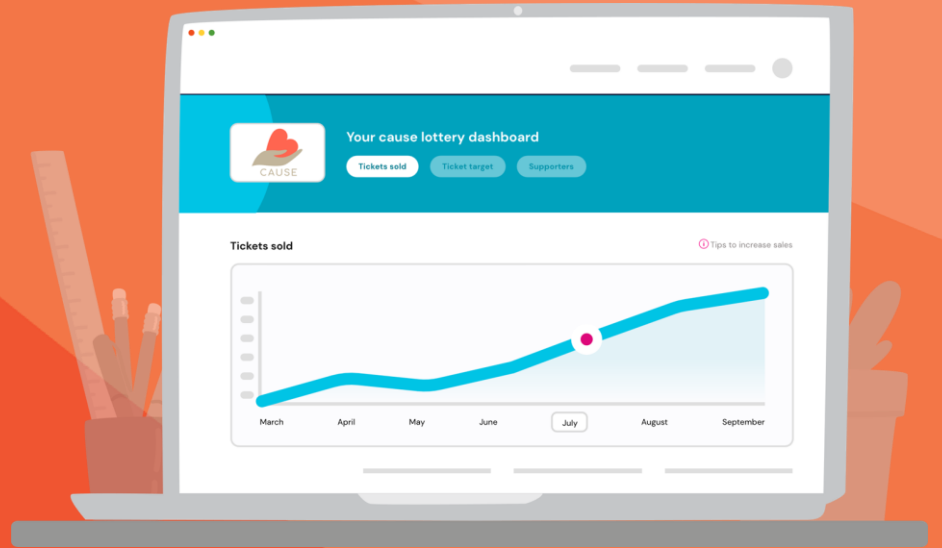


Best Practice Workshop– Maximise your lottery fundraising

Presented By:
Cheryl Goodall
Your Account Manager



Who is Cheryl?

- Over 6 years of fundraising experience
- Helping companies to fulfill their CSR duties
- Community Fundraiser at Derbyshire Hospice
- Raised over £250,000 through third party events and campaigns
- Partial to a few dress up campaigns along the way!

Today:

- Established Lotteries Account Manager



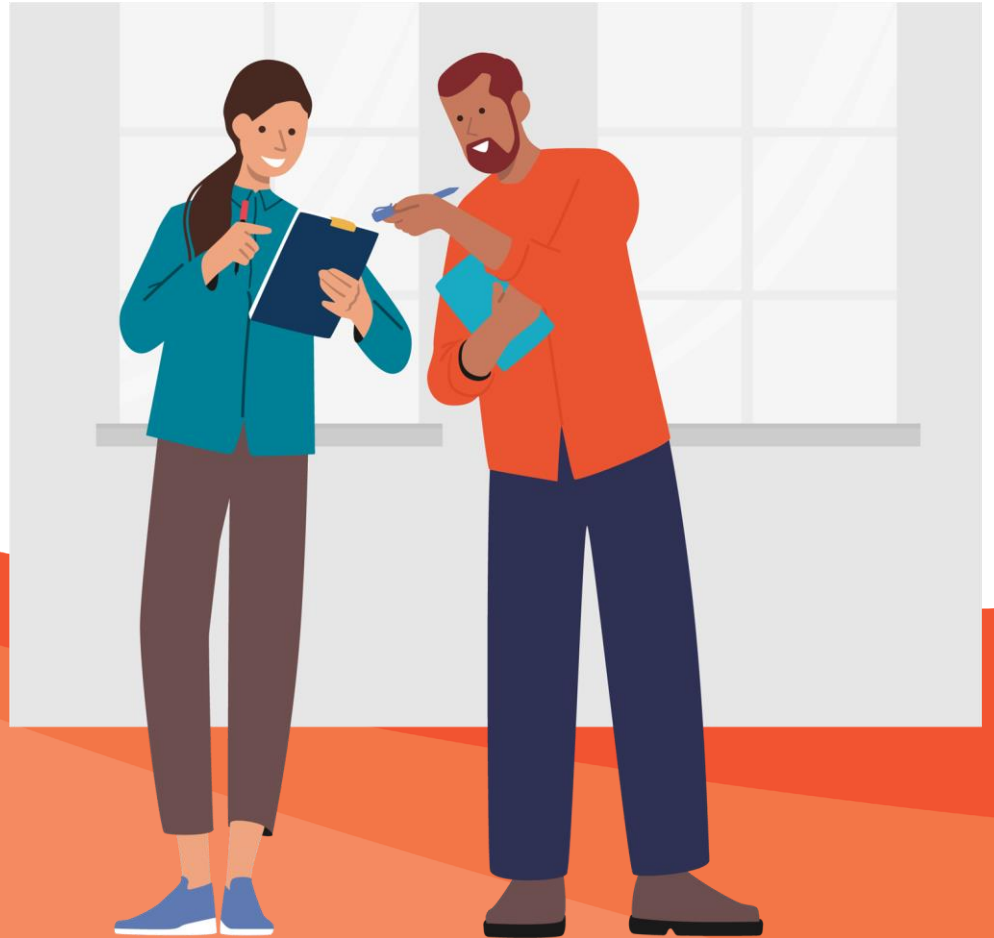
Agenda

- Compliance
- Back to basics
- Top Tips
- Case Study- Lottery success with Kat Jenner Wealden Community Lottery
- Q & A



Compliance- the boring but important stuff!

- Licence and licence holders
- Annual fee with the GC
- Lotteries Council payment annual BACS
- Monthly approval of payments
- Annual return GC licence



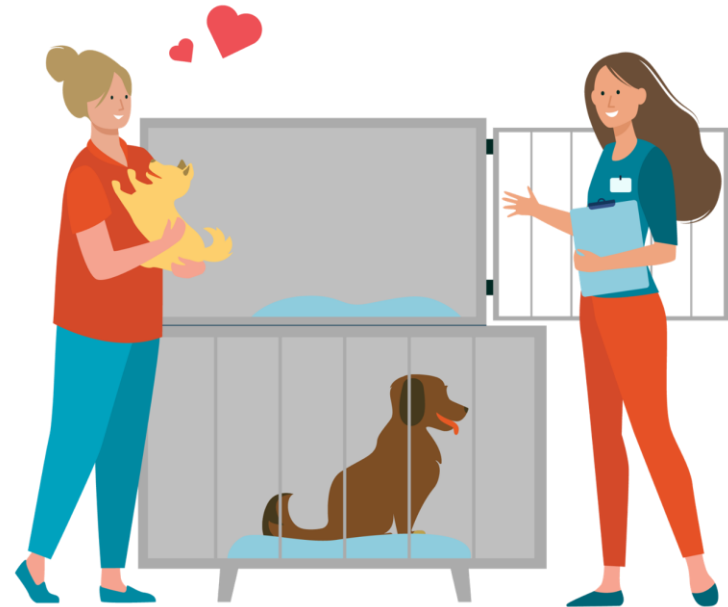
Back to basics

- Use your staff team- start from within
- Utilise your resources- Gatherwell materials
- Harness the power of social media
- Use your website to showcase the lottery
- Email your contacts and those of your partners
- Get networking - CVS/Internal Departments
- Get the press on your side



Top Tips

- Newsletters/emails solely about the lottery/super draw (Union Lotto/CSSC)
- Grant applicants need to be on the lottery- (East Herts)
- Positive news- share the good! (winners, what difference the lottery makes, birthday celebrations, raised XXX) (Mole Valley/Cheltenham/North Herts)
- Planning- Comms and Marketing Plans in place (Wealden)
- Showcasing the “why” (spotlight ons) (Harrogate/CSSC)
- Regular performance check-ins and target setting (Bracknell Forest/Wealden)



Success Story

Kat Jenner from Wealden Community Lottery



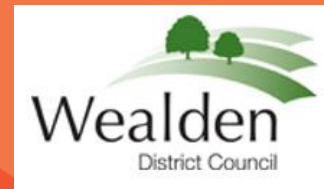
- A total of 160,000 people living in the Wealden District.
- Largest population within East Sussex.
- No cities. The district includes the towns, along with numerous villages and surrounding rural areas.
- Rural landscape



- Launched in March 2023
- Celebrating 6 months old

Summary March – Sept 2023

- 28 draws have been held
- 898 players
- 1839 tickets per week
- supporting 73 good causes
- raised £26,646 to date for good causes and central fund combined
- Our causes are on track to raise £57,376.80 per annum





Promotion so far:

- Wealden Community Lottery launch – 130 people attended; 50 good causes signed up within the first week;
- MyAlerts prize draws – **most effective**
- Wealden Community Lottery survey
- 6 months celebration promotion
- Visits to our most ‘successful’ good causes - Isfield Angling Club
- Funding Database
- Press releases
- Community Radios helped create radio advertisements
- Social Media
- Window Stickers
- Good Causes promotion – case studies
- Quarterly summary reports
- Planning our 1st year celebration event (for March 2024)



Wealden Community Lottery introduces 'refer a friend' feature

Publish Date: 25 August 2023

The 'refer a friend' scheme, otherwise known as a referral program, enables existing players to share a link to their friends, family, work colleagues or acquaintances via Facebook or WhatsApp to encourage new players. Once a new player signs up using a player's referral link and purchases a ticket, both the referrer and refereee will...



Questions



Key Takeaways

How to keep your lottery compliant

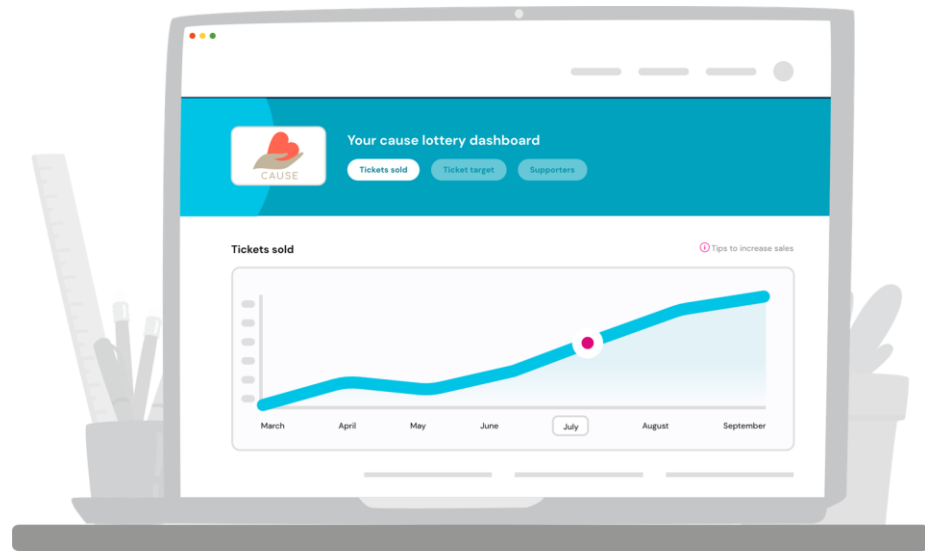
What to do to continue making your lottery a success

Examples of successful initiatives

Ideas and inspiration on how to make your lottery a continued success

Answers to any burning questions

A recorded session you can refer to at anytime



Thank you for coming!

