

CASE STUDY

SMALL CHARITY LOTTERY DIVERSIFIES SUPPORTER BASE

Over The Wall (OTW) is a UK based charity for children and young people with health challenges and disabilities to discover a world of mischief and magic. They provide a safe place to step outside of comfort zones, establish friendships and build confidence through meaningful and exciting activities.



“IT'S BEEN A REALLY GOOD NEW PRODUCT FOR OUR SUPPORTERS AND HAS DRAWN IN FINANCIAL SUPPORT FROM PEOPLE WHO HAVEN'T GIVEN BEFORE.”

 **WOODS VALLDATA**

OVER THE WALL

THE GOAL

There are around 100k children living in the UK with serious illness at the moment, but OTW can only serve a small percentage. They want to grow and come up with new products to reach more children – and grow their fundraising income to make camps more accessible to those children.

Not many people have heard of OTW unless they have already benefitted from their services. The individual giving team were looking at ways to expand their fundraising and diversify their supporters to include those who are not direct or indirect service beneficiaries.

OTW set up Affinity Lottery to reach new supporters and recruit new donors outside of their existing beneficiary base.

“We now have players who have played for whole year who have never donated before.”

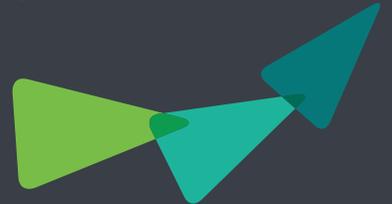
Rebecca White, Individual Giving Manager, Over the Wall

THE SUCCESS

- ▶ Attracting new supporters to OTW
- ▶ Lower attrition than general regular giving
- ▶ Key fundraising product in just 1 year

SERVICES

- ▶ Affinity Lottery Platform
- ▶ Affinity Lottery Microsite
- ▶ Direct Debit Management
- ▶ Reporting Dashboard



OUR APPROACH



Audit

A member of the team at Over The Wall (OTW) had a previous positive experience of working with Woods Valldata. So, when they were looking at ways to expand their individual giving programme with lottery, Woods Valldata were an obvious choice to approach.

Compared to another lottery product on the market, Affinity Lottery from Woods Valldata was a better offer for OTW as a small charity with lower fees and a better return on investment.

“Setting up a lottery was a risk for us as it’s not something we’d done before, but we liked the Affinity offer and we really felt that the team were passionate about it. We just felt Affinity was a better fit.”

Rebecca White, Individual Giving Manager, Over the Wall

Implementation

OTW reserved the first year from launch to test if there was an appetite for lottery with supporters. It was an unknown product for the charity and so they wanted to ensure it was right before they invested heavily in promoting it. The way Affinity is set up, with a low up-front set-up fee and then fees only applied per chance played, meant that they could test and learn around the product without a major up front investment.

The platform provides:

- ▶ Campaign URLs to easily identify which campaigns are performing
- ▶ Up to the minute programme dashboard showing player volumes and value
- ▶ Full suite of reports updated weekly after each draw
- ▶ Instant access to your player database

Plus lots more!

“Our experience of Woods Valldata has been brilliant. The Affinity Platform Dashboard is really great. We’ve taken on new staff since launching and they’ve found it easy to get to grips with log in etc. with little to no need for any support. As a small team with lots to do so we don’t have time to dedicate to ridiculously complicated platforms. Affinity is clear, intuitive, and provides all the data we need.”

Rebecca White, Individual Giving Manager, Over the Wall

Continuous improvement

A year from launch OTW could assess how well the product had worked for the charity. Results showed lower attrition than other regular giving streams and it had mostly attracted players who had never donated to OTW before.

Since such positive results, Lottery has been at the forefront of supporter acquisition for OTW. The product lends itself well to attracting new supporters in the current economic climate – people are being careful with their money but still want to support causes that are important to them. With the lottery they’re still doing something good, plus there could be a big pot of money for them in the £25,000 jackpot.

“If someone asked me about Affinity Lottery I’d say: Go for it! It’s been a really good new product for our supporters and has drawn in financial support from people who haven’t given before. Its exciting and we’re excited about where it’s going.”

Rebecca White, Individual Giving Manager, Over the Wall

AFFINITY LOTTERY: SHARING THE LOTTERY LOVE.

Reap the rewards at minimal cost with Affinity. No worries. No hassle. An online pooled 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](#)

