

## INCREASING NET-INCOME THROUGH PLAY-AGAIN RATES AND PLAYER RETENTION

Implementing an incentive programme increases response rates by over 15%

### GOAL

Raffle is a core fundraising product for RSPB and resonates well with their supporters. Cross-sell into raffle from other programmes is a vital part of developing the life-time value of supporters, with 10% of new players entering the programme that way. As a result, the programme is thriving. We wanted to find a way to keep players playing. And so the Golden Ticket incentive draw was launched.

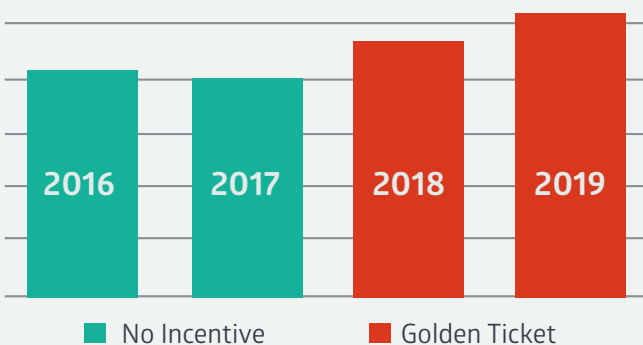
### SUCCESS

- ▶ 15% higher response rate YOY for 0-12m active raffle players in first incentive draw
- ▶ Minimal additional programme cost for significant returns



Golden Ticket incentive launched Christmas 2018 seeing a 15% increase in response rate year-on-year and a further 10% increase the following year.

0-12m Christmas Raffle Response Rates



### SERVICES

- ▶ Raffle Strategy
- ▶ Print & Production
- ▶ Response Handling



# OUR APPROACH

## Audit

Woods Valldata work closely with RSPB on their raffle strategy and this all starts with the data. We identified that more could be done to retain the important 0-12m raffle players to stop them lapsing into 13-24m players, with the associated drop in response and gift (more than 50% reduction compared to 0-12m players).

We wanted to bring some additional excitement into the programme.

## Recommendations

Incentive draws stimulate either response or gift levels within the raffle programme. Out of the many incentive draw types available, we recommended Golden Ticket as a test case for 0-12m retention at peak raffle period: Christmas.



## Implementation

With RSPB's primary objective being net income, we needed to keep costs to a minimum in launching the incentive. The biggest additional cost would be printing the base stock for letters and outers for an additional variant. We were able to avoid any additional cost by making the Golden Ticket promotion part of the variable laser-printed text: showing through the address window and in the letter copy itself. In this way it's only the Golden Ticket insert printing and the prize offered as part of the additional draw which added any cost.



# CONTINUOUS IMPROVEMENT

Woods Valldata work in partnership with RSPB on their prize-led programme, continually looking for ways to improve net income and player volumes. From incentives to drive play again rates, to pack design changes to increase door-step standout, to variable thanking routines to acknowledge support and build relationships, Woods Valldata make considered and appropriate strategic recommendations that continue to incrementally strengthen the RSPB raffle programme.

“Woods Valldata have been helpful with the implementation and innovation behind our Golden ticket incentive, which has grown from strength to strength over the last few years.”

**Natalie Allen,**  
Direct Marketing Manager – Prize Led, RSPB

# 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](mailto:charities@woodsvalldata.co.uk)