

Gatherwell Gazette

The latest multi-cause lottery news, views & announcements

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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.



Editor's Blog

Since our last Gazette so much has happened! We've been super busy bees making lots of magic happen behind the scenes for both new and established lotteries. It's about time we paused, took a breath and shared some joy!



Above: Gatherwell Customer Account Managers, Cheryl (left) and Josephine

As you know, our message to you is, **'focus on your Good Cause Recruitment'**. This will keep your lottery raising funds, growing and making a difference year-round. We operate our own successful in-house lotteries (Your School Lottery and One Lottery) so the best practice we learn from those helps how we support you with the running of your lottery. **We really do know what we are talking about!**

We also use our lotteries to constantly drive improvements to the lottery platform for you and we share our knowledge and marketing experiences in the Gatherwell Members Area. **Our mission is to 'Make Lotteries Easier'** so we can all achieve our fundraising goals as easily as possible and make the biggest difference we possibly can to the causes in our network.

We couldn't be here without you, thank you, The Gatherwell Team.

For any feedback, comments or suggestions, please email: Account-managers@gatherwell.co.uk

If you only do 'One Thing'; focus on Good Cause Recruitment (GCR)

Are you wasting energy on old habits that no longer serve the successful growth of your lottery? Perhaps you are duplicating your efforts with ours, wasting your valuable time, potentially causing confusion and not seeing your lottery grow?

Focus your full attention on one thing, **Good Cause Recruitment**. By continually recruiting new good causes to your lottery, not only will more causes be able to benefit from the fundraising but more people in your local community will know about your lottery.

Set goals and measure your progress and if you do this, we are confident that you'll be very happy with the increased funds raised through your lottery.



COMING SOON!

Your NEW Operator Marketing Materials tab!

This is EPIC! You should be familiar with the 'leaflets tab' on the Good Cause Administrator Dashboard. Well, your new 'Operator Marketing Materials' tab works in the same way, but the material is all geared towards good cause recruitment, just for you 😊. Just like the materials for causes, you too will be able to share the relevant ones to your organisation's social channels, LinkedIn, Facebook and Twitter.

What will be available?

- Poster/leaflet - seasonal
- Poster/leaflet Cause specific
- Drop down banner
- Email signature
- Website graphic
- Image for email

We are working very hard to get this created as soon as possible for you, watch out for updates coming soon!



Have you heard of the 80:20 principle?

It's a theory that was discovered by several different economists all around the same time, which is quite remarkable in its own right. If you haven't heard of it, have a google, it can be applied to so much and you may find it helpful in other areas of your professional or personal life.

In lottery terms, you may have noticed that the top **20% of your Good Causes generate the majority of the players** and ticket sales. We already know that your causes are the multipliers for your lottery but if you look to recruit more causes, the likelihood is that you will also **grow the top 20% of top performing causes** on your lottery too. This all leads to.... You guessed it! More funds raised for your causes and the community!

What other Operators have been doing

As you may already know, the **Gatherwell Members Area** is jam packed with examples and ideas to help you develop a plan. If you haven't registered yet then please register [here](#).

Take a look at a recent case study that has been added. It is from a newly launched lottery and it is not only the launching phase where you should be invested. Your lottery is a fantastic online tool for not-for-profits and charities and it deserves to be promoted year round to keep those vital funds coming in.

An example of a lottery that's done a fab job recently is Rother Community Lottery.


[Rother Case Study](#)




Extra support for you from our Lottery Support Team

In June 2020, we used an online **Live Chat feature** as a trial to some of our lotteries to see if we could introduce a new, instant way to communicate with our customers and improve the way that the Gatherwell Support team interacts with customers and clients. It was a success and over the next year, we worked on rolling it out to all lotteries in our network! It now features on all of our websites and is automatically added to new lotteries.

Anyone can access the chat service by clicking the little speech bubble symbol at the bottom of the page and our support team will be able to talk to causes and supporters instantly providing an additional level of customer support.



National Bolt-on prizes have doubled!



Following the successful launch of the additional National Bolt-On prizes in 2020, we have **doubled** the value and increased the frequency of these from £500 to £1000. These draws now take place every other month.

The marketing materials we provide to the causes help them to recruit new players and, importantly, it enables us to help you **retain current players** via the email campaigns, that we also provide for you as part of this additional service.

We send out the Operator Pre-launch Marketing Pack for the national draws ahead of the launch and host them on the Members Area for you too.



Messages for Gambling Commission Licensed Lottery Operators

Remember: The Gambling Commission recognise YOU as the Lottery Operator, it is your licence and you are responsible for ensuring that it is kept up to date and that you have contingency plans for its operation should your licence holder leave your organisation.

We advise that you have at least two named officers on the GC licence so that if one person leaves the organisation you are still able to operate your lottery. If you only have one named licence holder and that person leaves then we will have to stop the lottery immediately. This means serious operational impacts to the lottery Operator (you), Gatherwell, the Causes and players of the lottery, not to mention the lottery brand image.

Our Account Managers have been running a project to request that you have at least two named licence holders to reduce your risk as an operator. Thank you ever so much for your patience and for persevering through the Gambling Commission procedures. It is all in the name of fundraising after all!

Most lottery operators now have two named licence holders Annexed to their licence and the rest are not too far behind. We have been updating the guide as we go and the most recent copy is in the Member's Area (of course!). **Please keep in mind that this is an aspect of your licence that you do need to ensure is managed effectively.**

Other GC updates:

- Security Audit - the annual Remote Technical Standards audit certificate will be available in the coming weeks. All GC licensed operators will be emailed a copy.
- Updated - annual review of policies now available in Members Area.
- Updated - change of licence holder guide available in Members Area.

Please remember to sign up to the **GC's fortnightly [bulletin](#)**



Even more, things that we have done for YOU!



We do heaps of stuff to support your lottery and too much to cover since the last Gazette. Some changes you will have noticed but some are in the background.

Here are some of the highlights:

- **Project 'Cost of living crisis'** - We've built-in an optional text box to the ticket cancellation process to try to understand why people cancel. By far the most common response is 'financial reasons'. In response to this, our marketing team worked to create a 'News' article for Lottery Operators and Good Causes to share to help to raise the profile of the lottery at this critical time. The 'News' story will also be provided to lottery supporters too. We can all do with great tips on how to save money!
- We've made huge development behind the scenes, in terms of being able to **track the materials being used by the Good Causes from their dashboard** and our very own in-house email system. This will help to drive future Gatherwell decisions around Good Cause marketing material development and initiatives to help support you and your Good Causes.
- **Seasonal 'altruistic' marketing materials** are now available to causes, to help them promote to their charity-motivated audience.
- **Social Media Schedule:** Our Marketing team are providing posts for 'special days' throughout 2022, this is to help to diversify your feeds and to save you the time on making your own. All you need to do is 'like' and 'share' the posts to your other channels (the bigger the audience the better!).
- **We're refreshing the look and feel of the websites** and the materials available to good causes as well as what will be available on your new 'marketing materials' tab. Your branding and images won't be changed, this is **to enhance the player and cause experience**
- We introduced a **new guide** to help you to **maximise the lottery 'News Feature'** on your websites
- The 'request a leaflet' button was made more prominent for Good Causes to register their interest. If you didn't know this was here, well, it is! The causes receive a digital leaflet telling them more about the lottery, before they sign up. This creates **another audience that we also manage for you**. If the cause doesn't come back and sign up we periodically send them a reminder to register their cause.
- **3D Secure was successfully implemented** meaning your websites meet the payment industry security standards.
- All Gambling Commission licensed lotteries are **WCAG2 2.1AA compliant** meaning your sites are accessible for those users that need this.