

CASE STUDY

INCOME THAT'S ALWAYS ON

Home-Start Aberdeen is one of Aberdeen's leading family support charities. Every year they provide practical and emotional support to around 200 families with young children in Aberdeen. Home-Start Aberdeen help families to create a secure and loving home environment where their children can grow up happy, healthy and confident, and able to achieve their full potential.



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WHAT WE'VE ACHIEVED IS HUGE FOR US AND THE MONEY ALLOWS US TO SUPPORT MORE FAMILIES.

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HOME-START ABERDEEN

THE GOAL

Home-Start Aberdeen wanted to extend their fundraising reach to new supporters – specifically to those who want to support the charity but don't have the time to commit to volunteering or running events. With a low monthly ask, fun message and chance to get something in return, prize-led fundraising through weekly lottery was the ideal option.

As a small local charity, Home-Start Aberdeen needed a managed lottery that could allow them to set up and operate compliantly with the minimal amount of resource. Affinity Lottery was the perfect fit with low set-up fees, a templated sign-up site for players, a player portal and self-serve lottery platform providing everything needed to manage the lottery.

“Once players sign up, it's guaranteed income for us.”

Nicki Small, Home-Start Aberdeen

THE SUCCESS

- ▶ £5,000 raised in 2 years helping to support more families
- ▶ Minimal resource needed to recruit players locally
- ▶ Quick and easy set-up and low resource to operate

SERVICES

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



OUR APPROACH

Audit

Home-Start Aberdeen are keen to grow and develop their fundraising programme. One of their key fundraising sources is through grants which restricts the funds to specific projects. They were looking for sources of income which could be redirected where it is needed most. Affinity Lottery provided Home-Start Aberdeen with an ideal solution:

- ▶ A regular giving product means it generates ongoing guaranteed income over time.
- ▶ It attracts a different kind of supporter to complement their existing volunteer and event network.
- ▶ It's easy to set up and manage with a small team.
- ▶ There's no minimum number of players needed to be compliant. You start raising income from just one player.
- ▶ The prize-pot offers a big top prize which Home Start Aberdeen don't have to pay out – in that way it's good to be part of something bigger.

“People like to support their local community, and with Affinity we can offer them a chance to win something in return.”

Nicki Small, Home-Start Aberdeen

Continuous improvement

After a successful initial period, Home-Start Aberdeen are keen to implement new approaches to encourage more new players and retain existing players. But importantly, the flexibility of Affinity Lottery means that Home-Start Aberdeen's lottery can grow at their own pace.

“To anyone thinking of starting a weekly lottery I'd say ‘What's the harm in trying? You've nothing to lose with Affinity’. It's a complicated thing made really simple.”

Nicki Small, Home-Start Aberdeen

Implementation

Easy set-up

Home-Start Aberdeen were surprised by how easy it was to set up their lottery. They applied to Aberdeen City Council for a small society lottery license. The Affinity team then support on everything else to set up the lottery besides the actual recruitment of players. Plus, the portal provides everything that's needed to submit the returns – as well as report back to Trustees about progress.

“Gemma is brilliant. There was no pressure and nothing was too much hassle.”

Nicki Small, Home-Start Aberdeen

Minimal resource

The charity has control over how and when players are recruited into the programme. Capacity to focus on recruitment fluctuates widely for such a small charity team. With just a few initiatives in place from the get-go, the weekly lottery programme is holding its own without any large-scale campaigns. Home-Start Aberdeen promote the lottery via:

- ▶ Social media
- ▶ Fliers and business cards (with QR code) in their retail outlets
- ▶ Email footer links
- ▶ Website link

But word-of-mouth has been one of the most successful acquisition channels with staff telling friends and family about the programme.

Intuitive Platform

The Affinity Lottery Platform offers charity users access to everything needed to administer your lottery. From live reports to URL tracking to updating player details, everything is available simply and easily. What's more, Affinity provide a dedicated supporter services team to handle any enquiries and a password protected player portal where players can update their own details.

“The portal has everything there for you. It's really good and user friendly.”

Nicki Small, Home-Start Aberdeen



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](#)

