

LOTTERY GUIDE

AN INTRODUCTORY GUIDE FOR MULTI CAUSE LOTTERIES

Let's get started!

Welcome to the lottery love train! You can watch your welcome video [HERE](#)

It's great to have you onboard. Below you will find an overview of everything you will need to get started on your lottery journey. This is just some of the basics with references to lots of other resources you will need but remember, please get in touch using the details below if you need more information. We want to help you and your lottery succeed.

Details here...

1. Registration for your dashboard

Go to your lottery website and click LOG IN to create an account
Once you are registered, request your USER ADMIN to add you to the dashboard
The '[Interactive dashboard guide](#)' will help you familiarise yourself with your dashboard

2. Members Area

Please register for an account here: <https://gatherwell.co.uk/member-registration/>
This area is a resource tool filled with guides and templates which will help with the management of your lottery

3. National Bolt- On

You are currently opted in. This is an additional extra set of prizes promoted throughout the year and is a free service we provide to help give you and your good causes something extra to shout about all year round. As part of this service we:

- Provide new marketing material to you and your good causes
- Send an email to the good causes to let them know there is a new offer
- Change your lottery Facebook cover page image
- Provide social posts (once at the start and once towards the end of the offer)
- Provide email campaigns to the opted-in supporters registered on the Platform (once at the start and once towards the end of the offer)

If you have a lucky winner we will:

- Contact the winner to arrange the prize
- Obtain testimonials from the supported good cause and winner for an article (and supply this to you)
- Post an article to your lottery 'news' feed on your website
- Post to social media with a link to the article on the lottery website

4. Additional resources for good causes

We have an additional area for you and your good causes to find useful support tools to help them in their quest for online marketing here:

<https://gatherwell.co.uk/good-cause-resources-home/>

We aim to keep this area up to date and remind good causes it is there frequently.

5. Operator Responsibilities

As you are new in post it is always a good idea to do the following if you are unsure if this is in order:

- Ensure your Gambling Commission licence holders are still in post
- Be sure your membership payments to the Lotteries Council and Gambling Commission are set up and up to date

I am sure it is covered in your handover but just a summary of what is required to run a healthy lottery :

- Good cause recruitment and approvals
- Other Lottery PR (For example, following up with winners and supported good causes for some good news stories, fund granting for the community fund press release or social media, lottery birthday initiatives)
- Management of the community fund
- Approve payment runs at the start of every month
- Annual regulatory return (there is a guide in the members area for this and you will be reminded by the Gambling commission closer to the time it is due)
- Gatherwell Security audit - this is once a year and you will be notified from us when it is ready for you to upload

6. Gatherwell provides you with

- Account Manager - A dedicated point of contact to help you in the management of your lottery and assist with any questions you may have and bounce any marketing ideas where you may think we can add value
- Lottery returns – If you are Gambling Commission registered we submit your lottery returns to the Gambling Commission every month so you don't have to. If you have a small society licence we will email the details to you each month.
- Dedicated support line - we provide a dedicated email and telephone support service to end users (supporters and good causes)
- System emails - there is a document on these in the Gatherwell members area
- Website maintenance/updates and hosting

It's probably a good idea for us to arrange an introductory meeting in the coming weeks. You can book in with me here: [Bookable Calendar](#)

I look forward to meeting you soon

Guides:

[Small Society Lottery Returns Guide](#)

[Operator Annual Regulatory Return Guide](#)

[Gatherwell Automated Emails](#)

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