



The Growth Engine® Customer Success Story

Ouray Achieves Outstanding Fundraising Goals With Jeep Raffle During Uncertain Times

Customer Profile

Ouray Chamber Resort Association

Located in the heart of the San Juan Mountains in Southwest Colorado. Ouray is known as the "Switzerland of America". The mountains and canyons surrounding Ouray are filled with some of the West's most unforgettable scenery, and make for the perfect destination for outdoor adventures year round. For over half a century, the Ouray Jeep Raffle has been a successful, community-oriented fundraiser that raises \$100,000 to support local environmental nonprofits that promote trail responsibility in and around Ouray, Colorado.

The Challenge

Ouray did not achieve its 2019 fundraising goal for their annual jeep give away and amid the COVID-19 pandemic, was falling behind in its 2020 goal. Ouray partnered with The Growth Engine to close the gap and generate \$60,000 in raffle ticket sales between November 15, 2020 to December 31, 2020.

The Approach

As a new partner for Ouray, CO, The Growth Engine was the full-service, multi-channel partner the city of Ouray needed to achieve its goals. For Ouray, The Growth Engine built a multi-channel digital fundraising program utilizing email, paid social, programmatic, and strategy.

For the digital fundraising program, The Growth Engine developed personas and deployed personalized messages with new video assets at each touch point providing continuous strategic insights based on program performance. The Growth Engine provided industry leading advice and support including fundraising strategy, innovative creative, strong account management, and performance analytics. Reporting was provided via on-demand budget pacing and performance, in a single dashboard, with full visibility specifically designed to monitor KPIs essential to the program in real time.



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The Outcome

The Growth Engine hit the goal quickly, within days vs weeks, leveraging targeted, personalized multi channel approach to drive engagement and raffle ticket purchase - promoting both the raffle give away and Ouray Tourism, achieving extraordinary year over year revenue growth.

"We can not be more pleased with the results The Growth Engine delivered to us" - Julie Duckles, Board Member, Ouray Tourism Board



“The raffle promotion has been run every year for the last 47 years and we have never been able to exceed our sales target within such a short time. Their quick to action, flawless execution, and their understanding of our target audience are key factors to the outstanding performance they delivered. I can not recommend The Growth Engine highly enough as a Revenue Marketing agency.”

- Bill Hall, President of Sustainable Tourism Roadmap Committee



Keys to Success

1. Creating highly effective, personalized outreach messaging that resonated with target audience and personas

This is one of the most critical success factors of any campaign. Focusing on Ouray's target market, The Growth Engine developed personas and created effective, personalized messages for all digital channels.

2. Combining proven fundraising discipline with best-in-class media strategic planning

The Growth Engine's methodology is quick, strategic and performance based. This allowed for effectively deploying well planned and executed campaigns in a very short timeframe exceeding set objectives and goals.

3. Advanced email data cleanse to optimize inbox performance

The Growth Engine is data focused to maximize results. Prior to launching any campaigns, The Growth Engine leveraged industry expertise to cleanse and segment both prospect and customer data to optimize performance.

4. Key Performance Indicators Dashboard

A single source dash board was created to provide real-time results and full visibility to Ouray board members and management of core KPIs.

About The Growth Engine

The Growth Engine (TGE) is a revenue generation agency that specializes in providing tailored strategies, actionable road maps and execution services for business leaders committed to developing a revenue generation strategy in their organization

With a team of over 50 marketers, project managers, and developers, TGE brings a global, best in breed experience to help companies create a winning revenue generation engine addressing their strategy, resources, systems, processes & structure; that affects their ability to optimize revenue. The outcome is the creation of a robust "Revenue Generation Engine" that is capable of delivering desired revenue outcomes. At TGE we are renowned for agility and tenacity, while maintaining a constant vigilance towards revenue generation and excellence in execution for our clients.



Contact info@the-growth-engine.com for a complimentary diagnosis of your current revenue generation practice and how you can improve your revenue results.