

CASE STUDY

MIGRATING TO AFFINITY GIVES CHARITY CONFIDENCE TO GROW

Hospice at Home West Cumbria provides high quality, palliative and end of life care to people living in West Cumbria. They aim to be at the heart of the community and provide home nursing, support at home, emotional support, complementary therapies, and lymphoedema care when and where needed.



“ YOU WON'T REGRET CHANGING TO AFFINITY. IT'S JUST A WHOLE STEP UP! ”

HOSPICE AT HOME WEST CUMBRIA

THE GOAL

Hospice at Home West Cumbria rely almost entirely on fundraising and need to raise in excess of £1.4m per year to provide their services. In the current economic climate, fundraising is focused on building sustainable, predictable income streams to support their services.

“Getting a reliable income each month is really important alongside other activities like events where there is less consistency in how much will be raised.”

Holly Harkness, Community Fundraising Co-ordinator

Lottery was an ideal strategic fit. However, their existing lottery was restricting growth. The product was right, but the platform needed to change.

Migrating to Affinity was the perfect solution. With a real-time dashboard and information at their fingertips, Hospice at Home West Cumbria now have the confidence to grow their lottery, helping to achieve their vision that: all people in West Cumbria have timely access to personalised high-quality palliative and end of life care.

“We want to grow the lottery as much as possible so that we can build a lasting and ongoing relationship with our players.”

Holly Harkness, Community Fundraising Co-ordinator

THE SUCCESS

- ▶ Smooth migration of 120 existing players
- ▶ 40% growth through organic channels in first four months
- ▶ All the information needed in one place

SERVICES

- ▶ Affinity Lottery Platform and Branded Microsite
- ▶ Reporting Dashboard
- ▶ UTM Code Marketing Inclusion
- ▶ Direct Debit Management



OUR APPROACH



Audit

Lottery as a regular giving income stream was a perfect fit for the Hospice at Home West Cumbria strategic fundraising focus. But their existing lottery provision wasn't fit for purpose. After reading success stories from other charities using Affinity and speaking directly to other fundraisers with experience of the platform, the fundraising team knew Affinity would provide everything they needed and more.

“With Affinity, all the data and relevant reporting is there when you need it.”

**Holly Harkness,
Community Fundraising Co-ordinator**

Implementation

The process of migrating the lottery was relatively easy and smooth thanks to the team at Woods Valldata. Hospice at Home West Cumbria made their first draw on the Affinity platform on 20th December with 120 migrated players.

Within four months of organic marketing activity to existing supporters via social media, their website, newsletters and email this had grown by 40%.

Continuous improvement

Now the charity has seen how Affinity supports their fundraising focus, they're ready to invest more. They're looking to grow the lottery and attract players who will go on to support the charity in other ways. Using their own staff and volunteers they're looking to recruit players in their retail outlets and in shopping centres. In this way players will get a real understanding of Hospice at Home West Cumbria and how their support will make a massive difference in their community.

“Previously we didn't have time to spend on the lottery but now we're confident it's going to be worthwhile.”

**Holly Harkness,
Community Fundraising Co-ordinator**

“The branded website is a massive hit. People don't even realise they've left our website to sign up and it's really easy for them to get involved.”

**Holly Harkness,
Community Fundraising Co-ordinator**

What's more, it has saved time all round. With separate log-ins for teams across the charity, fundraisers no longer have to send reports on to finance and marketing. It's all in the dashboard!



“Marketing can use the Affinity dashboard to set up source code tracking in the system. Finance can access the financial reconciliation information. Everything is in one place where everyone can access what they need from it.”

**Holly Harkness,
Community Fundraising Co-ordinator**



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