

# Festive Fundraising Guide

Making the most of your festive fundraising





It's the Holiday Season - with most people giving to charity in November and December, how can you make the most of your fundraising in the two busiest months of the year

With every other charity and good cause vying for attention it's hard to stand out from the crowd.

So grab a cup of hot chocolate and lets talk about how to make the most of your festive fundraising.

### **Did you know?**

Over 36% of people give in December. Compared to a monthly average of 30%

(Source; CAF UK Giving Report, 2019)





## 1. Plan your campaign

You have all year to plan your Christmas campaign – don't leave it until the last minute.

No fundraising campaign happens overnight. You will need to analyse data, campaign key messages, source content, brief designers, contact past & current supporters and link with potential sponsors.

You might even find that you need to make some seasonal changes to your website – so give yourself and your team the time they need to get it right!







## 2. Know your supporters

Your festive campaign will only be successful if they're designed with your audience in mind. There is no use investing in a digital campaign for example, if your supporters don't use those platforms. Thankfully, we have undertaken lots of research into supporter activity (ask us for the full report) – but here's a few key points:

- There has been an overall decrease in the number of people playing lotteries, but a 3% increase in those playing online
- The lottery market itself is predicted for continued healthy growth
- Charitable giving has also decreased, but those who do give are more generous
- Lotteries and raffles remain the third most popular way to support charities and good causes
- Of the two identified groups most likely to play a lottery, those who are cause motivated are most aligned to our model and this is reflected by actual players on the platform





### **3. Align your messages**

There are a lot of aspects to festive campaigns, so make sure yours is wrapped by one central concept. All your activity needs to fit under one campaign and deliver a targeted set of key messages to your supporters.

Not only will this create a sense of unity and purpose, it will make it easy to cross promote campaign elements and help your supporters feel part of something big.





## 4. Add something extra to your campaign

Adding some festive flair to your lottery's brand is a great way to catch someone's eye and encourage supporters to connect with you this winter.

Gift cards, must-have prizes and video content will all help your lottery shine. Just remember to keep your content relevant and on brand!

It doesn't have to cost the earth. Low budget videos can offer real authenticity and emotion – there are lots of free online tools that you can use such as Powtoon or Canva.

Here are some tips to help your campaign stand out from the others...





## Help your campaign stand out from the others...

- Make sure your campaign says 'Christmas'
- Be sure to give your websites and information pages a festive flurry
- Give your text a Christmas feel
- Make your own Christmas video – don't hire someone, use a phone
- Have an online advent countdown – let supporters know what happens to their money
- Theme your social media
- Be sure to promote your lottery gift cards
- Share, share, share outcomes – people love real stories







## 5. Check your list...

Remember GDPR. You must have consent or a strong argument for legitimate interest to contact individuals directly.

Double-check your list before you hit 'send' and remember to give your supporters the chance to opt-out.

The great news is that our platform does this for you - giving supporters the ability to clearly state if they wish opt out or in. You never need to worry about the quality of the data on your dashboard.







## 6. Ask for support

A powerful Christmas campaign is a great hook for new and existing sponsors, so with a compelling campaign you can be sure to leverage these contacts and hook some fantastic prizes for your festive draws.

It's great PR for sponsors and shows great Corporate Social Responsibility (CSR) – so don't be shy about asking. You just need to demonstrate what they will get out of it.

You could even ask social influencers to help spread the word or boost seasonal capacity by asking companies and/or individual donors to lend their professional skills and experience.





## 7. Add something extra to your campaign

A festive campaign is more than just a Facebook post. This is the biggest opportunity of the year, so your campaign needs to work across multiple channels.

This means your website, blog, social media, ambassadors and linked partners should all be campaign ready. A structured communications plan will work across these channels and use networks and connections to help spread the word.

Remember, delivering a cross channel campaign takes careful planning. It is important that your campaign is synchronised, your messaging is consistent and that you monitor progress across ALL your channels.

Keep your supporter experience in mind at all times, and test their journey. If someone finds you on Facebook for example, you need to be sure that there is a simple short route to your lottery page.





## 8. Make it easy to play

Times are changing. Point of sale may currently be the most common way to play a lottery, but technology is fast changing the way we play and support.

We've got your back – we stay one-step ahead of the latest technology and make sure the players journey is easy and simple.

### Did you know?..

At the moment, younger players (aged 16-34) are noticeably more likely to buy tickets in person than online. They're buying tickets either on impulse or because they have a fear of missing out on the chance to win a big jackpot. Use this as an opportunity in your messaging when targeting younger players.

Older players are particularly conscious about money being spent on good causes. 23% of over-65s agreed that lotteries' support for good causes influenced their decision-making process when purchasing tickets.







## 9. Monitor your outcomes

How do you know whether your campaign was a success. What worked and what didn't?

Make sure you monitor how things are going. Don't be afraid to test different techniques or messages as you go. You can use the results to adjust your campaign as it's delivered, allowing you to optimise campaigns to ensure they produce the best possible results.

Next year you will know exactly what to do in order to reach your target audience.

Sorted.





## 10. Add something extra to your campaign

Good fundraising isn't just about short-term gain. It is about engagement, retention and lifetime value. A strong player journey will have supporter needs at its heart. It will prioritise relationship building and recognise that charitable giving works both ways. Use all the tools available to you on your dashboard – it's so easy to engage with your current and lapsed players.

Whether it's an automated message, social media, newsletter article or phone call – always take the time to say, 'Thank you'. Keep it simple, keep it sincere and keep it real. You will be surprised how far these two words will get you.





## What's next?

The Christmas campaign might be over, but that does not mean your work is finished. Schedule some time out to analyse your results. What is your data telling you? At its most basic, it should include number of increased tickets, players and good causes. But try thinking more broadly as well.

Look at response behaviours, conversion rates, website analytics and social media engagement. Can you put numbers against the following?

- Increase in ticket numbers
- Increase in players
- Increase in Good Causes
- Total campaign reach
- Engagement numbers
- Conversion rate
- Most popular campaign messages
- Least popular campaign messages
- Peak engagement times
- Return on investment

You will be amazed what good data analysis can teach you. Use this information to next year's strategy and build an evidence-based plan that works for your donors.

