

Gatherwell Gazette

The latest multi-cause lottery news, views & announcements

In this issue...

Welcoming new lotteries

Coming soon!

January big winners

Shout out to achievers!

The proof is in the pudding! - A shining example of best practice **SPECIAL!**

The proof is in the pudding!

No, sorry to disappoint, this is not a recipe for some delicious chocolatey goodness or more banana bread. It is something far better than that! We know you have all been getting back to basics with the core focus being on Good Cause recruitment since 2020 and we are over the moon to be able to showcase the **INCREDIBLE achievement** of one specific lottery that set out to drive their Good Cause recruitment with the secondary objective to increasing revenue to Good Causes.

Astonishingly, The Essex Lottery is on track to have **increased** its annual projections by a whopping **65%**. That's an incredible **£56,000+ MORE money for Good Causes**. This dramatic increase was achieved in less than 8 weeks.* These epic results have never before been seen on an established lottery and the dream team at Essex have very kindly allowed us to share detail on how they achieved this - so you can do it too!

How were these EPIC results achieved?

A range of marketing channels were used as part of an awareness campaign, including:

- Press releases
- Staff intranet
- Council newsletters to local residents
- Posts on council social media
- Paid Facebook ads*
- Email campaigns

Paid Facebook adverts

Split into 3 target audiences:

1. Good Cause recruitment
2. Prize motivated players
3. Charity motivated players

YOUR COMMUNITY LOTTERY NEEDS YOU

This combination of marketing activity was strategically timed to be released over several weeks leading up to the publication of the **paid Facebook adverts**. It was critical in raising awareness of the lottery and its benefits to the Good Causes across the community. It helped drive an increase in Good Cause applications, but the main driver was without a doubt the **paid Facebook advertisement**.

There was a piece on the staff intranet, internal email campaign, press releases, residential newsletters, and social posts were also published before and during the time the Facebook Ads were running. **Remember – messages need to be repeated before the recipients take action!**

Causes that had historically registered for grants, that were not already signed up to the lottery, formed part of a promotional email campaign in September. Roughly 80 recipients were contacted. Almost 7% of these went on to apply to be a Good Cause on the lottery. Although it was certainly a task worth completing it did not yield as great a return on investment as the paid Facebook adverts.

The paid Facebook ads ran from the 16th September to 13th October and drove **50 new Good Cause applications**, with more still coming in. Different messages were tried to see what would work and a **Good Cause recruitment generic message** was the key component generating the majority of the results.

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Happy Birthday to you!
Gambling Commission updates



Above: the paid Facebook ad that had the most success!

An amazing 31 of the applications were approved and live by the 1st of November, **increasing the number of Good Causes on the lottery by 12%**. This, combined with the comms that went out via the various channels before and during the campaign drove **more than 1000 ticket sales in less than an 8 week period, which is over a 36% increase**. Given the results so far, it is fair to assume that once the pending Good Causes are over the line and are engaged, we could see a further 800+ ticket sales. If supporters stay for at least one year, this would mean that there would have been an amazing **65% overall increase in annual funds raised**. That's **over £56,000 additional money to Good Causes**. More Good Causes continue to apply to this day – showing that the word is spreading about the great opportunity the lottery offers to raise funds in a safe and effective way.

If these results can't help secure budget and resource for marketing support for your community fundraising, **then what can?**



Key considerations

- The Council is engaged and **actively promoting** the lottery **prior** to the **paid Facebook adverts**. So, brand awareness had been raised across the community on direct mail, internal comms, and social media. You may find some helpful copy on this ['Good Cause recruitment strategy'](#) guide
- In the words of Scar, from The Lion King, 'Be Prepared'. **Be prepared for an influx of Good Cause applications**. As you may already know, the key to successfully onboarding new Good Causes is getting them over the line and live on your lottery whilst they are engaged and raring to go. An allocated **resource is a MUST** to ensure a rapid and smooth approval process for your applicants. For further guidance see ['Good Cause approval best practice guide'](#)
- A fair argument to secure marketing and resource budget for the lottery is that this has the potential to **significantly boost community fundraising**
- **Must have expertise in running and managing paid Facebook Ads**

Welcome aboard the lottery train!

New lotteries currently launching & will soon be joining our Gatherwell post-launch lottery family!



CVS/Third Sector Interface

Argyll and Bute, Conwy VCS, East Lothian
Single Cause

Edo Development Aid Lottery

Multi Cause

Lucky Severn Lottery - Stroud District

Lichfield Community Lottery

Salisbury City Community Lottery

Havering Borough Council

Middlesbrough Council

Hertsmere Borough Council

North East Lincolnshire Council

One Community - Fareham

Newark and Sherwood District Council

Bolsover District Community Lottery

Faversham Town Council

Medway Council

North Kesteven District Council

Mole Valley District Council

North Hertfordshire District Council

The Rainbow Lottery - LGTBQ

Coming soon!

AUTOMATION

We are working to improve efficiencies in our services and as part of this we will be automating the manual emails we send to you over the coming weeks. They will now be coming from your lottery support mailbox. There are **TWO IMPORTANT** things you need to do to still receive these:

1. Ensure **all contacts** for your lottery are **registered on your Operator Dashboard**.
2. **WHITELIST YOUR LOTTERY SUPPORT MAILBOX** this will ensure that the lottery operators that are registered get the following emails:

- You've had a 'Big winner' with winners pack for PR (Mondays)
- 3 months Lottery Birthday reminder email
- Happy birthday - and invitation for annual review
- 6-month health check

Burger menu

We have developed the menu option for mobile phone users for optimal usability - this is live now!

Saturday social posts

We have revised the standard Saturday social posts with new wording and new, bold and eye-catching imagery is coming soon too!

Operator data downloads

As some of you may be aware, we have been developing a data extract to link to your operator dashboard. This is due to be implemented in the coming weeks - we'll let you know when it's available!

January's big winners

JACKPOT



Shout out to achievers!

For established lotteries 6 months or older

Congratulations to Rugby Lotto for the **first jackpot win of 2021!** We also saw several **£2k winners** last month, from:

- Lewes District Community Lottery
 - THE LOCAL LOTTO - Harrogate
 - Tandridge Together Lottery
 - Lyme Lottery
 - Havant Borough Community Lottery
- There were **60+ £250 winners** and heaps of **£25 winners**.

REMEMBER it's super important to keep shouting about winners & the supported Good Causes!



	1	2	3	4	5
New Good Causes last month (3+)	Northumberland Lottery (3)	The Essex Lottery (3)	x	x	x
Ticket sales	Giving Lottery (262)	Rugby Lotto (146)	Northumberland Lottery (96)	Love Blaby Lottery (56)	THE LOCAL LOTTO Harrogate (54)
Ticket sales % increase	Giving Lottery (15%)	Rugby Lotto (13%)	Northumberland Lottery (7%)	SO Charitable (7%)	Love Blaby (6%)
Supporters	Giving Lottery (133)	Rugby Lotto (68)	Northumberland Lottery (33)	THE LOCAL LOTTO Harrogate (25)	Rushmoor Community Lottery (20)
Supporters %	Giving Lottery (14.6%)	Rugby Lotto (10.9%)	Northumberland Lottery (4.3%)	Surrey Heath Lottery (4%)	SO Charitable (4%)

Some great results this month, big congratulations to those who made it onto the board! Will we see more Good Causes recruited in the next issue and those empty slots filled? Watch this space!

Good Cause comms

This month we will be providing the Good Causes with a new resource - 'How to sell your cause through your lottery and overcome objections'. To help causes have the confidence to fundraise effectively.

REMINDER

If you are licensed by the Gambling Commission, please ensure your Annual Return is filed up to date & your payment to the Gambling Commission and Lotteries Council are up to date too!

Gambling Commission updates

This applies to lotteries licenced by the Gambling Commission

Well! We've certainly seen a couple of cheeky updates recently haven't we!

REF GC SR code 4.3.3 compliance

On the 27th Jan, everyone was reminded to keep their central fund page up to date and transparent with regards to how you use the funds raised from your central fund. Everyone seems to be doing a super job at getting these up to speed! It's important to understand that we can certainly keep you abreast of the commission announcements, however, we cannot validate compliance with their requirements regarding the use of your central funds and display of the information. If you feel you need confirmation of this, please speak to your account manager at the GC.

For assurance, the breakdown of the £1 is shown clearly in the form of a pie chart on your Good Cause FAQs and we are working on adding this chart to the supporter 'how it works' section of the site shortly.

Changes to Remote Gambling and RTS and testing strategy linked to online games design and reverse withdrawals - Announced on the 2nd Feb - no action required

UNITARY?

If you are a council-operated Lottery and looking to be forming a Unitary in the future, please let your account manager know as soon as possible so we can be sure to provide you with the best timely support.

Happy Birthday!

Happy 1st Birthday to both **Redditch** and **Brent** Community Lotteries for last month & Happy 4th Birthday to **Gloucester** Lottery, 3rd Birthday to **Love Blaby** Lottery, and 2nd Birthday to **East Herts** Lottery for this month

♥ Love the Gatherwell team



If you would like to feature in Gatherwell Gazette or have any ideas, suggestions, or feedback for us please contact us at:

account-managers@gatherwell.co.uk

We'd be delighted to hear from you!