



Online Raffles Rogavi

Presenters:

- Richard McBriar, Commercial Director
- Håkan S. Wegeni, Creative Director

What is it?

Rogavi.com is an online platform that charities can use to raffle prizes. It looks to generate new internet donors and create a community where users can research charities and donate in a fun environment. The venture offers the opportunity for users to win prizes at fixed odds and charities to engage with donors. Although raffles are a traditional fundraising technique, Rogavi enables the raffle concept to enter the online arena, whilst also allowing the charity to capture donor details.

Rogavi looks to tap in to the corporate sponsorship opportunities that are worth £1 billion per year as well as enabling donors to donate more than money, by posting prizes themselves. It is looking to engage the charity market rather than the traditional gaming market and in doing so, create a sustainable income stream for charities.

The venture is currently in beta launch stage.

How does it work?

Each charity that signs up to participate in Rogavi will have its own webpage where the charity can inform donors of its work as well as providing information about the prizes on offer. The platform allows for the promotion of both long-term goals and on-going campaigns and short-term disaster appeals.

Prizes are donated to and managed by the charity through a dedicated back office system. These prizes may be uploaded by the public or the charity themselves (such as items donated by corporate sponsors). If items are uploaded by members of the public, the charity will receive an email to inform

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them of this and will have to approve/reject it. On receiving the item from the donor, the charity will then be able to publish the webpage and start selling tickets for the raffle. Where prizes are donated by a corporate sponsor there is a new co-branding sponsorship opportunity and the Rogavi site can link a logo to the company's own website.

If more than one of the same prize is available, users have the opportunity to 'buy it now' to guarantee receiving the item in as an alternative to entering the raffle for it. Virtual prizes can also be raffled, such as 'name the rhino' – Rogavi sees this as an area of big potential growth. If a charity undergoes a period without any donated prizes to raffle, Rogavi can put the charity into contact with a prize supplier.

For each item that is raffled, either a target amount or an end date is established. If a target amount is chosen, the raffle will take place when the target number of tickets has been sold – this way, users know what their odds are for winning the prize. If the target is not met, all raffle ticket monies are refunded and the charity does not incur any costs.

Rogavi generates new donors by affiliate marketing. Affiliates (associated websites) drive users to Rogavi through banners. Every user that clicks through is tagged and the affiliate is paid for each user purchasing a raffle ticket on a percentage basis. A win – win cost per sale model.

Other marketing devices include placing banner adverts on charity sites or on the corporate sponsor's site. The amount of marketing that Rogavi undertakes depends on the level at which the charity joins the venture, but the charity also receives the tools to market the raffle themselves. A facility is available to behavioural target key donor prospects.

Charities can sign up at 3 different levels of participation;

- Standard Service at £20/month: includes a branded lobby page, template marketing and donate direct/Gift Aid
- Premium Service at £200/month: includes tailored marketing, emails and banners, a dedicated account manager and paid-for marketing
- Turnkey Service at £1,000/month: includes a turnkey solution on their own site as well as all functions on the Rogavi.com site.

The charity then receives 70-80% of the money raised, depending on who has marketed the raffle and where the users have been generated from (everything on the site is tracked and the charity receives a report detailing where each user came from). Charities using the Standard Service have to buy donor information at £1 per email but this is included in the Premium and Turnkey services. Where prizes are particularly valuable, the level received by the charity is negotiable.

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Initially, much of the marketing will be based on the prizes, but Rogavi hope to build a brand in its own right through a big PR push, search engine marketing and affiliate marketing.

Practical application: 3
Innovation: 4
Fundraising potential: 4

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About Innovation Zone

One of the Institute of Fundraising's objectives is to promote and develop new fundraising products and techniques. On 7 February 2008, the Institute of Fundraising held the fifth event, the aim of which is to provide a forum for fundraising suppliers and Organisational members of the Institute to come together to develop and promote new fundraising ideas. The conclusions of the panel in this report are shared with Organisational members of the Institute, to facilitate the sharing of innovation in the fundraising sector. If Organisational members wish to find out more about any of the suppliers featured in this report, please either contact the Institute's Policy Team or contact the supplier directly using the contact details below.

Format of the event

Suppliers presented to a panel of five. Panel members were selected from the Institute of Fundraising's Organisational members. The suppliers were selected from a number of companies that put forward their products/services to the Institute for consideration. Products and services are rated out of 5 on:

- Practical application (how easy is it for a charity to implement);
- Innovation (how innovative is it in the UK); and
- Fundraising potential (what potential does the service/product offer for the fundraising sector as a whole).

There is no total cumulative score, as each aspect judged is rated separately.

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Panel members

- Alan Gosschalk, Director of Fundraising, Shelter and Vice Chair of Trustees, Institute of Fundraising (Innovation Zone Chair)
- Nell Clarke, NCH
- Lucy Gower, Innovation Manager, NSPCC
- Debbie Stokes, Head of Direct Marketing, UNICEF UK
- Lindsay Tilston-Jones, Fundraising Manager, Clatterbridge Cancer Research Trust

Suppliers

The suppliers each gave a 15-minute presentation of their product to the panel followed by a 30-minute question and answer session. The panel then discussed their conclusions in private. The suppliers all agreed that the views of the panel are final and, though they have been invited to comment on the panel's report for accuracy, the panel's report is produced independently of any supplier influence.

The Institute's Innovation Zone is a regular event, with the panel's report being made available exclusively to Organisational members of the Institute of Fundraising.

Further information about Innovation Zone

If you are interested in becoming a panel member or have a new product or service that you would like to feature in future events, please contact policy@institute-of-fundraising.org.uk.

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