

## CASE STUDY

# USING WEEKLY LOTTERY TO DEVELOP INDIVIDUAL GIVING

The National Brain Appeal provides much-needed funds to support The National Hospital for Neurology & Neurosurgery and the UCL Queen Square Institute of Neurology – together known as Queen Square. This is one of the world's leading centres for the diagnosis, treatment and care of patients with neurological and neuromuscular conditions. These include stroke, multiple sclerosis, brain cancer, epilepsy, Parkinson's disease, and dementia.



“WORKING WITH WOODS VALLDATA IS REALLY GOOD. GEMMA, OUR MAIN POINT OF CONTACT, MADE THE WHOLE PROCESS EASY.”

WOODS VALLDATA

## NATIONAL BRAIN APPEAL

### THE GOAL

The National Brain Appeal is a small charity with a big dependency on major giving and high value donors. They were looking at diversifying into new audiences and wanted to increase regular giving with new supporters.

Lottery was identified as an easy entry way to build a completely new type of audience. An audience with whom the charity could build a strong lasting relationship in support of the wider charity.

Affinity Lottery was chosen as their perfect partner due to its low maintenance and simplicity of use.

*“Affinity is low maintenance which is perfect if you're a small or medium charity and don't have the staff to maintain and manage your own lottery. With Affinity it's all done for you.”*

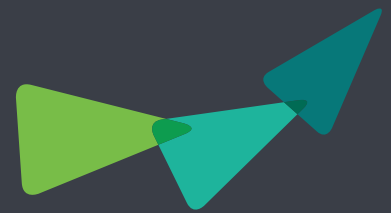
Lisa Brown, Individual Giving Manager,  
The National Brain Appeal

### THE SUCCESS

- ▶ 94 players recruited in first 2 months with a target of 300 players in a year
- ▶ Fantastic response to email marketing
- ▶ Quick and simple set-up

### SERVICES

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



# OUR APPROACH

NEURO  
MUSCULAR  
STRAIN  
EPILEPSY  
DEMENTIA  
PARKINSON  
MIGRAINE  
SPINNE  
MULTIPLE  
SCLEROSIS

## Audit

The National Brain Appeal spoke to a number of companies before finally choosing Affinity based on the Affinity team's attention to detail and customer service.

They also appreciated:

- ▶ Pick your own numbers – so that players had a sense of ownership over their lottery;
- ▶ Being part of the Affinity family of charities where other charities are happy to share their experiences and support in such as setting up social media advertising for gambling;
- ▶ The simplicity of set-up and on-going use through the Affinity Lottery Platform.

*“Working with Woods Valldata is really good. Gemma, our main point of contact, made the whole process easy.”*

## Lisa Brown, Individual Giving Manager, The National Brain Appeal

As a small charity with limited resource, The National Brain Appeal wanted to make sure that lottery was right for their audiences before making any significant investment. The Affinity model of a small up-front set-up fee, and then fees for each chance played, made it easy for the charity to start small without having to worry about making up high associated costs. Plus, as a pooled lottery, The National Brain Appeal could get started generating income immediately – from their first player.

## Implementation

### Affinity Lottery Platform

The Affinity Lottery Platform gives charities access to everything they need to assess, monitor, report and develop their lottery. The interface is easy to use with a dashboard giving an instant view of the lottery progress, a full suite of reports and the ability to create bespoke URLs to track campaign performance.

*“The interface is nice and easy to use – it has everything on there you need. It’s one of the reasons we chose Affinity because it makes it such low maintenance!”*

## Lisa Brown, Individual Giving Manager, The National Brain Appeal

### Attracting players

With a templated online sign-up site – branded to the charity - Affinity Lottery lends itself to a multitude of different channel options without needing heavy immediate investment in traditional channels such as face-to-face, direct mail and telemarketing.

The National Brain Appeal launched their lottery with predominately organic channels including email to existing supporters, leaflets and posters in the hospital site, an advert in the quarterly update and organic social media. These relatively cost-free channels generated 94 players in just 2 months.

## Continuous improvement

Introducing paid digital advertising made an even bigger difference for The National Brain Appeal's Affinity Lottery and they're well on the way to exceeding their annual player recruitment targets.

*“We’re a small charity that hadn’t done lottery before. Through it all, Woods Valldata have helped us directly or steered us in the right direction. I definitely recommend starting and growing your lottery with them!”*

## Lisa Brown, Individual Giving Manager, The National Brain Appeal

# 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](#)

