

MARKETING PACK

A GUIDE FOR SINGLE CAUSE LOTTERIES

Thank you for choosing Gatherwell – Let's get started!

Here at Gatherwell we are a dynamic, friendly team, committed to helping you launch a successful lottery. We believe that the power of our people, products and partners delivers engaging lotteries that assist good causes to raise money.

This pack has been designed to help you make sure your lottery launches smoothly and successfully. We've mapped out all your critical deadlines and provided example templates, press releases and some ideas on how to maximise engagement.

What you need to do:

A successful lottery launch depends on proactive and well-planned communications. This pack contains the following tools that are designed to help you plan each stage of your lottery launch:

1. How To Attract Supporters
 2. Planning A Successful Launch Event
 3. Launch Event Invitation Guide
 4. Press Release Pack
- + Marketing Timeline (supplied separately)

If you follow our recommendations, you can be confident of a good uptake of ticket sales. Please let us know how useful you find this guide – we'd love your feedback!

Remember – the key to success is spreading the word. We will be on hand to support you throughout the process, and make it as simple as possible.

Good luck with your lottery launch!

1. How To Attract Supporters

"How do I attract new supporters?" This is a question that is frequently asked. Finding new people to support your lottery isn't difficult, it's really about reaching out to potential supporters, with a compelling message. Recruiting new supporters is an ongoing process, it doesn't stop once you've launched your lottery. You need to continue attracting new supporters, and once you have them, keep them on board.

We know that marketing budgets can be tight (or non-existent!). So we've put together some suggested strategies that needn't cost the earth. With a team approach and modest commitment of time, most can be implemented without any significant outlay.

CHECKLIST:

- Show the impact of your lottery
- Utilise the marketing resources provided
- Use your staff team
- Harness the power of social media
- Use your website to showcase the lottery
- Email your contacts
- Speak at events
- Get your partners on board

SHOW THE IMPACT

We know from experience that people who play fundraising lotteries are more motivated by the opportunity to help a good cause, than by the opportunity to win prizes. So, in order to recruit and retain players, you need to create a flow of messaging about the difference that your lottery makes. The more you can tell people what their money will be used for, the better. This type of message is especially strong when combined with great photographs, videos and/or testimonials. The messages that you create about the impact of your lottery can be used within all the strategies mentioned below.

USE THE RESOURCES

Gatherwell will give you a set of marketing materials to help you spread the word about your lottery. This includes both digital and printable assets such as leaflets, social media images, pop-up banners and more. Make sure you utilise these across all your marketing activities.

START FROM WITHIN

You have ready-made ambassadors – your own staff, volunteers and leadership. Empower them with the knowledge to talk about the lottery to their networks and contacts. They can engage people by talking about the positive impact the lottery will have upon your organisation and its beneficiaries. They should also offer to send follow-up information. Don't forget, your staff and leadership are welcome to play the lottery themselves, so utilise internal communications to encourage them to do so!

SOCIAL MEDIA

Your lottery is an online entity, so your marketing should focus on online channels such as social media. Regularly use your own social media pages as well as those of your partners to tell people about the aims of your lottery, giving them a compelling reason to take part. Keep the content concise and upbeat, and use great images of the impact your lottery makes. Most importantly, always include a call to action, which should include a link to click through to your lottery website. Encourage your followers to share your content, to help it reach a wider audience.

YOUR ORGANISATION WEBSITE

Your lottery website is new but your organisation's own website is probably well established, with plenty of traffic, so use this as a showcase for your lottery. Make sure you feature your lottery on the website Home page, above the fold (the area of the page that you can see without scrolling down). Create an eye-catching but concise feature about the lottery that includes:

- Your lottery logo
- Prominent button that links to the lottery website
- Reasons why people should play the lottery
- How the funds will be used

You can also use other pages of your website, such as the News/Blog page to provide more detailed information.

EMAIL

If you have a database of email contacts, use this to send out information about your lottery. These are people that are already familiar with your work, so they are likely to be an easy audience to get on board. You can send out your digital leaflet or use the marketing materials provided by Gatherwell to create eye-catching and engaging content that will get people excited about your lottery. You can also ask your partner organisations if they are willing to email their contacts with your leaflet or information. Always include a call to action, containing a link where people can click through to the lottery website and buy tickets.

EVENTS

Be where your potential players are, and help them understand how their participation in the lottery can support your work. Find or create events where you can distribute leaflets, spread the word, and get people excited about your lottery. Whether face-to-face or online, the more relevant events you have a presence at the better. Take advantage of opportunities to speak to local groups that are looking for speakers; talk about the aims of your lottery and the tangible impact that will have. Don't forget to tell people how to take part.

PARTNERSHIP BUILDING

Utilise relationships with strategic partners such as the press/media, your local authority or Council for Voluntary Service (Third Sector Interface in Scotland), as they have the power to introduce your lottery to a wide range of people. Ask whether you can be featured in their publications, social media or blogs. If they agree, make sure you provide a press release containing those all-important details about how people can play your lottery. If the

press/media are receptive, offer to be interviewed. This will give you a better opportunity to tell a great story about your lottery.

AND FINALLY...

This is by no means an exhaustive list of all the things you can do to grow your lottery. We'd love to hear about how you get on, and if you have found any other successful strategies. Contact your Customer Account Manager to give us your ideas and feedback.

2. Planning A Successful Launch Event

One of the most important aspects of getting your lottery off to a good start is a successful launch event. A well-organised, impeccably-branded event will generate a real buzz around your lottery.

Planning an effective launch event requires strategic thinking. You should think about what you are trying to achieve, and what your guests will get out of attending. Organising the event will take a little time and effort, but needn't cost the earth. Follow our recommendations below to ensure your launch is the perfect showcase for your new lottery.

CHECKLIST:

- Set event date/time
- Book speaker(s)
- Plan the agenda and technical aspects
- Create guest list and send out invitations
- Marketing activities
- Prepare and rehearse
- Deliver the event
- Follow-up
- Have fun!

1. Set your launch date/time

Start the planning process as early as possible. Identify a **provisional** date for your launch – we will suggest a date in your Marketing Timeline. If you are applying to the Gambling Commission for a license, it can take up to 16 weeks to be approved, so don't set your launch date too early.

Don't schedule launches over the summer or Christmas break period. Check to make sure your event doesn't clash with another big event. Invite your speakers, staff and other key attendees first to ensure their availability.

Once you have your speakers and key attendees booked you can firm up your launch date and time. This should always be the most convenient timing for your guests, not you. Be mindful of what else might be going on, and consider how your guests will fit it around their work.

2. Plan your virtual meeting

We now recommend that you plan a virtual launch via Zoom call, along with the [Eventbrite ticket system](#). Although most people are now accustomed to attending virtual meetings, inadequate organisation and technical issues can give people a poor first impression of your lottery. We recommend involving your IT team in the planning, and having them on hand during the event. Make sure you know how to record the event so it can be circulated and watched later by anyone who cannot attend.

3. Set your agenda

Be original and make it fun! Some of your guests will spend a lot of time in virtual meetings, you need to make sure your launch stands out. Show off your creativity, incorporating things like interactive elements or music. Gatherwell will create and deliver a presentation at your Launch Event. This will be sent to you approximately 4 days before the Launch Event. Make sure you set aside time for Q&A, and line up well-briefed colleagues to answer any questions that may arise. You want your launch to be an event that people talk about afterwards. The more engaging you make it, the more likely it is to generate that all-important buzz.

4. Create a guest list and send invitations

Your guests should be a good cross section of your various stakeholders, e.g. trustees, partners, clients, staff, supporters etc. If you are inviting representatives of organisations, investigate who the most relevant senior figures are. Send the invitations out via Eventbrite (or similar) in order to monitor the number of acceptances. Don't forget to invite the media – local press, TV and radio stations can be the key to a successful launch. We recommend using an existing established email address for communications relating to your launch event, rather than the new email address for your lottery. For more information about inviting people to your event see Appendix 2.

5. Make sure your branding is on point

Anything and everything about your event should represent the lottery. Incorporate the lottery logo and brand colours into all promotional materials such as press releases, PowerPoint slides etc. Ensure that anyone involved in the production of marketing materials knows how to implement your brand correctly and consistently. Also make sure your materials contain essential details such as your lottery web address, contact details and social media channels.

6. Marketing your event

If you want your event to be open attendance (rather than just invited guests), you will need to consider how to market it effectively. Identify a marketing budget that will enable news of the event to reach as many people as possible without overspending. Make a list of the available communication channels, and create tailored content for each, e.g. press release, Facebook posts/tweets, newsletter article etc. Make sure you monitor social media in order to respond to comments and queries in a timely manner. When posting on social media, utilise relevant hashtags and/or create your own. Be prepared to respond to press queries or interview requests.

7. Preparation

Prepare your speakers/activities before the event. Make sure they are interesting, well informed and on-brand. People get restless, so ideally speeches should last no more than 5 minutes. If necessary, have a 'dress rehearsal' to troubleshoot any issues. Make sure that the technical aspects of your event are going to run smoothly and that the recording will work. It's rare for a live event to run completely according to plan, so consider in advance what you'll do if certain people can't make it, or an integral part of the event doesn't go to plan. Brief your team thoroughly.

8. During the event

Follow your planned agenda and timings, but allow a little flexibility for useful interactions to take place. Ensure that plenty of time is allowed for questions. In addition to the Chair, have a colleague on hand to monitor and raise questions. If the media attends your event, make sure you capture their contact details in order to follow-up with them. **Don't forget that people should leave your event knowing exactly when and how to buy tickets!**

9. After your event

Now it's time to keep up the momentum! Even after the public launch, you will need to actively keep marketing the lottery. Issue a press release to celebrate the outcomes and success of the event (send this to any media who attended the event as well as other local contacts). Offer interviews to the press/media. Continue posting content on social media with a link to watch the recording of the event for those who could not attend. Ask for feedback about the event, then post and tweet positive feedback to pique the interest of others – make them curious about your lottery.

10. Don't forget to have fun!

3. Launch Event Invitation Guide

We recommend using Eventbrite to send out invitations to your Launch Event. You can sign up for a free account here: <https://www.eventbrite.co.uk/signin/signup>

Eventbrite will take you through all the steps needed to create an event, including space for a description and image. We recommend using your lottery logo as the image, and adding a description of your event to get people excited about attending (see below for suggested copy). You can choose to distribute invitations either through the Eventbrite email system, or to generate a link and send it out through your own email system.

SUGGESTED COPY:

INVITATION TO **[INSERT NAME OF LOTTERY]** LAUNCH EVENT

*We are delighted to invite you to the launch of **[INSERT NAME OF LOTTERY]**, an exciting new way for people to support our fundraising whilst having fun, and maybe even winning a prize!*

*Please sign up for this 'Launch Event' so that you can hear all about the new lottery, how it works and the benefits it will bring. There will be a short presentation by **[INSERT NAME, TITLE]** followed by the opportunity for you to ask questions. You'll also find out how to take part in the lottery.*

If you are unable to attend the Launch Event, please get in touch to request more details about the lottery.

TIPS

If you wish to email the invitations through Eventbrite you will need to add your attendee's email addresses manually, or upload a CSV file (format: Column A = Email Address; Column B = First Name; Column C = Last Name). For more details on adding a mailing list [click here](#).

If you use an email client such as MailChimp, consider resending the invitation to people who have not opened or clicked on the first email. You should do this a few days after the first email has been sent.

We understand that you may wish to send out paper invitations. However, due to this being a virtual event, we don't recommend making this the primary method of inviting people. You should consider including a phrase such as "By now you should have received an email inviting you to our Launch Event. If you have not received this, please let us know and we will resend it."

4. Press Release Pack

This pack is designed to help you spread the word about your lottery in order to attract coverage in the press, media or relevant publications. These need not be the only press releases you create; you can use the content within them to create other press releases to suit your needs.

Below, you have been supplied with 5 example press releases to be used at various stages when setting up your lottery. They are:

- EXAMPLE PRESS RELEASE 1 - Lottery announcement
- EXAMPLE PRESS RELEASE 2 - Launch Event announcement
- EXAMPLE PRESS RELEASE 3 - Countdown to first draw
- EXAMPLE PRESS RELEASE 4 - Follow-up on first draw
- EXAMPLE PRESS RELEASE - Celebrity endorsement

HOW TO USE YOUR EXAMPLE PRESS RELEASES:

1. Consult your Marketing Timeline to identify the best time to send out each press release.
2. Copy and paste the Example Press Release into a new document.
3. Edit **[BOLD RED ELEMENTS]** to reflect the correct details for your own lottery/organisation.
4. Add your lottery logo to the new document (if available).
5. Add your contact details to the new document, including your lottery website if available and links to your social media pages.
6. Add the name of a person who can be available for interview on request.
7. Send the press release, along with good quality images (that you have permission to use), to your press contacts.
8. Monitor press coverage in order to share it to your social media channels

POTENTIAL RECIPIENTS:

If you don't have one already, you should create and maintain a mailing list of relevant press/media contacts. This could include:

- Local/national press (as per the geographical coverage of your lottery)
- Local/national radio
- Community or sector magazines and publications
- Admins of relevant Facebook pages
- Relevant local/national websites or blogs

EXAMPLE PRESS RELEASE 1 - Lottery Announcement

Timing: As soon as lottery is confirmed to go ahead.

HEADLINE:

[INSERT ORGANISATION NAME] Lottery Gets Green Light

[INSERT ORGANISATION NAME] is delighted to announce the launch of their brand-new fundraising lottery, **[INSERT LOTTERY NAME]**. The lottery will be a great way for people to support the work of **[INSERT ORGANISATION NAME]**, whilst having fun and getting the chance to win up to £25,000!

When the lottery launches in **[INSERT TIMESCALE]**, people will be able to purchase tickets online. Tickets will cost **£X** a week with a generous **XXp** going towards **[INSERT ORGANISATION NAME]** funds, with the remainder being put towards prizes, operating costs and VAT. The draw will be weekly with a jackpot of £25,000, other prizes being £2,000, £250 and £25.

[INSERT ORGANISATION NAME] will be using the proceeds from the lottery to fund valued activities/services including **XXX**.

Organisation leader, **[INSERT NAME]** said: "**[INSERT QUOTE HERE]**".

Regular updates on the progress of **[INSERT LOTTERY NAME]** will be posted on the **[INSERT NAME]** website and Facebook page.

For more information, please contact **[INSERT NAME]** by emailing **[INSERT EMAIL]**.

ENDS

EXAMPLE PRESS RELEASE 2 – Launch Event Announcement*

*NOTE: this press release is designed to promote Launch Events that are open to the public, rather than invitation-only events.

Timing: When registration for Launch Event opens.

HEADLINE:

[INSERT LOTTERY NAME] Launch Event Open For Registrations

[INSERT ORGANISATION NAME] is inviting people to attend the launch of their brand-new fundraising initiative, **[INSERT LOTTERY NAME]**. The online lottery is a fantastic new way for people to support the work of **[INSERT ORGANISATION NAME]**, whilst having the chance to win cash prizes. **[INSERT ORGANISATION NAME]** will be using the proceeds from the lottery to fund valued activities/services including **XXX**.

[INSERT LOTTERY NAME] will be officially launched at a virtual event on **[INSERT DATE]**. The event will be a chance for people to find out more about the lottery and how to take part.

[INSERT NAME OF LEADER, CHIEF EXEC] said, "The launch of our lottery will be a really exciting day for us. **[INSERT LOTTERY NAME]** will represent a vital source of unrestricted income for **[INSERT ORGANISATION NAME]**. We hope that lots of people will join up and have fun playing our lottery, while supporting our fundraising at the same time."

Once the lottery has launched, people will be able to purchase tickets online at **[INSERT WEB ADDRESS]**. Tickets will cost **£X** a week, with a generous **XXp** going towards **[INSERT ORGANISATION NAME]** funds, with the remainder being put towards prizes, operating costs and VAT. The draw will be weekly, with prizes ranging from **£25** to **£25,000**. The first draw will take place on **[INSERT FIRST DRAW DATE]**. Regular updates on the progress of **[INSERT LOTTERY NAME]** will be posted on the **[INSERT NAME]** website and Facebook page.

For more information, please contact **[INSERT ORGANISATION NAME]** by emailing **[INSERT EMAIL]**.

To attend the virtual Launch Event register here: **[INSERT EVENTBRITE LINK]**

ENDS

EXAMPLE PRESS RELEASE 3 – Countdown to first draw

Timing: 3 weeks before first draw

HEADLINE:

The Countdown Is On To The [INSERT LOTTERY NAME] First Draw

Suspense is building for the first draw of the new [INSERT LOTTERY NAME], a fundraising initiative launched by [INSERT ORGANISATION NAME]. Online ticket sales opened on [INSERT LAUNCH DATE], and tickets are already selling like hot cakes. The much-anticipated first draw will take place on [INSERT FIRST DRAW DATE], followed by draws every Saturday night.

With a generous slice of the ticket proceeds going into [INSERT ORGANISATION NAME] coffers, players are excited about the prospect of supporting their fundraising, whilst also having the chance to win prizes ranging from £25 to £25,000. In addition to cash prizes, the first draw will also give players the chance to win an extra special prize: one lucky winner will scoop a [INSERT BOLT-ON PRIZE]!

[INSERT NAME OF LEADER, CHIEF EXEC] said, "We're really excited for the first draw of [INSERT LOTTERY NAME]. The Lottery will enable [INSERT ORGANISATION NAME] to deliver projects/services including XXX. We're delighted to see so many people buying tickets and giving our fundraising an amazing boost. We hope everybody has fun playing the lottery, and maybe even winning a cash prize!"

[INSERT LOTTERY NAME] is an online lottery, so people can purchase tickets from their phone or computer. Tickets cost £X a week, with XXp going towards [INSERT ORGANISATION NAME] funds, the remainder going towards prizes, operating costs and VAT. Winners will be informed via email and will have the money transferred automatically to their chosen bank account.

The first draw will be on [INSERT FIRST DRAW DATE]. Tickets can be purchased here: [INSERT WEB ADDRESS].

ENDS

EXAMPLE PRESS RELEASE 4 – Follow-up on first draw

Timing: first available day after first draw

NOTE: Please use your Dashboard to find the necessary details to complete this press release. You can also approach winners to request testimonials.

HEADLINE:

First Winners Of [INSERT LOTTERY NAME] Announced

Saturday saw the first draw of the new [INSERT LOTTERY NAME], a fundraising initiative launched by [INSERT ORGANISATION NAME].

There were **XX** lucky winners in the first draw of [INSERT LOTTERY NAME], who won a total of £**XX**. Whilst there hasn't been a **jackpot/cash** winner yet, one player did scoop the special prize, a [INSERT BOLT-ON PRIZE].

One lucky winner said: "[INSERT TESTIMONIAL]".

Over **XX** players have now joined [INSERT LOTTERY NAME], and the lottery is on track to raise over £**XX** in its first year. The funds raised will be used to support [INSERT ORGANISATION NAME] initiatives including **XXX**.

[INSERT NAME OF LEADER, CHIEF EXEC] said, "Congratulations to the first winners of [INSERT LOTTERY NAME]! The funds raised through the lottery will make a huge difference to us. We're very grateful to everyone who has joined the lottery so far. We'd encourage anyone who wants to support our work to take part, have fun and maybe even win some money."

[INSERT LOTTERY NAME] draws will take place every Saturday night, and tickets cost just £**XX**. For your chance to scoop up to £25,000 go to [INSERT WEB ADDRESS] and join in the fun!

ENDS

EXAMPLE PRESS RELEASE – Celebrity endorsement

Timing: After the Launch Event

HEADLINE:

[INSERT CELEB NAME] Helps Launch [INSERT LOTTERY NAME]

[INSERT LOTTERY NAME] has attracted some high-profile backing in the form of **[INSERT CELEB NAME]**. The star of **XXX** has lent their support to help the lottery get off to a flying start. The lottery, which has been set up by **[INSERT ORGANISATION NAME]** was launched on **[INSERT DATE]**, meaning that ticket sales are now underway.

[INSERT CELEB NAME] said: “I’m really thrilled that **[INSERT LOTTERY NAME]** has taken off and will make such a difference to **XXX (e.g. local people)**; I would encourage everyone to get their tickets now, and support the lottery. Maybe you’ll even win £25,000!”

[INSERT NAME OF LEADER, CHIEF EXEC] said, “We’re delighted to have the support of **[INSERT CELEB NAME]** for our lottery. **[INSERT LOTTERY NAME]** has been launched in order to help us provide amazing projects/services including **XXX**. The initial response to the lottery has been fantastic, and we’re delighted at the sheer number of players getting on board. It couldn’t be easier to sign up, so I encourage anyone who hasn’t done so yet to go online and get their tickets!”

Tickets can be purchased online at a cost of just £**XXX** each. A generous **XX%** of the ticket proceeds will go towards **[INSERT ORGANISATION NAME]** funds, with the rest going to prize money, running costs, and VAT. Get your tickets online here: **[INSERT WEB ADDRESS]**.

ENDS

Include royalty-free photograph of the celebrity