

Online charity raffle

East Anglia's Children's Hospices (EACH)

Raffles are a superb way of boosting income for charities of all shapes and sizes, and taking them online of course has the added benefit of widening the audience considerably.

At CommittedGiving, we specialise in helping charities implement successful online raffles.

Whether you're seeking an end-to-end solution from the creation of branded pages that integrate seamlessly with the rest of your website to the management of sign ups and payments, or just an element of this process, we'll work with you to meet your requirements.

East Anglia's Children's Hospices (EACH) is a great example of a charity that came to us seeking the complete service.

While the charity ran successful offline raffles, gambling regulations meant they had been unable to offer an online version through their website because it lacked the facility to differentiate between credit and debit card payments. This is a legal requirement with credit card payments banned for all gambling-related activity, including raffles.

But, with a new website planned there was an opportunity to remedy this. The challenge for EACH was finding a supplier that could not only help with the set up and management of an online raffle, but which could also ensure that no credit card payments would be taken.

This is where CommittedGiving came in.

Already working with EACH to process their online one-off donations, they asked us to build an online donation page for their new site, along with a fully branded raffle microsite.

Branding it using the design assets from their offline raffle, we created a lovely bright site with a 2-step process that sees people first select the number of tickets they want before filling out their contact and payment details.

To meet regulations, we built the form to include code that recognises credit card numbers and automatically refuses the payment if one is typed in.

The new site launched in November 2021, enabling us to get the raffle pages up and running in plenty of time for EACH's annual 2022 spring and summer raffles. For the first time, these raffles were offered online as well as offline, and EACH is now planning an additional, online-only, Christmas raffle.

To take advantage of the wider audience the online element offers, EACH is promoting the raffles with organic and paid social media, direct email marketing and post, as well as via their monthly newsletter when the timing fits.

Our job of course hasn't ended there – we're also processing all the payments that come through the microsite, and ensuring they go straight to EACH through a payment gateway set up with their account.



Leanne Selway, EACH's digital communications manager says:

"Being unable to guarantee with our old site that we wouldn't take any credit card payments for raffle tickets had limited us to selling them offline, so ensuring this wouldn't happen with our new microsite was the most important aspect of its development for us. Thanks to CommittedGiving, we can now take our raffles online with confidence."

We would love to hear from you!

Please contact us for a quick quote or to discuss how we can help improve your Online Charity Raffle process.

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