

ESTABLISHING A SUCCESSFUL WEEKLY LOTTERY FROM THE GROUND UP IN JUST 6 MONTHS

RNIB and Woods Valldata successfully set-up and manage a new weekly lottery to bolster and support RNIB's growing prize-led fundraising portfolio.

RNIB'S GOAL

Modelling and forecasting had shown Weekly Lottery as a lucrative fundraising addition enabling cross-sell and re-engagement to their current supporter base. The challenge was to build the programme to achieve an ROI in less than 2 years.

SUCCESS

The weekly lottery systems were set-up ready for launch within 6 months including all data import and export routines and response and fulfilment requirements for a compliant, smooth running weekly lottery – leaving RNIB confident in each and every draw week-in, week-out.



ACQUISITION
AND SET-UP
WITHIN 6 MONTHS

“Woods Valldata and RNIB have worked together for many years, on a number of programmes including our large RNIB raffle and weekly lottery, and we have always been impressed with their consistent ability to deliver. Woods Valldata's Account Management is very good – they're friendly, efficient and cope well with a large volume of work.”

Toby Beddoe, Retention Manager, RNIB

SERVICES

- ▶ Gambling Commission Advice
- ▶ Account Management
- ▶ Compliance Support
- ▶ Response Handling
- ▶ Fulfilment
- ▶ Direct Debit Processing



OUR APPROACH

Audit

The first milestone step was to support the business case from the fundraising team for a weekly lottery. Woods Valldata analysed existing warm data profiles to model the propensity for cross-sell amongst existing supporters and forecast cold acquisition across multiple channels based on extensive weekly lottery management experience. This helped prove that weekly lottery was a viable long-term product for RNIB.

Recommendations

The audit enabled us to confidently recommend the weekly lottery cross-sell and acquisition targets for RNIB.

Cross-sell – Use direct mail and telemarketing combined to help cross-sell to existing RNIB supporters across active, lapsing and lapsed segments focusing on the most attractive (raffle and/or regular giving) segments first.

Cold acquisition – Include weekly lottery as part of cold acquisition of supporters for RNIB – implemented after the weekly lottery was launched and has since become an essential acquisition product for RNIB.

Digital – Introducing digital play at the outset to give RNIB players the widest range of playing opportunities available.

We recommended that the weekly lottery launch within 6 months of the contract being awarded, including operational set-ups involving a number of different organisational departments.

Implementation

We project managed the set-up of the weekly lottery alongside the RNIB fundraising team in just 6 months working in close partnership with numerous departments including:

Finance – Bank account set-up, reporting, processing and submitting BACS and working to meet Gambling Commission requirements.

Fundraising – Close collaboration throughout, ensuring supporter touch-points (marketing and administrative communications by email, online, telephone and post) support the ethos of RNIB.

Digital – Coordinate the weekly lottery design approach across both offline and online media including direct mail, online and telephone.

Third Party Suppliers – Set up data transfer and reporting with ten third-party agencies so that all weekly lottery sign-ups are imported into the system soon as possible and supporters can start to play with no delay.

We fully report to RNIB and all agencies, ensuring RNIB and their agencies are able to work with up to date figures for planning, measurement and forecasting.

CONTINUOUS IMPROVEMENT

We continue to work in partnership with RNIB, systematically improving the weekly lottery product proposition to perform year-on-year.

- ▶ Supported the implementation of additional acquisition channels
- ▶ Introduced trigger communications to suppress attrition in the programme
- ▶ Introduced additional player features making the lottery even more interactive and accessible for players
- ▶ Grown the weekly lottery year on year to one of the best ROI products RNIB operate

**FEEL GOOD
FRIDAY
LOTTERY**

ABOUT WOODS VALLDATA

We're passionate about helping you help your beneficiaries. We believe in what we do and make it our mission to be the best. Our team of 200+ sector specialists help charities raise over £100 million in fundraising income per year. We offer an unparalleled level of service, with the strategic insight to identify opportunities and inform innovation whilst following the highest compliance standards for PCI, ISO and the Gambling Commission.

Whatever you're looking to achieve with your fundraising, Woods Valldata are there for you.

To talk to us about your individual giving programmes, contact us on charities@woodsvalldata.co.uk