

Good cause recruitment guide - assets



Council Resources – Template for email for officers to send to good causes 2

Subject: Good news for good causes

Content copy:

XXXX Lottery is an online platform to raise money within the community, for the community. All funds raised go to good causes that benefit the local community in **XX LOCATION XXX**. Each ticket costs £1 a week and the draw takes place every **Saturday at 8pm**.

It's **FREE** for your cause to join and you receive **50p from every ticket you sell** via your page on our website. All you need to do is market the lottery to your supporters. You'll even be provided with marketing materials to help you get started.

Applying is easy - it's all done online and takes a few minutes.

Click **here** to find out more! *<add hyper link for URL to your lottery 'are you a good cause page'*

<Insert a case study with a picture on a similar successful good cause, get a quote and talk about how much they have raised using the lottery and how easy it is!>

Click **here** to join now! *<add hyperlink to your good cause application page*

It's **Free** to join and there are **NO costs, ever**

Sign up and get **your own page** on the lottery website

Send supporters to your page to **Buy tickets**

Your good causes keep **XX% of all ticket sales**

Players can **WIN** prizes up to the **£25,000 Jackpot**

We'll provide you with regularly updated **marketing materials**

You'll have access to your own **online dashboard**

Funds are paid directly into your account **monthly**

Happy to help

If you have any questions why not check out our **FAQs here**
{insert hyperlink URL to good cause FAQs page of your site}
You can call us on: *{insert your lottery support phone number here}*
Or go to: *{insert your lottery home page url here}*

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