



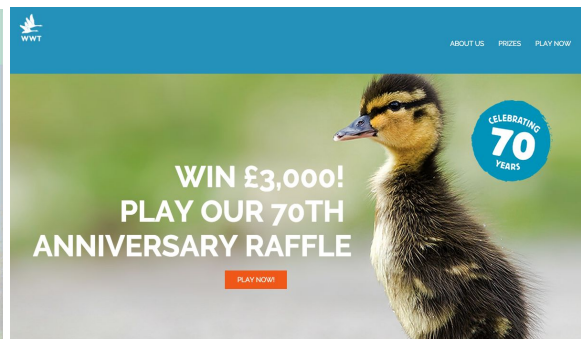
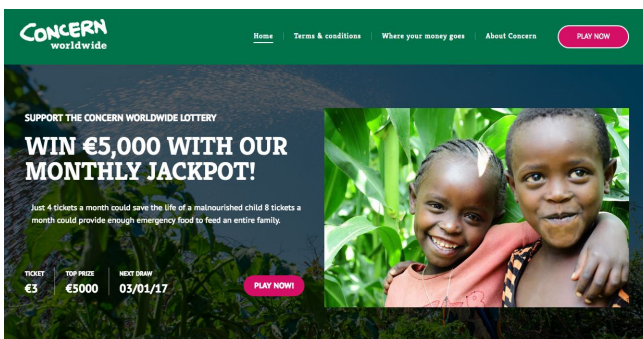
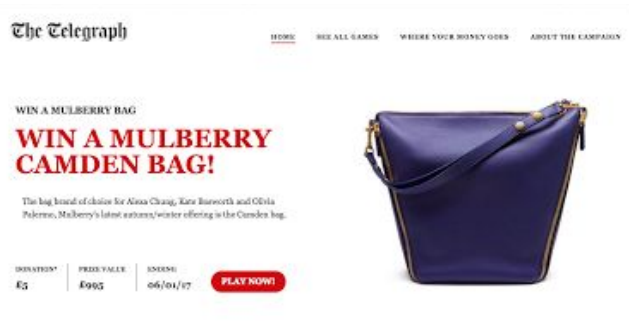
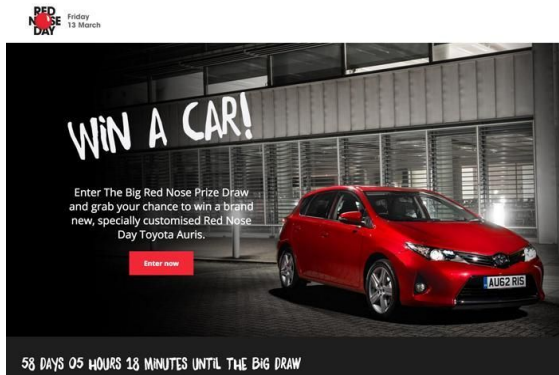
HELPING GOOD CAUSES DO PRIZE-LED FUNDRAISING

At Capen we specialise in online raffles, lotteries and other prize-led fundraising campaigns to help good causes raise more money. Our products are beautiful, low cost and easy to use.

We help clients

- Enhance existing (offline) raffles/lotteries
- Recruit new supporters
- Reach a younger audience
- Re-engage lapsed supporters
- Deepen engagement with audiences
- Give corporate partners an easy way to fundraise

Some of our work





Zaffo Pro Service

Zaffo pro is our low cost service to help you create winning raffle and prize draw websites quickly and easily.

Our websites are easy to integrate with your paper-based draws and, being optimised for mobile, they're easy for your supporters to play, wherever they are.

Our Zaffo software processes payments, creates tickets and tracks campaigns, all to the highest level of security and technical standards.

Our powerful back office enables you to track your ticket sales in real time.

The service

We can do all the design work for you (the design of your first campaign comes included in the price), or we can hand over our easy template to your team to use, time and again.

We can also support you as much or as little as you like with strategy, development, marketing and social media.

Features and Costs

- £1,500 set-up (Capen will create the first campaign as part of that setup cost)
- 10% management fee (+2% VAT)
- Hosting fee: free for year 1, £250 / yr thereafter
- Secure payment processing
- Email player support
- Draw management
- Fully mobile optimised website
- Branded ticket email
- Approved templates for terms and conditions, social responsibility, privacy and acceptable use policies
- Back Office Reporting tracking all entries and campaigns
- Free Zaffo campaign promotion across social and web





Zaffo Payment Widget

As well as creating you a top class website, as part of the package, we also offer you our payment Widget. With a simple line of code, this widget can be placed on a partner's own website.

SUPPORT THE RI FOR YOUR CHANCE TO WIN

Tickets for the raffle are just £10 each. You can select up to 20 tickets during checkout, and every penny raised will help us inspire people of all ages with a love of science. The raffle closes at 23:59 on Wednesday 30 November 2016.



The CHRISTMAS LECTURES use daring demonstrations, the latest technology and hands-on participation to encourage young people to observe, question and explore the world around them. Support the Ri, give £10 today

Select 10 GBP worth of entries

Buy 1 Entries



Our lecture theatre at 21 Albemarle Street has hosted the most influential scientists of the past 200 years. Today it is host to our CHRISTMAS LECTURES and public events throughout the year. Support the Ri, give £30 today

Select 30 GBP worth of entries

Buy 3 Entries



Here at the Royal Institution we believe that a healthy discourse between science and society can only happen if people are given the opportunity to talk to and question scientists. Support the Ri, give £50 today

Select 50 GBP worth of entries

Buy 5 Entries

Enter your own number of entries for 10 GBP each (maximum 100 entries)

Through this widget you can:

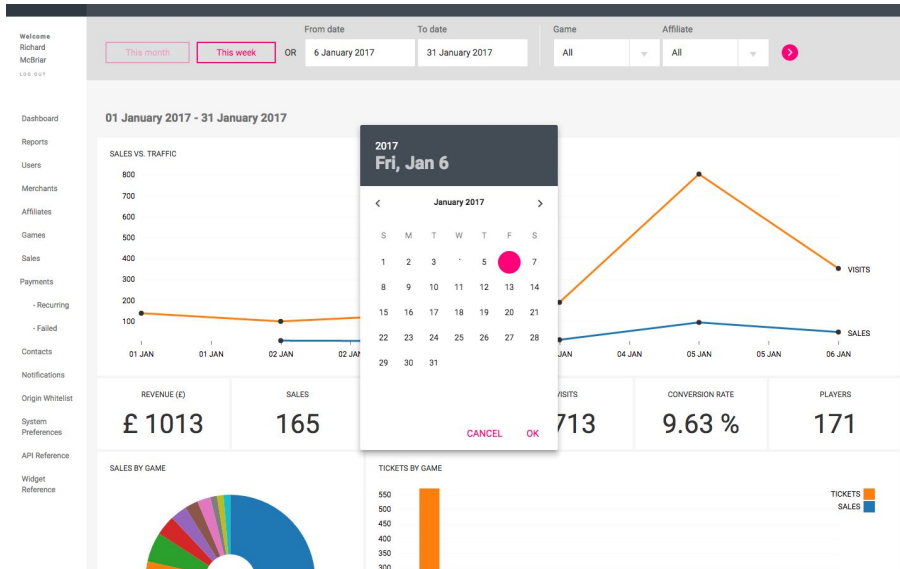
- Securely accept credit card, debit card, or direct debit payments from any website
- Issue branded e-tickets
- Track campaigns and monitor campaign ROI
- Increase average basket value



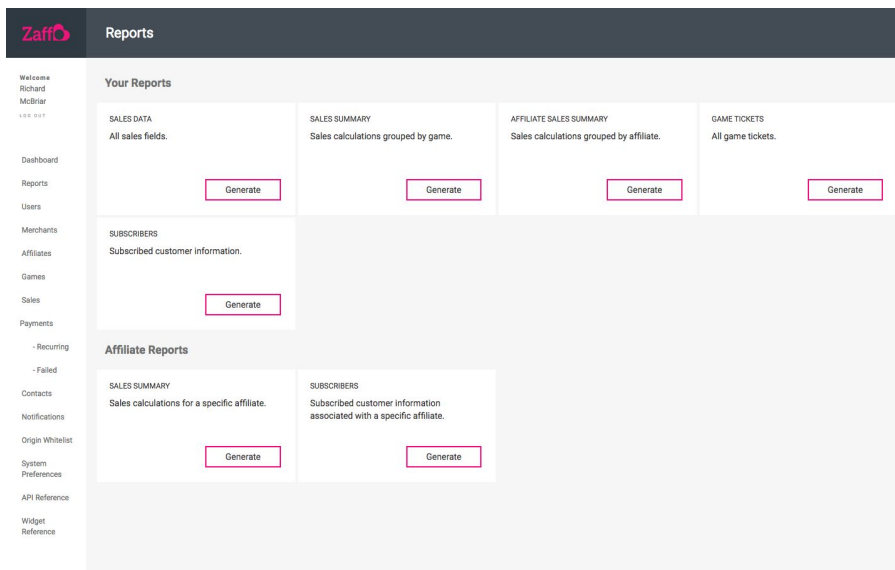


Powerful Back Office

Our dashboard enables you to manage your draws from anywhere, keep track of your ROI and make quick decisions during your campaigns.



With our reporting tool, you can download and share key data with your team and external suppliers.





What sets us apart from our competition?

- Consumers expect the same slick digital experience from good causes that they get from other online interactions. It is no longer acceptable for suppliers to do 'a bit of digital'. Capen is the only specialist digital External Lottery Manager in the UK and we guarantee to give your supporters an exceptional online experience.
- We have a decoupled management approach, allowing Societies to work with their preferred blend of acquisition partners in a way which suits them.
- We make it easy for you to integrate online with paper based activity.
- Charities need to be able to track campaigns from multiple sources, email, marketing partners, facebook, twitter, instagram, SMS, SEO, Adwords, referrals. The Zaffo software is the only back office in the market with this functionality.
- Digital marketing campaigns are only as good as the website they terminate to. Increase returns by converting more supporters to players through our cutting edge websites and carefully designed online user journey.
- Innovation is at the heart of Capen, and as our client, you will benefit from working with the only ELM investing in digital innovation.
- We promote your raffle on www.zaffo.com gaining you new players at no additional cost.

What our clients like about us

1. Our low cost range of products offer an exceptional **ROI**
2. Our Zaffo software widget processes payments, creates tickets and tracks campaigns, all to the highest level of **security** and technical standards
3. Our client sites are of the highest design **quality** and digital standards
4. We can **support** you as much or as little as you like. You can set up your own raffle or lottery in minutes, or let us help with strategy, development, marketing and social media
5. We provide an **easy, fun** and **engaging** way for corporate **partners** to fundraise
6. Sites are **mobile responsive**, so are as effective on your phone as they are on your desktop

Food for thought

- A raffle ask to lapsed and inactive contacts achieved a better response than that expected from a donation appeal to active supporters
- We've achieved a 1:3 ROI on Facebook advertising
- An average player of online raffles and lotteries is a woman aged 35-55
- Over 50% of players visit our games on their mobile or tablet
- We increased average basket value from £8 to £13 during a live raffle campaign by strategically featuring the charity's mission during the user journey
- We've generated over 450 new opt-ins to a charity client from one employee raffle
- By adding a client's raffle URL to their mail pack we uplifted raffle income by 10%





Work with us

We'd love to help you achieve your goals. Get in touch today to talk about your needs and let us help you make an even bigger difference.

Give Richard a call +44(0) 7990 571 000

Drop him an email richard@capen.co.uk

Pop in and see us Ugli Campus, 56 Wood Lane, London, W12 7SB

