



Revitalising Rossendale

Empowering passionate fundraisers
with the tools to succeed.

Case study





About Rossendale Hospice

In 2023, Rossendale Hospice will celebrate its 35th anniversary as a local charity that provides care for patients and families coping with cancer and other life-limiting conditions.

The hospice requires an annual budget of around £1 million to maintain its operations. Therefore, any significant undertakings must yield practical benefits.

Revitalising Rossendale

During the pandemic of 2020, Rossendale Hospice, like many others, suffered a significant decrease in revenue.

However, their Head of Fundraising had the vision to implement a thorough digital transformation project, which has resulted in a positive growth trajectory for the hospice while also reducing overheads to better weather the cost-of-living crisis.

Positive growth trajectory



Challenges and objectives

Challenges

Opportunities to engage with digital audiences were scarce, cumbersome, and heavily reliant on third party vendors.

The hospice website offered little in terms of control and configuration, resulting in additional time and costs for basic updates.

Due to a dependence on donation and event booking vendors, centralising data onto their CRM was time consuming and restricted post-transaction stewardship opportunities.

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Objectives

The Head of Fundraising at Rossendale Hospice outlined the following objectives for transitioning to a new website.

- Reduced data processing with Donorflex CRM integration
- Enhanced user experience collecting donations and event registrations onsite
- Improved stewardship with post-transaction communications control
- Dynamic and agile control over content, donations, and events
- Increased revenue opportunities through online shop
- Enhanced service delivery with online patient referral system
- Online store locator boosting contributions and footfall
- Improved volunteer signups through onsite careers manager
- High levels of data security and Gift aid, GDPR consent controls



Solution and results

Solution

Rossendale Hospice chose us due to our expertise in fundraising data analysis and our proven track record of successfully delivering major projects for numerous other Hospices in the UK.

Rossendale received a comprehensive set of tools through our Hapi website builder tailored to their goals, allowing their fundraising team complete control over content publishing, campaign creation, appeals, and post-donation stewardship processes.

All donations and event bookings are now processed on-site, and constituent details are sent to their Donorflex CRM for ingestion.

Results

This has resulted in faster and more efficient transaction processing, creating opportunities to enhance retention-focused stewardship strategies.

- 39% increase in website traffic
- 61% increase in the number of donations
- 34% increase in average gift value
- 180% increase in income from donations and legacies
- 5% increase in overall revenue generated
- 36% decrease in data admin processing time
- 10% increase in giving frequency





39% increase in website traffic



61% increase in the number of donations



36% decrease in data admin processing time

Clare Richards

Head of Fundraising



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Prior to this project, we struggled to engage in online fundraising effectively. However, after switching to hapi, our digital confidence and competence flourished, giving us a sense of control over our future.

With the enhanced functionalities provided by this project, we have been able to consistently improve our fundraising performance and service delivery. This project has transformed our approach across multiple departments and positioned our Hospice as a leader in innovative fundraising.

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