

493% INCREASE IN PLAYERS CHANCES IN LAST 10 YEARS

The close ongoing partnership of Guide Dogs and Woods Valldata has built an industry leading weekly lottery programme from humble beginnings.

GUIDE DOGS' GOAL

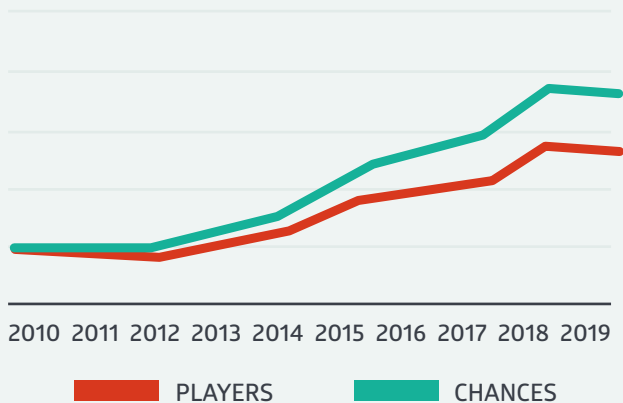
With declining player volumes and a stagnant weekly lottery programme, Guide Dogs identified that they needed a partner with the passion to refresh their fundraising channel and the expertise to develop it into a significant income stream.

SUCCESS

The success of the Guide Dogs weekly lottery continues to be founded in the long-lasting relationship between Guide Dogs and Woods Valldata.

- ▶ Acquisition channels increased from 1 to 6*
- ▶ Number of players increased by 238% between 2009 and 2019 and chances by 493%
- ▶ Cold CPA telephone fundraising exceeding targets by 25% per month

* Introduced TM, F2F, online, press and events to add to DM acquisition.



SERVICES

- ▶ Annual Planning
- ▶ Strategic Advice & Consultancy
- ▶ Gambling Commission Advice & Support
- ▶ Efficient Programme Management
- ▶ Direct Debit Processing
- ▶ Response Handling & Fulfilment
- ▶ Draw Management



OUR APPROACH

We managed the migration process of both raffle and weekly lottery from beginning to end keeping fundraising, finance and data teams up to date with progress throughout. Precision planning was the key to its success with a clear timeline and indication of responsibilities, split between Guide Dogs, their previous supplier and Woods Valldata. Key elements included:

- ▶ Detailed data specifications provided at the start
- ▶ Robust testing of data imports and exports
- ▶ Dummy draw run in parallel with last live draw with the previous supplier
- ▶ Programme migration within 5 days to be up and running for next live draw

The process ran smoothly and successfully and all involved were pleased with the ease of its transition.

“I can safely say that Woods Valldata provide a fantastic service, with friendly and professional account management. Our fundraising products have grown considerably since we began working together, helped greatly by the specialist knowledge and scalability that Woods Valldata provides.”

Chris Allum, Individual Giving Campaign Manager - Guide Dogs

CONTINUOUS IMPROVEMENT

We continue to be passionate about innovation for Guide Dogs' weekly lottery to deliver cost effective results and continuous growth. Recent innovations include:

- ▶ **Review and development of welcome packs to drive stewardship and retention**
- ▶ **Emergency implementation of new channel (restriction on F2F due to COVID19) achieved in 2 days**

We know that ease of communication, reporting and data transfer, supported by a knowledgeable and service-oriented account management team has been fundamental to the success of Guide Dogs' revitalized Weekly Lottery.

Laura Illsley, Account Director at Woods Valldata explains: “The key to the successful relationship has been the ability to identify strengths and work as an integrated team comprised of the charity team, Woods Valldata and other specialist suppliers. We take care of all Direct Debit administration and ensure all new players, from all channels, are welcomed into the programme and start to play promptly.”

Lucky 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