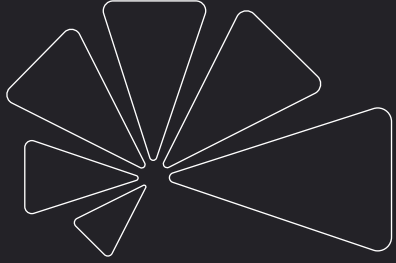


The resilience of prize-led fundraising





The resilience of prize-led fundraising





Prize-led fundraising offers an alternative and robust way to engage with supporters, particularly in times of economic uncertainty.



What is prize-led fundraising and why do it?

**A game of chance
and the
opportunity to
win a prize whilst
supporting a good
cause**

**Free
prize draws**

Raffles

Lotteries

**Event-based
draws**

Scratch cards

Tombola

What makes prize-led resilient in challenging times?

There's a chance to win a prize - 36% of people playing a lottery hope to win a prize

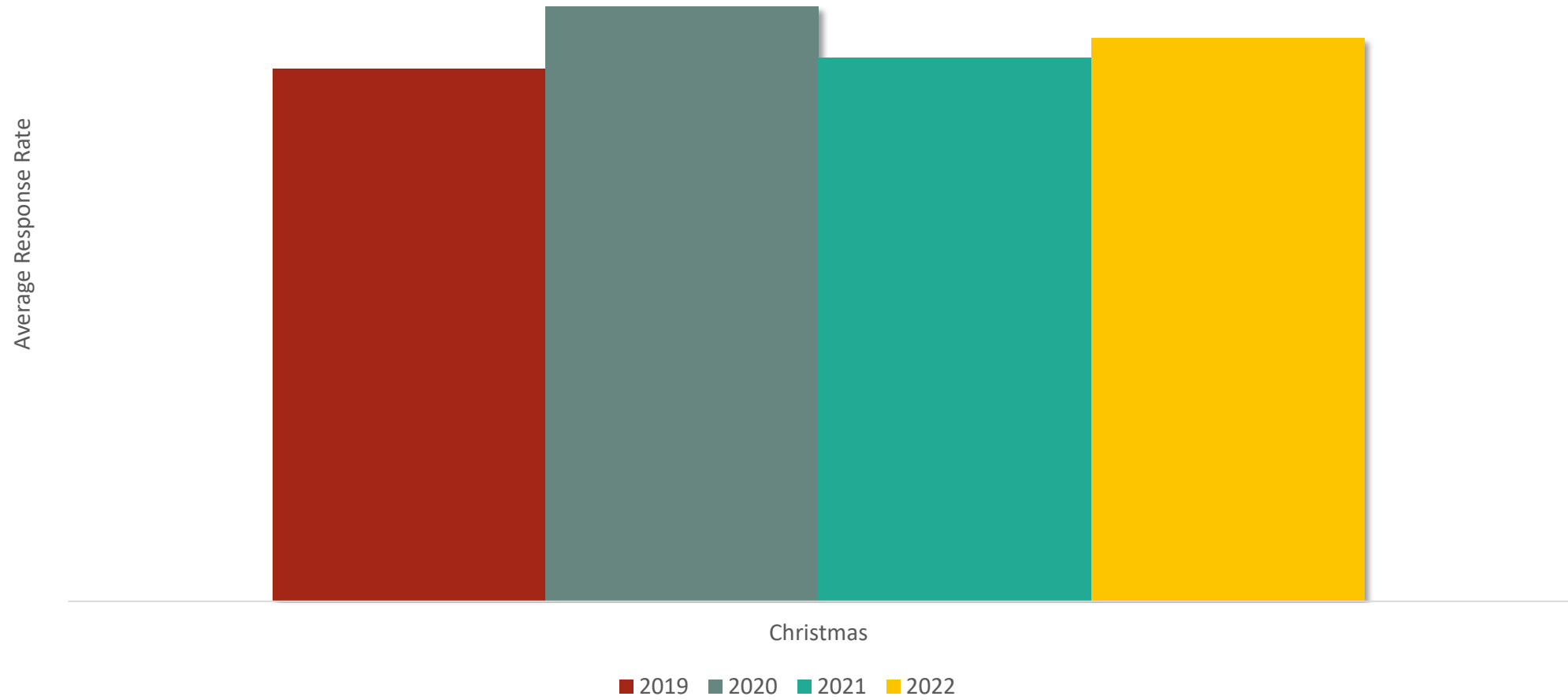
Attracts a different profile

It's fun and provides hope

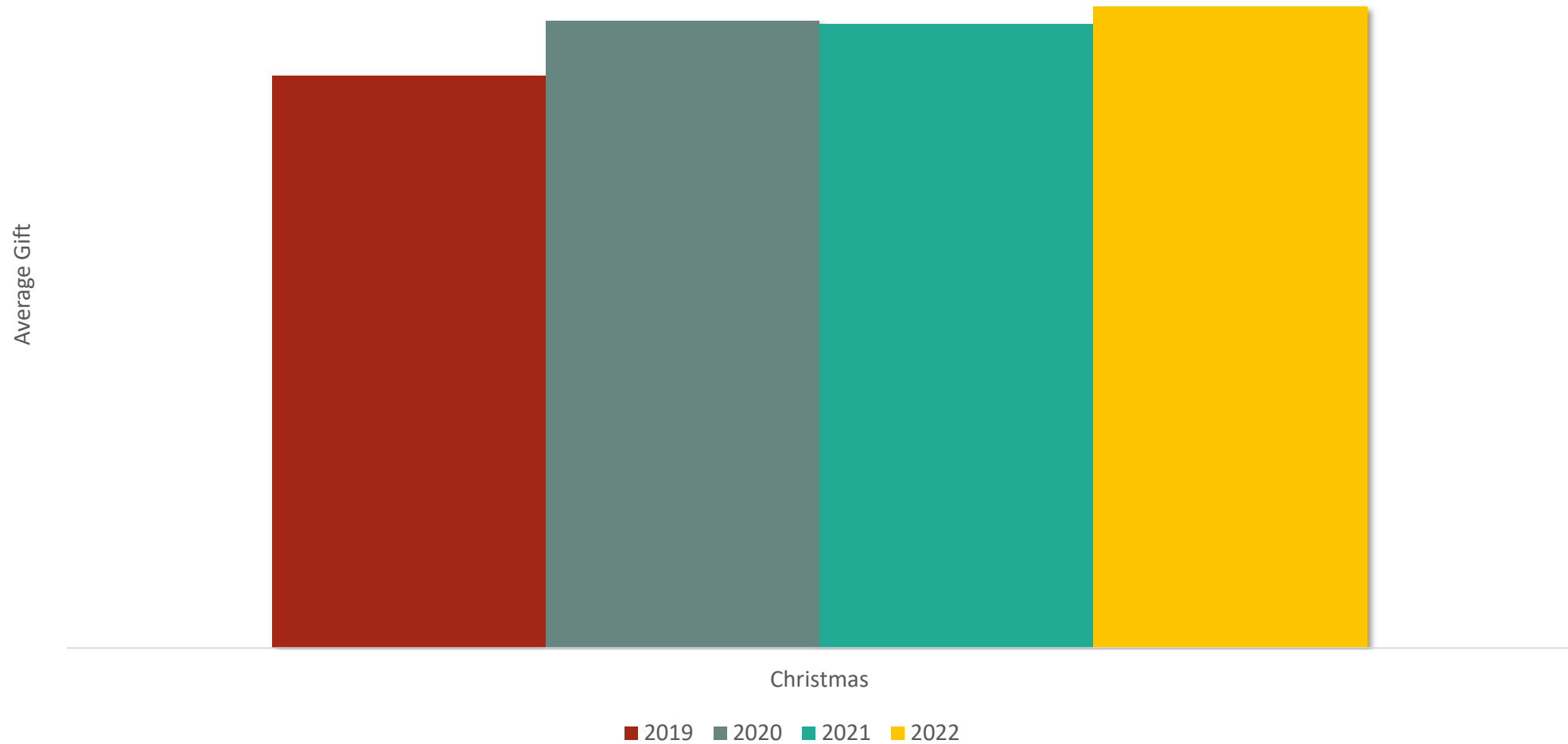
It's a way to support the charity - 15% play to support a good cause

It's full of good news and stands out amongst the harder hitting cause asks

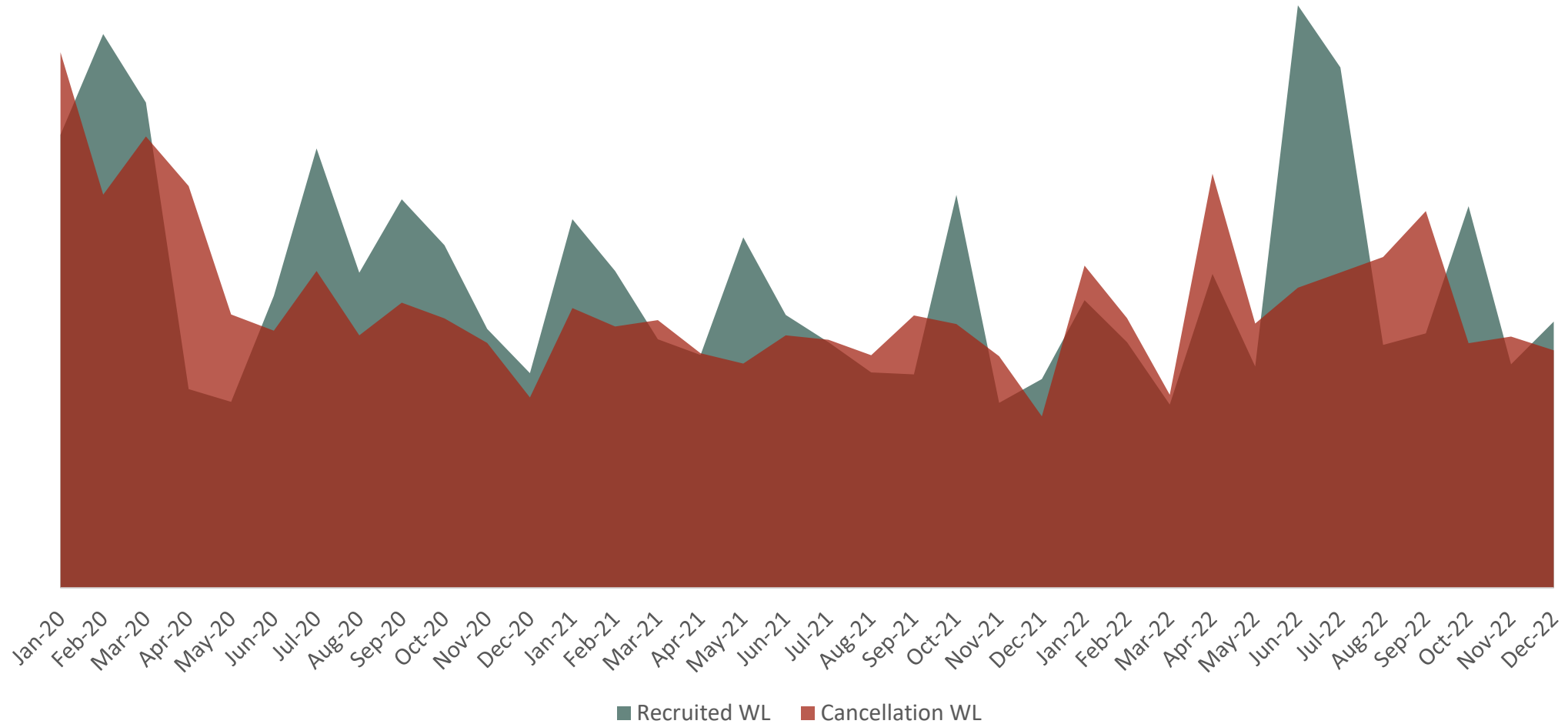
The robustness of prize-led – active raffle response rate



The robustness of prize-led – active raffle average gift



The robustness of prize-led – weekly lottery recruitment and retention



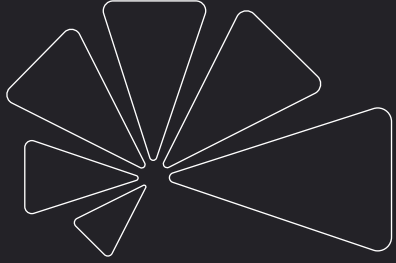
How to make prize-led work for you in 2023?

The data

The ask

Acquiring the
right people

Retention and
stewardship



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helen.daw@woodsvalldata.co.uk

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CONTACT US

We'd love to hear what you have to say.



Questions