

ENDEAVOUR FOUNDATION

Opportunities for people with a disability

About Endeavour Foundation

The Endeavour Foundation is one of the largest non-government disability services organisations in Australia, providing both direct assistance and employment to thousands of people with physical and intellectual disabilities across Queensland and New South Wales.

To help support these activities the Endeavour Foundation runs one of the largest art unions in the country, focused primarily on prize homes and run eight times per year. The Endeavour Foundation uses a combination of traditional marketing techniques such as direct mail, telephone and television advertising in combination with an active online presence using email marketing, website and social media.

Life Changer Lottery

In 2012 the decision was made to revitalise the prize home campaigns by introducing the Life Changer Lottery.

With a significantly larger prize pool, new pricing options and expanded marketing activities, it was designed to both

reinvigorate the current supporterbase as well as to grow it both in their home state of Queensland and also new markets throughout Australia.

A significant barrier to this plan was the 30 year old WANG based lottery system on which the organisation still relied.

Through clever technical tricks the organisation had managed to keep the system working even through the demise of WANG, Y2K and the introduction of GST.

What Endeavour needed was a new system that provided a solid foundation for future growth and was capable of being adjusted to support many of the clever things that had been developed in their system over three decades.

It had to support large volumes of online, point of sale and manually entered orders, and it had to support hundreds of thousands of supporter records.

The real challenge was that the new system had to be ready in only nine weeks.

The Life Changer lottery commencement date was set and could not be moved.

Endeavour Foundation and MAILman

DMS was the only organisation with both the product and the team deemed capable of pulling this off.

The DMS MAILman product's proven history in lotteries and art unions, combined with DMS' online transaction and portal capabilities made them the only choice.

Importantly, DMS is a local company whose development and support team was right here in Queensland.donation page, making the donation process very quick and easy.

Since its implementation the MAILman system has supported over a dozen new prize home draws with



The screenshot shows the website for the Endeavour Foundation Life Changer Lottery. The header includes the Endeavour Foundation logo, the text 'Opportunities for people with a disability', and the 'Life Changer Lottery' logo. Navigation links include 'Home', 'House Prize', '2nd-8th Prize', '9th-1000th Prize', 'More Prizes', 'Gift Ticket', 'AP Rewards', 'The Cause', 'Winners', and 'Contact Us'. A search bar and social media icons are also present. The main banner features a large image of a modern house with a pool and the text 'Win 1,000 prizes valued over \$2.5 million'. Below the banner are smaller images of prizes: a boat, a red car, a building, and a black car. At the bottom, there is a countdown timer showing '18 Days 20 Hours 53 Minutes 38 Seconds' and a 'BUY TICKET' button.

hundreds of thousands of customers, millions of dollars in orders, complex multi-channel marketing campaigns. During peak periods it has handled thousands of orders in a single day.

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- Home
- House Prize
- 2nd -8th Prize
- 9th -1000th Prize
- More Prizes

4 ways to order

1. CONTINUE TO BUY TICKET ONLINE

2. ORDER BY PHONE

1800 63 40 40 (Australia)
New Zealand: 0800 44 22 35
International: +617 3908 7295

3. ORDER BY POST

[Click here to download the printable ticket order form.](#)

4. BUY AT PRIZE HOME

Visit the prize home and buy your tickets there.
[Click here to see location and map.](#)

Custom Development

The new supporter portal and point of sale system provide the supporters with self-service capabilities such as reprinting tickets, updating their own contact details, maintaining their regular purchasing subscription, purchasing gift tickets for others and more.

The Endeavour Foundation now has a robust, scalable lottery management system, capable of supporting its operations for many years into the future.



The new point of sale system makes processing orders at the prize home, particularly during peak hours when queues are sometimes down the street, faster and more efficient.

MAILman's completely integrated architecture means there are no file transfers, no rekeying or double handling of orders.

The system validates customer information as it is being entered and automatically detects and merges duplicate entries.

The Solution

MAILman has shown itself more than capable of handling Endeavour-scale operations.

The DMS CAMPAIGNman product, which is part of the MAILman suite, handles all the reporting, campaign analysis and customer selection requirements.

With these tools Endeavour can accurately target their communications while putting privacy and communications preferences directly in the hands of their supporters.

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Could your organisation benefit in the same way?

To find out what DMS can do for your organisation, contact us today on

1800 334 060 or info@dmsw.com.au

www.dmsw.com.au