



hapi

Supercharging

St Helena

Giving back control through innovation,
integration, and automation.

Case study



About St Helena Hospice

St Helena was established in 1985 to support the people of North East Essex facing incurable illnesses and bereavement.

Even though 75% of the funding required to provide care and assistance yearly is solely contributed by the local community, the hospice has flourished to be a leading light in the sector.

Supercharging St Helena

St Helena Hospice is one of the most successful hospices in the UK, generating an annual revenue of almost £19 million. However, large size can sometimes affect an organisation's speed and agility.

To overcome this, St Helena's Marketing & Communications Manager initiated a digital transformation project, positioning them as an innovative leader in the NFP sector.



**Innovation, integration,
and automation**

Challenges and project objectives

Challenges

St Helena have never struggled to engage and inspire support from their local community. However, when the pandemic struck it quickly became clear that they lacked many of the tools required for effective online fundraising.

Furthermore, as increasing amounts of traditional supporters switched to digital donations, St Helena also realised that they needed to improve the speed and efficiency in which mass-volume data could be processed.

Objectives

Recognising the need for a digital transformation to overcome various challenges, the Marketing & Communications established the following requirements:

- Innovative content control with drag-and-drop publishing
- Ability to create appeals and campaigns without technical assistance
- Complete control over data collection forms without technical assistance
- Multi-department administration tiers and workflows
- Raiser's Edge integration, automating constituent registrations in real time
- Bulk "check and submit" processing of gifts and gift aid records
- Automated post-donation communications to new and existing supporters
- Individual and group event bookings including merchandise and discount coupons
- Online referral services for professionals and the general public
- Careers sections for professionals and volunteers
- Onsite shop with virtual gifts, merchandise, and stock control
- Safe and secure referrals to hospice and bereavement services



Solution and results

Solution

St Helena chose us to facilitate their digital transformation due to the vast range of features available on our hapi platform. Collaboration with various departments was crucial to the success of the project's planning, design, and implementation stages. We closely coordinated with the data, marketing, and fundraising teams to meet the project requirements.

Thanks to our project, marketing personnel can now access 'page-builder' functionality, allowing for easy 'drag-and-drop' content publishing without technical assistance. As a result, new website sections, pages, appeals, and campaigns can be launched in just minutes instead of days, allowing St Helena to publish dynamic content quickly and efficiently.

With hapi's event management engine, fundraising teams can quickly launch exciting events. St Helena's website is now equipped to handle individual and group bookings, with opportunities to upsell additional merchandise, donations, and processing fees.

Thanks to the integration of hapi and Raiser's Edge API, St Helena's data team can now enjoy automated constituent registrations. Meanwhile, they can still exercise tight control over gift submissions by using a 'check-and-submit' process to their database.

Results

- 33% increase in website traffic
- 47% of donors opt-in to consent during checkout
- 72% of donations have gift aid applied
- 25% of donations upsell to include processing fees
- Average of 37 days per year saved on data processing





72% of donations have gift aid applied



33% increase in website traffic



Average of 37 days per year saved on data processing



Samantha Ellis

Marketing & Communications

Manager at St Helena Hospice

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Before switching to hapi, we were limited in the changes we could make to our website. Simple updates to news and events posed real challenges, and we had no e-commerce capabilities.

We're now empowered with complete control over our new website, allowing us to deliver the digital experience our patients and loyal supporters rightfully deserve.

The impact of this project on various departments has been significant and we're grateful to Dreamscape for their support in helping us achieve our objectives for the website.

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