE: THINGS TO KEEP IN MIND

- Wear comfortable shoes and warm clothing – the building is cold!
- Layers are your friend.
- Blue Jackets gear HIGHLY encouraged but not required.
- If sellers run into issues, they can return to the 50/50 room outside of section 106 or stop by the Foundation kiosk outside of section 110.
- You can also message raffle staff through the Bump app.

RAFFLE SUCCESS: BE READY TO TALK ABOUT YOUR ORGANIZATION

- Have an elevator pitch about your organization.
- Know your mission statement.
- Basic info about the CBJ Foundation.
- When you care, buyers care!

RAFFLE SUCCESS: HAVE FUN AND SELL

- A seller who is having fun is a successful seller!
- “Winning ticket sold here!”
- “Buy a ticket, change your life!”
- “The winning ticket is waiting for you!”

RAFFLE SUCCESS: INCENTIVES TO SELL

- Offer prizes to your sellers!
- Highest sales
- Highest number of transactions
- Best sales pitch



CONTACT INFORMATION

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