

## NEW STRATEGIC PARTNERSHIP ACHIEVES OVER £1M ANNUAL RAFFLE INCOME

Introducing a new strategic direction for The Air Ambulance Service (TAAS) raffle surpassing all expectation.

### GOAL

With raffle showing promise as a positive income generating platform, TAAS wanted a strategic partner that could take it to a new level. They felt their existing creative needed a fresh approach as it was limiting the impact of their raffle with supporters and they wanted to optimise growth. Migrating their print and production to Woods Valldata meant we could support them further with their raffle data and creative strategy, to truly release the potential of their programme.

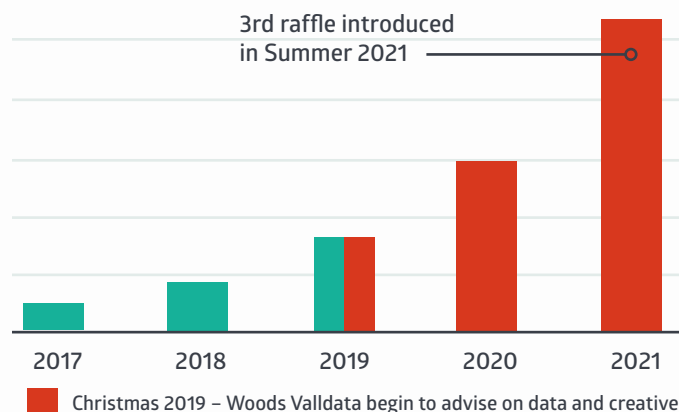
### SUCCESS

- ▶ Exceeding 2021 programme target of £500,000 to achieve a staggering £1.1million raffle income
- ▶ Within 2 years raffle has become one of their biggest Individual Giving channels for income generation
- ▶ Annual average gift increased by 34% 2019-2020 across warm and cold data
- ▶ Targeted ask strategy test for low value segments achieved response rate uplift of 300%
- ▶ Warm response rates increased by 25% YOY from Christmas 2019 to Christmas 2021 raffle
- ▶ Cold response rates surpassed industry averages across every 2020 and 2021 campaign by an average of 1.5%. And as a result of a strategic testing programme response rates uplifted on cold by 4.5%

Data strategy, creative strategy and print & production moved to Woods Valldata for Christmas 2019 campaign seeing an immediate **33%** increase in income for that campaign YOY and achieving subsequent record-breaking annual raffle income for TAAS in subsequent years.



### ANNUAL RAFFLE INCOME



### SERVICES

- ▶ Data Strategy including Segmentation, Testing and Asks
- ▶ Creative Strategy
- ▶ Print and Production
- ▶ Response Handling, Banking and 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

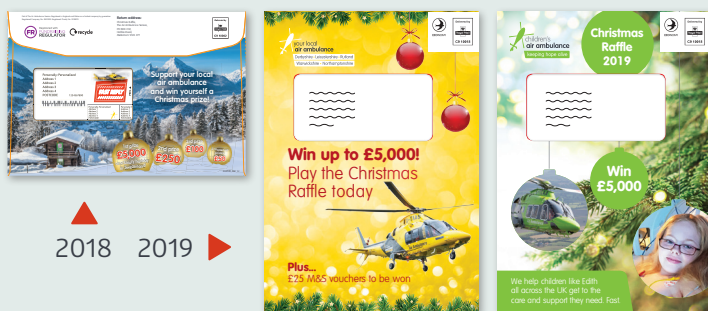
## Audit

Woods Valldata had been response handling the TAAS raffle since 2016. When we were asked to partner with TAAS on their print and production for their Christmas 2019 raffle we immediately saw opportunities for growth. Through in-depth analysis of previous campaign results, we were able to work collaboratively to identify both big and small changes we could implement to develop the programme.

## Recommendations

The immediate need was twofold:

1. To increase the average gift through a revised segmentation to split out new, active and lapsed players and low, mid and high value donors along with an associated ask strategy.
2. Increase door-step standout, and therefore response rates, through a new, refreshed raffle pack creative which was much more personalised and targeted to specific segments.



# CONTINUOUS IMPROVEMENT

We understand that to achieve raffle growth year-on-year the raffle programme must be continuously reviewed and improved. Just small changes can make a big difference. That's why, upon completion, we review each campaign with our charity partners to track progress and identify areas of success and of improvement and hold annual strategic planning meetings to agree the programme for the coming year.

## ABOUT WOODS VALLDATA

Woods Valldata is passionate about helping you raise more income for your vital work. 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 supporting them with their raffles, weekly lottery, response handling, fulfilment, digital scanning and direct debit processing. 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, with Woods Valldata you're in safe hands.

**To talk to us about your individual giving programmes, contact us on [charities@woodsvalldata.co.uk](mailto:charities@woodsvalldata.co.uk)**

“Woods Valldata have helped us to create a really successful raffle appeal programme. We set out with a target of achieving £500K for 2021 and we have surpassed expectations to achieve over £1M of charitable income.”

## The Air Ambulance Service

### Implementation

The main recommendations were tested in Christmas 2019 and we saw immediate uplift in results across all test segments. This allowed us to roll-out the recommendations with confidence over the following year.

As a strategic partnership we are continuously looking to build the TAAS raffle programme. Working across creative, print and response we are able to see and influence the bigger picture to benefit the whole programme. We analyse results and market benchmarks at the end of each campaign and use this insight to recommend, test and implement additional initiatives to drive programme growth. Since the initial campaign in Christmas 2019 we have:

- ▶ Introduced an additional raffle to the programme in 2021, increasing from 2 to 3 campaigns per year, strengthening 0-12m player volumes and increasing annual gross income by 83%, compared to the previous year – exceeding the £500,000 target by over 100%!
- ▶ Implemented cold data for acquisition to both grow the player base and provide additional cross-sell opportunities for TAAS resulting in nearly 40,000 new players between Christmas 2019 and Christmas 2021.
- ▶ Reviewed the thanking and supporter journey programmes relating to raffle players to encourage loyalty and increase play-again rates.
- ▶ Developed a comprehensive (and ongoing) testing programme to identify the most responsive creative, ask and data approaches for new and existing audiences.
- ▶ Built and launched a branded, fully compliant, user-friendly online raffle website for the raffle programme using our tried and tested site template to keep costs and launch times to a minimum.