



Good cause recruitment guide - assets

Council resources – Template for email to send to officers

Subject: Good news for good causes

Content copy:

We know that fundraising is a constant effort for community groups throughout {name of region}. **XXX Lottery** has been established to help local organisations and clubs raise much-needed funds. Working with **XXXX** Council, we have established this ethical lottery as an easy, fun and **totally free** way for good causes to create sustainable, year-round income.

It would be amazing if you could tell the good causes in your area about this opportunity. If you have a parish newsletter, website, social media or other communication methods, Please spread the word about this funding for local groups. Examples of good causes:

- Sports clubs
- Local Charities
- School PTAs
- Community Centres & Village halls
- Social enterprises

XXXX Lottery can help groups raise over £500 a year with just 20 ticket sales a week. **There's no risk, no cost and no administration.**

Lets get started

{insert hyperlink to good cause application URL}

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JOIN HERE

{Insert hyperlink to URK of the good cause application page}

How do groups sign-up?

Step 1: Go to *{insert URL of good cause application page}* and register the organisation

Step 2: We'll seek to review and approve the organisation within 5 working days

Step 3: The organisation can start selling ticket via our website

For more info check out our **factsheet** containing from Frequently Asked Questions. Feel free to share this with local groups.
{insert the URL for the FAQs as a hyperlink to the 'factsheet'}0.

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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