

DATA STRATEGY AND INSIGHT TO MAKE RNIB'S RAFFLE THE BEST IN BRITAIN

Woods Valldata and RNIB work together, using data insight, to plan a new successful pathway to turn around a declining raffle programme.

GOAL

The RNIB raffle was in 'managed decline'. New volume had not been recruited to the raffle for many years. New players were coming on board through cross-sell but not at a volume to stem the decline. In light of a changing economic backdrop, Woods Valldata challenged the situation and together with the RNIB internal insights team we used data to determine what the coming years would look like for the raffle and how the situation might be turned around. Newly enthused, RNIB wanted to make their raffle the best in Britain.

SUCCESS

- ▶ Clear strategic pathway to grow and develop raffle created
- ▶ Supporter first data model and selection enacted
- ▶ Secondary benefits to running the raffle highlighted such as legacy prospecting demonstrating high lifetime value of programme

"Woods Valldata have been our trusted partners for many years. They challenged us to look again at the potential of the raffle and worked in partnership with us, providing a structure and a process that got us quickly and efficiently to a clear prioritisation and action plan based on data insight."

Andrea Jones, Head of Individual Giving, RNIB

RNIB **WIN WIN** Raffle

Get that
winning
feeling!

SERVICES

- ▶ Data strategy and insight
- ▶ Raffle management
- ▶ Response Handling, banking & thanking

GAMBLING
COMMISSION

PLATINUM
MEMBER

DM
Data &
Marketing
Association

PCIDSS
Level 1
SERVICE PROVIDER

Chartered
Institute of
Fundraising

ISO 9001
CERTIFIED
ISO 14001
CERTIFIED
ISO 27001
CERTIFIED

OUR APPROACH

Background

The RNIB raffle programme was in 'managed decline', a strategic decision made when the acquisition focus of fundraising was on regular giving. But in a changed environment post pandemic and moving into a cost-of-living crisis, where supporters are responding to regular giving asks with one off gifts, was this still the best strategic decision? Woods Valldata and RNIB workshopped what the raffle meant for RNIB and for their supporters. We used data to look at what the impact of seeing 'managed decline' through meant, not just for raffle, but for the wider income potential across products and supporter opportunities for players. And it became clear that raffle needed to be part of the fundraising mix. We needed to turn managed decline into programme growth – with the ambition to become the biggest raffle programme in Britain.

Recommendations

Data insights formed the foundation of decisions to be made. We needed to make sense of the information we had to ensure we formulated to most effective plan for RNIB to reach their ambition. This required a partnership approach, working together with RNIB's internal fundraising team and insights team. We recommended a staged approach including data analysis projects and multi-stakeholder workshops to agree an action plan based on evidence from the data.

Implementation

Together, Woods Valldata and RNIB worked through 4 key stages to create a comprehensive plan to meet the new raffle ambition.

- 1 Define the goals and objectives** – Working together in a workshop environment, using data analysis and insights prepared before, we understood the opportunity open to us and set clear, achievable, measurable objectives.
- 2 Gather additional knowledge** – Gaining an understanding of the raffle players enabled us to plan in the best way possible with the supporter experience at the centre of decisions. This would in turn lead to greater income potential, increased loyalty and ongoing return on investment (ROI)

3 Use the insights – An Impact / Effort Matrix was used to plot actions across quick wins and longer-term developments. This allowed us to create a prioritisation and action plan to focus our energy into the most effective areas to deliver short-term and longer-term results. These included:

- Growth of player volumes through warm conversion and cold multi-channel acquisition
- Selecting the best data for each and every raffle and using it intelligently to engage players
- Maximising response, play rates and lifetime value via best-in-class supporter journeys
- Utilising known raffle best practice levers to maximise gift, response and lifetime value

4 Data strategy – This was at the root of achieving our objectives and goals. It was vital to the success of the prioritisation and action plan we had agreed. Our key data strategy approaches were to:

- Define a new data selection process and models to maximise volumes and response for raffle
- Develop an acquisition programme to build players
- Apply the data to the new supporter journeys, products and channels to encourage loyalty, maximise response and gift across audiences
- Apply data-led new creative and incentives to support
- Consider the ask strategy
- Explore the thanking approach

CONTINUOUS IMPROVEMENT

We're at the beginning of this journey and are implementing the actions from these data insight and strategy stages. We have a lot to do still, and to learn. That's why we've made sure that we implemented a test and learn programme into the strategy so that we can review, refine and develop the programme ongoing. This includes minor refinements to existing elements of the programme (for example, the data model and selections) and the introduction of new elements (for example SMS, UX and website development).

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