

CASE STUDY

THREE WEEKS TO LAUNCH WITH AFFINITY LOTTERY

The People for the Ethical Treatment of Animals (PETA) Foundation is a UK-based charity dedicated to establishing and protecting the rights of all animals. They educate policymakers and the public about cruelty to animals and promote an understanding of the right of all animals to be treated with respect.



“AFFINITY LOTTERY FITTED WITH WHAT WE WANTED TO ACHIEVE ... IT'S WIN-WIN.”

PETA AFFINITY LOTTERY LAUNCH

THE GOAL

PETA had been investigating weekly lottery for a number of years but there were too many financial and administrative hurdles to overcome.

Affinity Lottery from Woods Valldata removed all of the burdens of setting up a weekly lottery. Quick, easy and simple it was launched in just 3 weeks.

“Affinity Lottery fitted with what we wanted to achieve so we could just pick it up and run with it. It’s an easy way for new and existing supporters to support us and there’s something in it for them too – it’s win-win!”

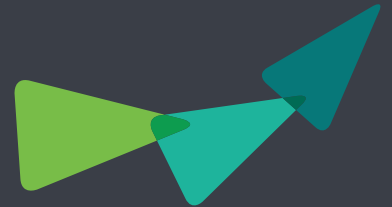
Sally Newman, Assistant Director, International Fundraising, PETA

THE SUCCESS

- ▶ Set up in 3-weeks with minimal admin
- ▶ 1,000 players recruited in just 4 months – more than double the first year annual forecast
- ▶ Everything in one place, simple to set up and easy to use

SERVICES

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



OUR APPROACH



Audit

PETA works with Woods Valldata on their response handling. During a regular review meeting, it was identified that PETA had ambitions to set up a weekly lottery but were finding the Gambling Commission applications and LCCP requirements of establishing their own programme restrictive. Affinity Lottery was suggested as the ideal solution and PETA haven't looked back.

"Everything fitted into place from there," explains Sally. "Launch felt pretty instant compared to what we had expected previously."

Implementation

The weekly lottery was launched within 3 weeks of kick-off. After getting internal buy-in, there were just two main tasks to complete to launch:

1. Complete the on-boarding pack from Woods Valldata and provide preferred imagery for the microsite.
2. Apply to the local authority for permission to run the lottery using their license.

From here, Affinity provides:

1. Affinity Platform ensuring PETA can access information about players and support customer enquiries.
2. PETA branded Affinity Microsite providing PETA with a way for players to sign up quickly and easily online.
3. Affinity Dashboard with instant access to player volumes and income.

PETA recruited 1,000 players in the first 4 months after launch using social media, email shots, internal magazine inserts and their website. That's more than double their forecast number of players for the first year!

About 50% of these have come from existing PETA supporters. 50% are from cold recruits. Social media has been instrumental for PETA in acquiring new supporters via the lottery. This digital media provides lots of opportunities for testing different messages and imagery to find just the right ones to appeal to their prospect audience.

"Lottery is a lighter engagement opportunity for us. Our message and cause is very serious, so this offers us a chance to change the tone of our message slightly and engage with more people."

Sally Newman, Assistant Director, International Fundraising, PETA

Continuous improvement

PETA are ambitious with their lottery. They are looking to more than double their players through cold acquisition by this time next year. Plus, they're exploring ways to build stronger relationships through transition communications and engagement with other PETA initiatives. Early indications are positive with some players already going on to support through appeal asks.

The more playful PETA lottery brand is very different from their mission brand, and PETA are looking at creating a transition communication to bridge that gap and nurture those supporters at the start of their journey.

"Working with Woods Valldata is great – amazing. Gem and the team are supportive and enthusiastic and answer all our questions – even now as we're still learning."

Sally Newman, Assistant Director, International Fundraising, PETA

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](#)



FROM
WOODS VALldata