CASE STUDY
DATA STRATEGY AND INSIGHT

BATTERSEA
HERE FOR EVERY DOG AND CAT

+

WOODS
VALLDATA

DEEP DIVE DATA ANALYSIS SETS HIGHER RAFFLE GROWTH ASPIRATIONS

The Battersea Dogs & Cats Home raffle is in the top 10* best performing charity raffles in the UK – it continues to perform brilliantly. So how do we grow and develop it further?**

GOAL

Battersea has worked with Woods Valldata on their raffle for more than 9 years. Over this time, their raffle has grown consistently. A healthy testing programme and investment in acquisition means the raffle now achieves over £1m gross income each year. But could the raffle work even harder; Increasing ROI and improving the supporter experience? Future proofing for a new audience demographic? And are we testing the right things to deliver the best results?

Woods Valldata, as prize-led fundraising experts, suggested Battersea look again at the strategic direction of the raffle starting with a deep dive data analysis project and recommendations.

SUCCESS

▶ Clear understanding of player behaviours and programme traits such as key attrition points

▶ Positive reinvigoration of the wider fundraising team around raffle

▶ Data re-segmented to increase life-time value and improve engagement

▶ Diversification of programme to attract additional / peripheral supporter types

▶ Test plan including key engagement pieces created to improve results over time against strategic objectives

▶ Supporter journey planning by channel (direct mail and digital) to improve supporter experience

* Based on raffle submitted proceeds to the Gambling Commission 2020

BATTERSEA RAFFLE PROGRAMME GROWTH

	Gross Income	Net Income

2015 2016 2017 2018 2019 2020 2021
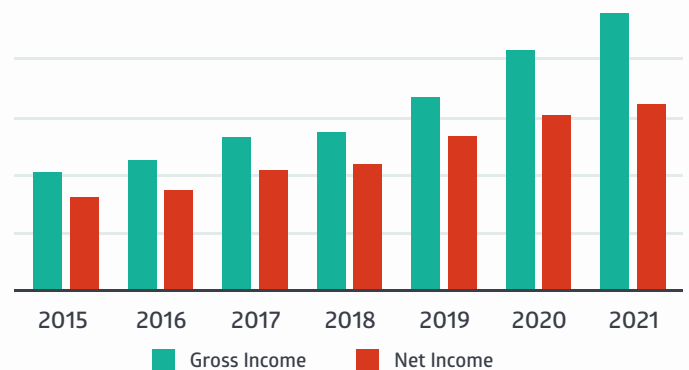
Battersea Raffle has seen YOY programme growth for over 8 years

SERVICES

▶ **Data strategy and insight**

▶ **Idea generation**

▶ **Raffle management**

GAMBLING COMMISSION

THE IoF PLATINUM MEMBER

DMA Data & Marketing Association

PCI DSS Level 1 ✔ SERVICE PROVIDER

Chartered Institute of Fundraising

ISO 9001 CERTIFIED ISO 14001 CERTIFIED ISO 27001 CERTIFIED

OUR APPROACH

Audit

The start of the project centred around a raffle data analysis deep dive to look at:

▶ Segmentation and sector benchmarking

▶ Focusing raffle strategy and supporter journey elements where they are needed most

The resulting insights helped focus thinking, inform idea generation, and provide recommendations to take forward for the programme.

Recommendations

5 core recommendations came from the deep dive data analysis.

1 Continue to grow active player volumes through warm conversion and cold acquisition

2 Retain active raffle players through key engagement pieces

3 Reactivate lapsing raffle players with targeted reactivation communications (outside of the existing data model)

4 Consider the ask strategy across 0-12m segments within the model to maximise response

5 Maximise lifetime value by focusing on converting one-off players or new recruits into repeat players

Implementation

Once we had a clear picture relating to the background of the raffle, our player personas, behaviours and core areas for change we worked collaboratively with Battersea to identify where best to focus our efforts.

"The effort / impact matrix made it clear what we can get on and do quickly and easily and what will take more time. This has really kept the team motivated and we know what we need to do for the upcoming raffles. It's just made things a lot easier."

We're at the start of the journey of implementation to the raffle. But the process has delivered significant benefits for Battersea already:

▶ Understanding the raffle programme and where opportunities lie

▶ Increased excitement around the raffle within the team, and across the fundraising organisation

▶ Clear pathway to increased success within optimised segmentation planning, ask strategy, new innovations and initiatives, and test plan

"The process has been great from the get-go. Helen Daw managed to portray the data in a way that is understandable and relevant for all experience levels in the meeting. Plus, having a follow-up workshop was great to cement ideas. I really feel Woods Valldata is an extension of the team at Battersea and I'm excited to grow our relationship going forwards."

Kat Townsend, Digital Marketing Manager, Battersea Dogs and Cats Home

CONTINUOUS IMPROVEMENT

A strategic plan is an organic document. It will continue to be fed over each campaign by test results, and campaign results. We'll continue to track trends at regular touch points throughout the year and adjust the plan if needed. It's all part of our collaborative raffle planning approach – working in ongoing partnership with our charity partners.

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

RAFFLE | WEEKLY LOTTERY | RESPONSE HANDLING | FULFILMENT | DIGITAL SCANNING | DIRECT DEBIT PROCESSING | DATA STRATEGY AND INSIGHT