



# Gatherwell Gazette

*The latest multi-cause lottery news, views & announcements*

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## Incentivise Your Good Cause Recruitment!

We incentivise our in-house lotteries' good cause recruitment campaigns with great success. Why don't you do this too?

### How, you ask?

We simply promote that we will be awarding a £250 prize to a good cause drawn at random who joins during the year. You can easily download your data from your 'cause' tab on your dashboard, filter out the dates required and use [www.random.org](http://www.random.org) to draw a winning good cause at random. It might be worth ensuring they need to reach a set ticket goal to be entered into the competition. If you would like to do this and want any advice or assets, please speak to your account manager.



## ♥ Assets For Your Good Cause Recruitment!

We are aware that resources can be sparse in terms of being able to get some images to use in your good cause recruitment campaigns. So, we've made some for you!

Click on the image you prefer (above or left) to download the design in a zip folder. Each asset has space for you to add your logo, but if you can't do it just let your account manager know you'd like them branded and your design of choice and we'll look to get these over to you within 10 working days.

Here is a [Draft Marketing Plan](#) for your to make your own too!





## National bolt-on winners & next offer

Congratulations to the winners of the first national prize draw of 2021 where we had '5 x £100 Etsy gift vouchers PLUS £100 to the supported good cause' up for grabs. The links below will take you to the news story from each of the winning lotteries:

- [Bracknell Forest Lottery](#)
- [Worcester Community Lottery](#)
- [Gosport Community Lottery](#)
- [Tandridge Together Lottery](#)
- [The Essex Lottery](#)

The next national draw was successfully launched at the start of March where one lucky player will WIN a £1000 voucher for Currys PC World on the 24th of April! Don't forget to shout about this!



## A shining example of best practice

Well deserved kudos to Fareham Community Lottery who have really hit the ground running with their [Lottery Facebook page](#) and other social media. Having only just launched, they are setting a shining example of best practice to the local good causes and all other lottery operators. They welcome new good causes to their lottery and celebrate winners by promoting and tagging the cause at the same time.

## Special days



To add some variety to your lottery social channels and grow your audience we will be providing the following posts this year:

- 4th April - Easter
- 1st June - Pride Month
- 8th June Carer's Week
- 20th June - Father's Day
- 21st June - End Of COVID Restrictions
- 26th June - Armed Forces Day
- TBC - Small Charities Week
- TBC - Volunteers Week
- 5th Sept - Charity Day
- 3rd Oct - Grandparent's Day
- 13th Nov - World Kindness Day
- 26th Nov - Black Friday + Buy Nothing
- 30th Nov - Giving Tuesday
- 25th Dec - Christmas
- 31st Dec - New Year

Please 'like' and 'share' these from your own channels too

## Social media special days

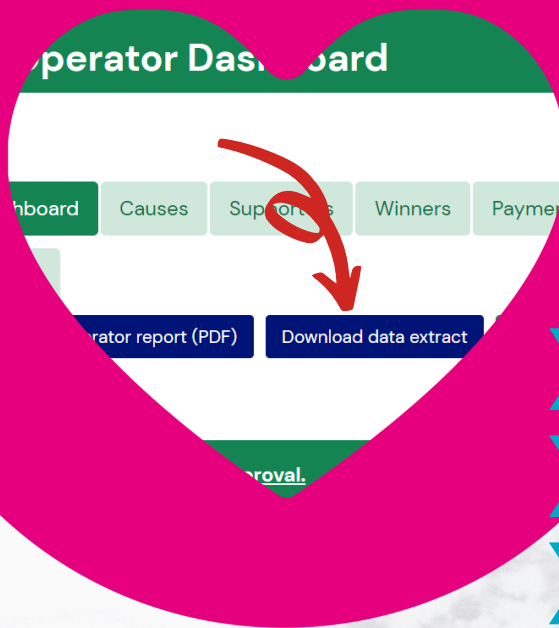
There is currently an issue with Twitter and the scheduled posts. We are working with Twitter to investigate this.

We have been told that we are unable to schedule posts in bulk for Twitter - even though we used to! This means that you may not see the scheduled posts to your lottery Twitter accounts at the moment.

In the interim, if you feel that Twitter is valuable to you, please feel free to manually post your own Saturday posts to your account. We'll let you know more when we are able to do them for you.

Although this is not ideal, we do know from our own research that Facebook is the more predominantly used platform by the lottery supporters who would be fitting to the target demographic for local community fundraising lotteries. Interestingly, good causes are not only found through Facebook but also through LinkedIn, Instagram, word-of-mouth & more!

# Did somebody say... DATA?



Yes, our prayers have been answered! Our super-duper developers have done an amazing job at delivering a new 'download data extract' option for you on your Operator Dashboard.

It provides all data from lottery launch to present day, with three tabs on the Excel download, each holding a variety of data for you listed by draw date.

**Tab 1 All Time:** track good cause recruitment & tickets purchased by day

**Tab 2 Draws:** the breakdown of the £, listing each draw & ticket numbers

**Tab 3 Cause Draws:** see the number of tickets each good cause has in each draw by draw date

## Good Cause comms

As promised we are not only providing your good causes with the national prize draws but we are working hard on providing them with our expert advice on all things lottery, so you can focus what resource you have on your ongoing good cause acquisition.

The first release of the 'Lottery Lowdown' went out last month and was very well received by good causes. It covers how to use your lottery to effectively promote your good cause and raise funds, some top tips on lottery promotions and addresses how to overcome challenges and objections many good causes have when selling tickets.

### One good cause said,

*"Hi there, thank you so much for this motivational email and content.*

*I have an administrator to look after this as I run everything else myself and we are all volunteers. I work too. She works as well and I must admit we lapse with posting and promoting because as you identify - it's hard on your own to keep going and on top of it.*

*There were so many ideas in this email I am going to try. I can't thank you enough for your continued hard work and support.*

*Very best wishes*

*Sue x"*



### You can read the full document here: 'Lottery Lowdown V1'

Remember this support material and advice is based on the review of the results of the Lottery Survey from October 2020. You can be included in the communications by adding yourself as an administrator on your central fund's good cause dashboard.

**Next planned comms to good causes** - Lottery Lowdown - winners packs!

All of this and more can be found on the online resources area on the Gatherwell website - it's linked to the good cause admin dashboards too!



# ch-ch-ch-changes!

## Actions

- Whitelist your **lottery support email address** and the **Gatherwell website** with your security/IT
- Set up marketing/comms and all other relevant users for these notifications - the winners email will be super helpful for comms

Operators with the 'action emails' permission applied will now receive:

- **Winner Notifications** - 'winners\_pack'\* sent after every draw with a win over £250
- Reminder - **Lottery Birthday 3 months away** 'lottery\_birthday\_pack'\*
- Happy Birthday - **Annual Review**
- Your Lottery **6 Month Health Check**

\*Also available from the Gatherwell Members' Area



## Facebook white-listing & page verification

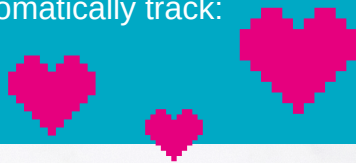
Many Lottery Operators have told us that there are plans afoot to run some paid Facebook adverts given the roaring success we covered in the last copy of the Gazette where The Essex Lottery significantly boosted their community fundraising.

**We know that Facebook can be a bit of an obstacle course at times and there are some things you need to be aware of when doing PAID Facebook advertising and we do strongly recommend that you seek the support of a professional to implement and manage the adverts.**

### Pixels

As usual, it is a 10 working day turnaround for requests to add a pixel to your site. We've done some work to ensure that the pixel you provide will automatically track:

- New Leaflet Requests
- Ticket purchase
- Good Cause sign ups



### Page verification

Not long ago there was an IOS update that modified the verification of the Facebook pages. This is something we have been working on for our in-house brands, to master the witchcraft and understand what you need from us for your pages. The advice varies based on if you own the page or not and we are working on putting together a guide for supporting this. This will be provided to you as soon as it is ready. In the interim, if you have any questions or are planning to implement some paid Facebook advertising, please do get in touch with your account manager so we can give you the best possible advice.



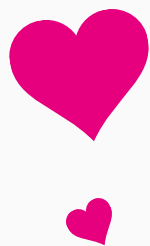
### Facebook white-listing

If you haven't done so already, you need to seek permission from Facebook to run lottery-related ad campaigns. It is the company that is whitelisted, rather than the page. The process can take some time or be quite quick (the folk at Facebook can be a little unpredictable) so it's good to get the ball rolling sooner rather than later. Our opinion is that once the request is in motion you can go ahead and implement the campaigns. If challenged by Facebook you advise them that you have been waiting for their response. You can find out more and apply here: [Their whitelisting process](#)





# Welcome aboard the lottery train!



We've seen another three fantastic launches and are very happy to welcome:

- Community At Heart Lottery Broadland
- Fareham Community Lottery
- Lucky Severn Lottery - Stroud

Welcome to the Gatherwell post-launch lottery family!



## REMINDER

Did you know you can **reclaim the VAT** Gatherwell pay on the 20% of the £ that comes to us? Why not use it toward your **marketing budget**? There is a handy 'How To' guide in the Gatherwell Members' Area for you.



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](mailto:account-managers@gatherwell.co.uk)

We'd be delighted to hear from you!

## Donation email developments

That's right, the super-duper dev team has done it again! In ongoing efforts to continuously improve our communications to both you and your good causes, we have updated the donations email that is triggered when a lucky winner chooses to donate their winnings back to the good cause.

Take a look at the example below, we have provided the cause with copy and direct links to shout about this on their social media channels to help make things easier!

We have also updated the 'cause payments email' - this is essentially their receipt to make the breakdown easier and donations clearer.

Hi Buckinghamshire Lottery Community Fund,

### A supporter has donated their winnings!

We wanted to let you know that Mr Simona Bertens has just generously donated £25.00 in winnings to your cause! You can view their details on the winners tab of your [dashboard](#).

We'll transfer the donation to your account within the next 10 to 14 working days.

Copy the message below to spread the news about this donation and your cause.



🌟 Buckinghamshire Lottery Community Fund just had a generous donation of £25.00 from a lucky winner! 😊

Support our cause and buy your chance to win here - <https://bucks.gatherwell.net/support/bucks>

🙏 Thank you for all of your support!

 Share on Facebook

 Share on Twitter

Many thanks,

Buckinghamshire Lottery

### BUCKINGHAMSHIRE



[bucks.gatherwell.net](https://bucks.gatherwell.net)

[support@buckinghamshirelottery.co.uk](mailto:support@buckinghamshirelottery.co.uk)

