

CASE STUDY RAFFLE RELAUNCH

RELAUNCHING RAFFLE AFTER A 30-MONTH HIATUS

Migrating database systems meant that the National Trust had to temporarily pause on some direct mail-based activity, and raffle was rested for two and a half years, ultimately lapsing many of their active donors. When they were ready to get raffle started again, Woods Valldata was their partner of choice.

GOAL

The National Trust were looking to relaunch their raffle programme to re-engage previous players and attract new donors into individual giving. Kicking things off in Spring 2024, the programme exceeded expectations throughout that first year with a strong first campaign and a quarter of a million pounds net income raised across three raffles in 2024.

SUCCESS

- ▶ Reactivated 10,000 players in first year
- ▶ Introduced new players to the raffle programme
- ▶ Successful segmentation and audience modelling
- ▶ £250k raised in year of relaunch
- ▶ 2:1 average ROI

SERVICES

- ▶ Raffle management
- ▶ Response handling, banking & thanking
- ▶ Data strategy and insight
- ▶ Compliance guidance



“WOODS VALLDATA'S RECOMMENDATIONS AND DATA ANALYSIS HAVE BEEN INSTRUMENTAL IN REACTIVATING OUR RAFFLE PROGRAMME AND INCREASING PARTICIPATION.”



OUR APPROACH

Audit

The 2.5-year break meant that the National Trust's active raffle players had ultimately lapsed, having not had the opportunity to support via direct mail for 30-months. The expectation was, therefore, that response rates and average gifts would drop and the raffle would take some time to re-establish itself.

Recommendations

For the relaunch, Woods Valldata recommended starting back with a familiar pack format and a standard, blanket ask to all previous players. For subsequent raffles the recommendation was to create a variable ask based on recency and value. This would both save costs and be more tailored to each player. This approach didn't disappoint with a lower average ask but a higher average gift in subsequent campaigns.

New datasets were introduced for the third raffle landing at Christmas. These looked to convert raffle-profile members to play raffle and therefore give in additional ways to membership. Woods Valldata worked with the National Trust team to identify the best raffle prospects from the data and achieved a 4.1% conversion rate – above expectation.

“The raffle programme has proven to be a steady income source and an easy ask for our supporters, thanks to the support and expertise of Woods Valldata.”

**Catherine Weston,
Formerly Fundraising Officer, The National Trust**



Implementation

The National Trust have confidence in Woods Valldata to deliver. They really like the mix of professionalism, practical approaches and pragmatism Woods Valldata brings. Alongside the strategic recommendations and regulatory advice, Woods Valldata have smooth processes for implementing each and every campaign. Catherine describes this as “a one-to-one service and team.”



Continuous Improvement

Before each raffle Woods Valldata and the National Trust raffle team work together to identify opportunities and agree tests and approaches for the next raffle. After the first year of relaunch, Woods Valldata introduced annual planning sessions for a more long-term view. These sessions are a whole programme review enabling the team to look ahead including data analysis, segmentation, ask strategies, creative reviews and testing recommendations.

The raffle relaunch for the Trust has been a success, but Woods Valldata are consistently looking

for ways to help the Trust develop and grow the programme further.

“Improvements range from simple, practical hints and tips using Woods Valldata’s extensive experience of prize-led to big scale brainstorming and blue sky thinking for the future.”

**Catherine Weston,
Formerly Fundraising Officer, The National Trust**

At Woods Valldata, we're here for you and there for your supporters.

We offer charities an unparalleled spectrum of outsourced fundraising services. Everything is managed in-house so you know the service you get is the best it can be. Whatever you want when you outsource your cross-channel fundraising programmes, we make your supporters feel appreciated and elevate your ability to achieve more.

We're your Partners in Possibility.

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