

Tuesday 23 April  
@DMA\_UK #dmaevents

# / Virtual: Fundraising Forum – A Guide to Lottery and Raffle Marketing

Responsible Marketing

**DM**  
Data &  
Marketing  
Association **A**

# / Welcome

Liz Curry, Data Protection & Information Governance Consultant, Liz Curry & Co



# / Legal Update

Chanelle Evans, Legal and Compliance Manager, DMA



# / ICO Rulings – electronic marketing breaches

## The Organisation

- Penny Appeal

## The Background

- Sent an estimated **461,650** direct marketing **texts(SMS)**
- Received by up to **52,179 individuals**

## The Issue

- Unable to demonstrate valid consent
- Sent to those who opted out

## The Ruling

- Enforcement notice served

# / ICO Rulings – electronic marketing breaches

## The Organisation

- Hello Fresh

## The Background

- **8,000+ complaints** made by individuals
- Over **80,000,000** electronic marketing messages sent
  - Over **79 million** emails and over **1 million** texts

## The Issue

- Consent obtained was invalid
- Failed “specific and informed” criteria

## The Ruling

- Fined £140,000

Customers not informed that opt-outs would take 24m to take effect.

Bundled consent for sample gifts with consent for direct marketing.

“[ ] Yes, I’d like to receive sample gifts (including alcohol) and other offers, competitions and news via email. By ticking this box, I confirm I am over 18 years old”

Did not obtain separate consent for SMS/texts.

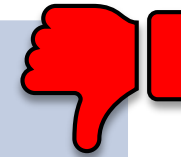
Bundled consent for direct marketing with age verification.



# / ICO Rulings – key takeaways



- Obtain granular consent for different DM channels (e.g. email & SMS)
- Ensure to demonstrate valid consent:
  - Date-, time-, source-stamps
  - Records of data capture points and statements
- Respect opt-outs and objections in a timely manner



- Don't include non-DM purpose(s) within your consent statement
- Little, to no, internal procedures, policies and training on responsibilities under UK GDPR and PECR

# / Gambling Act 2005 Review



**Tougher restrictions on bonuses and direct marketing:**

- Requires opt-in (consent) for all marketing channels
- Bonuses and promotional offers to require opt-in

# / **Gambling Act 2005 Review – consultation response**

- Waiting for consultation response to be published by Gambling Commission



# / Fundraising Regulator – changes to FPS breach reporting

## Rules on charity opt-outs:

- Fundraising Regulator Code of Practice (3.2.5)
- DMA Code (1.3)

## What is considered an FPS breach and what are the consequences?

- A charity that has not actioned a suppression via the FPS within 28 days of receiving the request
- The FR will publish the name of charities on their website
- They may also notify the ICO and/or the Charity Commission

## What's changed?

- Previously, the FR would name the charity after one uncollected suppression
- **From April 2024, the charity will be named after three uncollected suppressions**

# / DPDI Bill progress

## Bill passage



# / Get in touch

If you're a DMA member:



<https://dma.org.uk/articles/legal-helpdesk>



[legaladvice@dma.org.uk](mailto:legaladvice@dma.org.uk)

# / Play Big, Win Big and Make a Big Difference - The Joy Of Play at the RSPCA

Norma Gerrad, Head of Individual Giving, RSPCA





**Play big, Win big, Make a big difference - The Joy of Play**

**24.04.24**

**Norma Gerrard, Head of Individual Giving**

Registered charity in England and Wales. Charity no. 219099.

# RSPCA - who we are

- Largest animal welfare charity in the UK
- For 200 years we have been at the forefront of animal welfare aiming to create a better world for all animals
  - Rescue, rehabilitate and rehome or release animals in England and Wales
  - Campaign on their behalf to change laws, industries and minds
  - A world-leading, science backed voice for animals
- Recently we launched our new brand with a large scale campaign - For Every Kind



# **RSPCA Weekly Lottery and Raffle**

## **The Joy Of Play**

# Weekly Lottery and Raffle - The Joy of Play

- Weekly Lottery and Raffles are an important part of the RSPCA fundraising programme
- Mature products and raise circa £3-£4M per annum
- Players can support RSPCA/animal welfare and have fun too as there are prizes to be won
- Extends audience reach beyond core so helps to diversify income streams
- Balancing cause and prizes needs to be considered carefully
- We use an External Lottery Manager(ELM), Starvale, to run our Weekly Lottery and Raffles



# Heavily regulated sector .....

- **Additional rules and regulations beyond fundraising**
  - Set up and administration is regulated by the Gambling Commission
  - Adhere to Code of Fundraising Practice
- **Income and expenditure tracking is vital and must be kept separate from other activities**
  - 80/20 rule
  - Returns to Gambling Commission
  - Forecasting models need to be accurate

**GAMBLING  
COMMISSION**



# Raffle - where animals win too !

- Raffles are seasonal - Spring, Summer, Autumn and Winter
- Positive, upbeat with warmth
- Creative developed over time is recognisable and simple
- Players buy raffle £1 tickets to enter
- Option of making a one-off donation, gift aid opportunity
- Primarily target warm supporters through DM and Email
  - Good cross sell opportunity
  - Strong overlap with our cash base
- Pipeline for Legacy, handraiser opportunity

Win a fabulous prize in our super Spring Raffle!

Prizes include: £10K, £2K, £500, £100. Plus 350 x £5 LOVE2SHOP gift cards.

CLOSING DATE: 12 APRIL 2024

Entry form: Yes, I'd like to play!

Raffle closes: 9 FEBRUARY

My tickets: 10 tickets for just £10

I'd like to give: £

SPRING RAFFLE 2024

Prizes: £10K, £2K, £500, £100. Plus 350 x £5 LOVE2SHOP gift cards.

CLOSING DATE: 12 APRIL 2024

Splendid spring prizes plus a chance to help animals in need. Win up to £10,000!

Your winning raffle ticket could be inside...

Only £1 a ticket!

Spring is a time of waking up, warmer weather, birdsong, blossom - and new beginnings for Frank!

The young black and white cat was abandoned in a highly populated area...

Hurry! Enter by 5 April for your chance to win up to £10,000

Did you know? £15, £30, £50

Entering is super simple

STEP 1: Buy your tickets

STEP 2: Fill in your details

# Weekly Lottery - win win !

- Launched in 2004, players sign up to a direct debit to enter the weekly draw and quarterly superdraws
- £5/mth for 1 line which includes a donation, they never miss a draw, 80% play 1 line
- Aim is to be fun and upbeat balancing cause and winning
- Cold player recruitment: most spend currently allocated to digital channels
- Warm player retention: direct mail and email to promote quarterly superdraws with telephony used periodically
- Viewed as a cash cow with a loyal core base of players



## Weekly Lottery prizes

- 1<sup>st</sup> Prize: £1,000
- 2<sup>nd</sup> Prize: £250
- 3<sup>rd</sup> Prize: £150
- 4<sup>th</sup> Prize: £100
- 5<sup>th</sup> Prize: £50
- Runner Up Prizes: 95 x £10

A TOTAL OF  
**£2,500**  
TO BE WON  
EACH  
WEEK!

**BUT ...**

**We recognised our Weekly Lottery was outdated and needed a complete overhaul if we wanted income growth**

# We started a project to:

- Identify priority audiences for Lottery
- Brand essence for Lottery
- Website optimisation
- Player journey

**& align with the RSPCA rebrand launch**

# Audience research was pivotal in giving us the insight we needed

It's not all about winning  
It's all about playing

Breadth of animals

Warmth of animal &  
human connection

Positive and fun images



## *The Joy Of Play*

# Positioning guidelines



Own your category



Link it to the cause



Make it memorable



The Big Animal Lottery

Play Big, Win Big, Make a Big  
Difference

**The creative is now coming to life reflecting the solid foundations of the project and aligning with the RSPCA rebrand**



# Lottery Website - old vs new

## Win big with the Big Animal Lottery!

For as little as £1 a week you could win a weekly jackpot of £1,000 or one of 99 cash prizes. Plus you could win up to £10,000 in our quarterly Superdraw. There are so many ways to win!

[Play now](#)

[Log in to players area](#)



## RSPCA Weekly Lottery

You could win big when you play the RSPCA Weekly Lottery!

For as little as £1 a week you could win £1,000 in our weekly jackpot or one of 100 cash prizes! You could also win up to £10,000 in our quarterly Superdraws! Play now to be in with a chance of winning!



### HOW TO PLAY

## Get the ball rolling for just £1 per play

- 1 Choose your numbers for the weekly draw, and you'll be automatically entered into the Quarterly Superdraw.
- 2 Set up your direct debit and create an account to never miss a draw.
- 3 Sit back, relax and let your numbers start playing for you!

[Play now](#)

### WEEKLY DRAW

## £1,000 JACKPOT

### RUNNER-UP PRIZES

- 2nd prize - £250
- 3rd prize - £150
- 4th prize - £100
- 5th prize - £50

And 95 runner up prizes of £10!

### QUARTERLY SUPERDRAW

## £10,000 JACKPOT

### RUNNER-UP PRIZES

- Spring - £5,000
- Summer - £10,000
- Autumn - £5,000
- Winter - £2,000  
Plus a luxury Christmas hamper

And over 100 runners up prizes!

## Win up to £10,000 in our Seasonal Superdraws



THE BIG ANIMAL LOTTERY

# Lottery Welcome Pack old vs new

The new Welcome Pack has a more contemporary feel

...balancing product information, our cause and a variety of animals to make you smile !



# Lottery Paid Social Examples



Animated



# Thank you



# / Headaches, Highlights, Horizons - Open discussion

Chanelle Evans, Legal and Compliance Manager, DMA

Norma Gerrad, Head of Individual Giving, RSPCA



# / Closing Comments

Liz Curry, Data Protection & Information Governance Consultant, Liz Curry & Co



# / Feedback Link



# / Get essential marketing skills taught by top-tier practitioners

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From data strategy to omnichannel campaigns, you will learn best practice from the experts.

- Course-specific practical tips and tricks, including takeaway templates for implementation.
- A range of subject matter expert guest speakers including guidance on regulation.
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Less than 250 employees? **SAVE 90%** of the course cost as it's funded by the government. Over 250? Save 70%.

