

The Royal Trinity Hospice

The Royal Trinity Hospice provides skilled, compassionate care and support to people with progressive, life-limiting illnesses and those close to them. It has been supporting patients in South West & Central London for more the 125 years, allowing them to 'live every moment'.

Key Achievements



- Integration yielding higher conversions, with over £122,000 raised within a year of new website launch.
- Improved mobile experience and donation flow.
- Integration of website & donation collection platform.

The new website has allowed us to improve the mobile experience, simplify user journeys and provide a more straight-forward donations process for supporters.

It has also allowed us to pull together multiple separate systems in one platform. We are delighted with the result, which has allowed us to better serve our service users and maximize our digital fundraising income.

Jason Coleman,
Head of Technology
& Digital



The Royal Trinity Hospice increases online donations and achieves key goals with help of The Access Charity Website Platform.

Improving user experience and fundraising with digital strategy

The Royal Trinity Hospice made the decision that they wanted to make digital a key pillar of their fundraising strategy, whilst also improving the experience they gave to service users and their families, professionals, supporters and the local community.

However, they were being held back from this goal by a website underpinned by technology not fit for purpose. The site was providing a poor mobile experience and all of their donation flows were sending supporters to third-party donations portals that disrupted the supporters' journey for making donations.

Over £122,000 raised within a year of new website launch

The new website has helped The Royal Trinity Trust to solve these issues. The overall design has improved the user experience by providing a mobile-first platform and integrating the donation journey directly into the site.

This has resulted in yielding higher donation conversions. The new website has been a cornerstone of the charity's 125th year anniversary and has seen an increase in their average donation amount to £114, resulting in a total of over £120,000 of income raised within a year of the website going live.

Raising
£122,000
in year one

▲
Donation
avg **£114**

If you are interested in learning more about **The Access Charity Website Platform**, please request a demo and one of our specialists will be in touch to understand your needs.