

GROWING LOTTERY – THE EASY WAY

Redwings is the UK's largest horse charity, responsible for over 2,000 horses, ponies, donkeys and mules, and funded solely by supporter donations.

Their aim is to provide and promote the care and protection of all horses and donkeys by offering a place of safety to those in need, rehoming those with the potential for a fulfilling life outside the Sanctuary, and educating owners and future generations about the value of horse welfare.

GOAL

Redwings know their supporters well. Following a review of their fundraising activities they identified some gaps in their portfolio that might appeal to both their existing supporter base and new supporters.

Redwings have a strong raffle base. They also have a strong and loyal social media following who are currently not financially supportive. They know that prize-led engages their supporters, but how could they connect with their social media base to encourage giving? After significant research Affinity Lottery from Woods Valldata offered the perfect fit: a mix of digital platform driven, regular giving-based, and prize-led giving centred.

SUCCESS

- ▶ **60 players recruited 5-weeks from launch without any ad spend**
- ▶ **Strengthened collaboration with fundraising comms bringing such a strong product to market**
- ▶ **Simple and straight-forward handover of platform to the operational team**

“Affinity Lottery is very easy with lots of support, low risk and you still get to deliver a really professional and compliant product at the end of it.”

**Gemma Walpole, Executive Director
(Income & Engagement)
Redwings Horse Sanctuary**



REDWINGS WEEKLY LOTTERY



SERVICES

- ▶ **Affinity Lottery Platform**
- ▶ **Affinity Lottery Microsite**
- ▶ **Third-party imports**
- ▶ **Direct Debit management**
- ▶ **Regular data feeds**

OUR APPROACH

Audit

Once the decision was made to progress with weekly lottery, Redwings researched the market. Affinity Lottery from Woods Valldata was the perfect fit. Compliant, easy to use, low up-front investment and high potential returns. Plus additional support from the friendly team and guide-based resources meant that questions could quickly be answered.

“Our main concern was around financing a lottery without taking money away from the animals. Affinity meant the upfront risk is taken away as there’s such a low set-up fee and we don’t need to cover the prizes each week.”

**Gemma Walpole, Executive Director
(Income & Engagement)
Redwings Horse Sanctuary**

Implementation

In the first five weeks, Redwings recruited 60 new weekly lottery players with only organic channels. With such a promising start they’ve created an income generation plan for the future including donor journeys and looking at how to present their new offering for acquisition and retention.

Affinity lottery is a completely new product for Redwings. This has given them the opportunity to work collaboratively across the organisation, particularly with fundraising comms, to ensure a strong future push for lottery for new and existing audiences. And it’s got their creative juices flowing, relishing the opportunity to have some fun and be a little more light-hearted with their messaging.

What’s more, once the fundraising team had launched the product it was an easy handover to the operational team at Redwings. It took minimal training to get them up and running on the platform which is super intuitive to navigate and use.



CONTINUOUS IMPROVEMENT

Redwings have big aspirations for their weekly lottery. In the short term they’re focusing on digital acquisition but longer term they’ll be exploring how cross-sell and conversion from raffle will work within their existing base. This is a product fit for the future for Redwings and one that has the scope to grow and develop into a more independent lottery offering in the future.

“Our absolute dream is in 5-10 years, to have a big enough cohort of players to move up the lottery pathway Woods Valldata offers. It’s realistic to us as an organisation”

**Gemma Walpole, Executive Director
(Income & Engagement)
Redwings Horse Sanctuary**

AFFINITY LOTTERY: SHARING THE LOTTERY LOVE.

Reap the rewards at minimal cost with Affinity. No worries. No hassle. An online weekly lottery that starts making you money from the very first draw plus a prize fund with a massive £25,000 top prize at no cost or risk to you.

[Click here to arrange a meeting today about Affinity Lottery to find out more](#)

