

# CSSC Community Lottery- A Successful Growth Case Study

## Summary

**CSSC Community Lottery** was launched in March 2021 and to date has raised over £244,000! They have seen tremendous growth and success during a time when what we know to be difficult for people's ability to afford luxuries and discretionary spending. CSSC has worked to increase their tickets **by over 45% from October 2022 to September 2023**

## How was this success achieved?

- Engaged project lead
- Engaged communication and marketing team
- Engaged CEO
- Lottery on KPIs and strategy plans
- Set a target of 4000 tickets
- Regular review of actions taken
- Regular conversations with Gatherwell
- Entered into the national super draw prizes provided by Gatherwell
- Sent e-news to members solely about the super draw prizes
- Updated CSSC website to improve the ease of buying tickets for members
- Added lottery website to CSSC homepage
- Spotlight on of a service user- showcasing the difference the lottery made to them
- Shouted about winners regularly
- Ran a [claim code](#) campaign as part of their 2<sup>nd</sup> birthday celebrations
- Social media posts – trying different options to see what worked best with their members and seeing which increased ticket sales
- Winners testimonials
- Testimonials from those who had received grants



CSSC

30 June · 🌐



Enter now for only £1 pound to the CSSC community lottery for a chance to win weekly cash prizes.

Not only will you be able to win amazing cash prizes but the you will be supporting two CSSC central funds, the Disability Support Fund, which aims to financially help members with disabilities to compete in their chosen sport and also the Financial Support Fund which assists members who may be facing financial challenges.

To be in with a chance of winning enter here <https://ow.ly/XLwT50ORyoP> #MyCSSC #CommunityLottery #Lottery



CSSC

16 June · 🌐



Purchase your lottery tickets before 24th June to be in with a chance of winning up to £25,000 and a Sony Home Theatre Bundle, all for just £1 per week.

Not only will you have a chance to win these amazing prizes, but the money you enter will also go towards the Disability Support Fund. This fund aims to provide financial assistance to members with disabilities so they can participate in their chosen sports. Additionally, the funds will contribute to the Financial Support ... [See more](#)



CSSC

5 May · 🌐



🎉 To celebrate our community lottery turning 2, we're giving away 1,000 FREE tickets to our members. 🍀

Enter our prize draw to win a FREE entry in the CSSC community lottery.

Full details of how to enter and terms and conditions below!

<http://ow.ly/54qh50Ofotl>

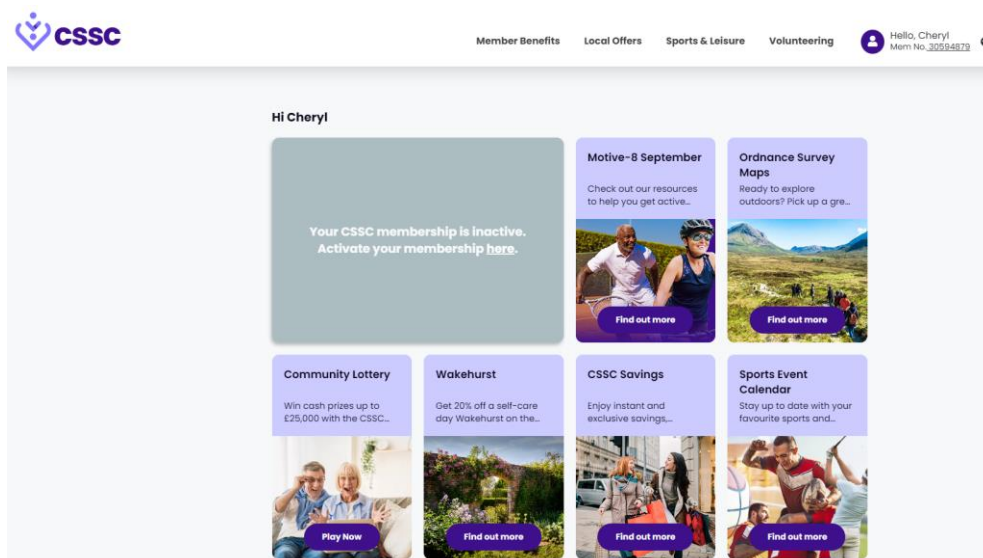
Good luck! 🍀

#MyCSSC #CSSCcommunitylottery #2ndanniversary #FreeTickets #WinBig



## What has worked well

- Entering into the super draw prizes saw tickets increase by over 300 in the first week
- Emails solely about the super draw prizes saw tickets increase by over 100
- Spotlight on of a service user communication saw tickets increase by over 500
- Changing the way members sign into their dashboard on the CSSC website. A clear tile dedicated to the lottery and changing the tile messaging regularly.
- Using winners' quotes
- Promoting the 25K jackpot!
- Played around with the language and style of emails and social posts to find a positioning that fitted with CSSC members
- Using inspirational phrases to invoke aspirations such as “what would you do with £25,000” in email campaigns
- Ensuring all marketing communications were consistent so there was one voice, style and imagery in a cohesive message.



## What's next?

Continuing to try different messages and brainstorming new ideas on how to increase tickets further. A target of 5000 tickets has been set and as of September 2023, tickets are at 4342.