



gatherwell

Marketing Hints and Tips for your lottery launch



Not sure where to start with your lottery marketing? Gatherwell has you covered!

We've put together this guide to share some hints and tips for getting the most out of your new lottery.

Log into your member area on the Gatherwell website for a portfolio of more detailed resources.

Summary of key points

- Never stop recruiting good causes!
- Use the dashboard to monitor your lottery progress and to get good cause/supporter information
- Build relationships with your good causes and gather case studies to share
- Use your existing channels to help spread the news—digital channels perform best
- Get members of your company and corporate contacts involved
- Share a variety of messages about the lottery—prize and support motivated
- Try new things—look at fun and creative ways to gain support.



Recruiting good causes—the more the better!

Recruiting good causes is key for building a successful and sustainable lottery. Here are our top tips for getting off to a great start:

1. Invite as many as you can to the good cause launch. Send out personal invitations and let them know something exciting is coming! Make sure there is a mechanism for getting information to those who are unable to attend. Let the causes know there will be the opportunity to sign up at the launch event so they bring any information they may need. Make sure you have lots of information to hand to answer any questions. Gather email addresses from attendees so you can follow-up after the event with a link to register on the live site.



2. Make sure information is available in places smaller community groups may meet or seek advice, like libraries, community hubs, your local CVS or voluntary centre. We've designed a simple leaflet and poster to help get you started.

3. Use your existing digital channels. As they are likely to be established, they'll get a much better reach. Put a call out on social channels and even consider targeted social media advertising. Don't forget to include details in any newsletters and emails – the more people who find out the better! Take a look at some of our suggested social media posts.

4. Get some key causes on board as early as possible. They can make fantastic advocates for the lottery and help spread the message. It will add more strength to your PR if you are able to mention good causes which will actually benefit from the lottery.

5. Post welcome messages when a new cause joins the lottery. It's a great way to start building a relationship with your causes. Don't forget to 'mention' them in the post so they can see it! This may encourage them to share on their own platforms, which will help spread the message of the lottery too. We've included an example social media post to give some ideas.

6. Don't forget, good causes will not have access to their dashboard and promotional materials until your lottery is open to good causes. This could be a great time to get in touch with your causes to start building relationships and material for case studies. Encourage them to do their own PR to share why they have joined and the difference players will make.

7. Encourage co-workers to get involved. Many people may volunteer or support local good causes that would be perfect for the platform. Ask them to nominate causes for you to contact and send out further information. Causes will be delighted to know someone has considered them for support!



Recruiting Supporters—it's time to spread the good news!

1. Try a coordinated launch across all your available channels to let people know ticket sales are now open. Digital channels work particularly well. Supporters will often need to see messages more than once before they act.

2. Don't forget internal comms! Your co-workers can help spread the message and are a captive audience, especially if you are able to have posters and literature on site.

3. Keep an eye on your dashboard. You'll be able to track and monitor how your ticket sales are progressing and how your good causes are performing. If some of your good causes are struggling to sell tickets, why not get in touch and see if they need any additional support? Some causes may find it a bit daunting at the start and need an extra helping hand. For sustainability, you need to encourage causes to promote themselves. They'll find lots of help and support on the dashboard too, along with a video to help understand how to get the best from their lottery page.



4. Build relationships with your good causes. Make sure they have everything they need to start promoting the lottery to their supporters. The dashboard is a great place to start as it will give them access to branded promotional materials to share across their channels. We'll send out an email to all registered good causes just before your first draw to encourage them toward one final push.

5. It's good to keep up the momentum by sharing different messaging. You can support the community AND win great prizes! Share content from good causes to help show the difference people can make. Post key facts about the lottery including how their £1 will be split and what happens to money in the central fund – it's important to remain transparent. Consider a countdown to the first draw with weekly posts as a way to share updates around the number of causes on board for example.



6. A first draw bolt-on prize works really well. If it's been donated by a corporate sponsor, don't forget to ask them to share details of the launch across their channels too.

7. Why not add a message about the lottery on your email signature?

8. Don't stop recruiting good causes. They can still apply to join and the more causes promoting to supporters, the more tickets you'll sell!

9. Try new things! Be fun and creative with your promotion as it's a great message to share. Link in with other events or initiatives going on for extra exposure. Look for digital screens you may have access to, or if you can put posters on local public transport and Park and Ride services. We've seen many great ideas from events in local shopping centers to charity mascots. The key thing is getting the community involved and helping good causes get the most from the lottery.



Post draw support

We've put together our top 4 tips to help keep momentum in the next couple of weeks.

1. Thank all your supporters for taking part. People love being thanked and it's a great way to show your appreciation. It's easy to get a list of all supporters via your lottery dashboard.

Remember, where an email is shown, the player has given permission for you to contact them about the lottery only.

2. Contact your top performing good causes

Case studies are a great way to let supporters know how they are making a difference to the community. They can also make great advocates and encourage other causes to get involved. Reach out and ask if they would be happy to share their story. Why did they join the lottery and what are they fundraising for? Why not ask them to send a 'thank you' video? It doesn't need to be professionally made, a simple video using a mobile phone would be perfect. It would make great content for social media!

3. Shout about any winners!

Don't forget to share the details of any winners you have. It helps reinforce that there are real winners when you take part. Try and get a quote from £250 plus winners (even if it's anonymous), along with a picture to use for future promotion. Don't forget, you can get the winner's contact details via the dashboard. If you had a bolt-on prize, don't forget to share details of that winner too.

4. Keep posting regular updates

This is a key time for your lottery. People are already engaged so it's the perfect time to keep up the momentum. Don't forget – you'll see a dip in tickets about four weeks after your first draw so it will help to get ahead of the curve!

We've included:

- Generic social media graphics for supporters
- Generic social media graphics to help encourage good causes to join
- A post to say 'thank you'

Keep looking for ways to promote the lottery via existing channels, as well as new ways to reach your audience. We know from research that digital channels (particularly email and social) work really well.



Our Lottery

A big welcome to our latest good cause [The Three Legged Cat Charity](#).

There are now 44 good causes on our lottery platform! 60p from every ticket sold goes to good cause, so please support them by buying your tickets at <https://www.ourlottery.co.uk>

Good luck and thank you for supporting our community.



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Our Lottery

Calling local good causes!

Our Lottery is a new, exciting way for your cause to raise money. It's FREE to join and you keep 50p from every ticket sold via your lottery page. We'll support you every step of the way.

Find out more at <https://www.ourlottery.co.uk>



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Here are three good reasons your good cause should join Our Lottery

- It's free to join and there are no costs to you, ever
- You keep 50% of all tickets sold via your page on our lottery
- Funds are paid directly into your nominated account monthly

Visit <https://www.ourlottery.co.uk> to find out how you can join and start raising funds with Our Lottery.

We now have 25 good causes approved and ready to go—but we'd love to have more!

If you're a local good cause visit <https://www.ourlottery.co.uk> to find out how you can join and start raising funds with Our Lottery.

EXAMPLES - Ticket Sales



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Our Lottery

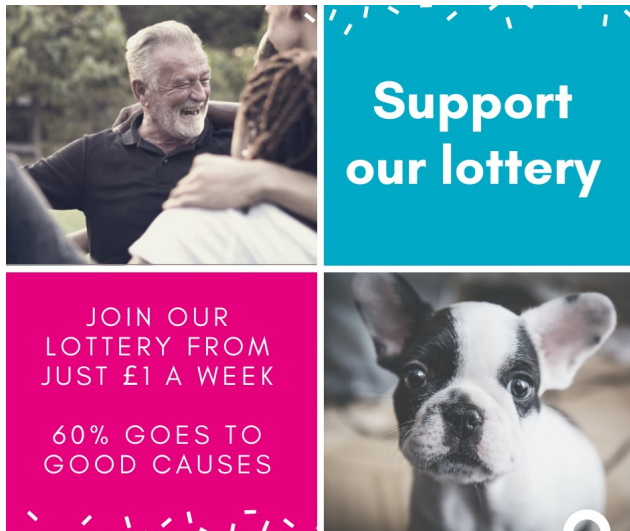
Tickets for Our Lottery are now on sale!

- Tickets are only £1 a week
- 60% goes to local good causes
- You can win up to £25,000!

Grab your tickets today—

<https://www.ourlottery.co.uk>

Good luck and thank you for supporting our community.



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Our Lottery

WIN up to £25,000 every week with Our Lottery!

Remember 60p from every ticket sold goes to our amazing good causes—it's win win!

Join from just £1 a week at

<https://www.ourlottery.co.uk>



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There are so many amazing good causes already registered with Our Lottery.

We wanted to share the story of *Billy's Band* to show the difference your support will make.

To join from just £1 a week, visit <https://www.ourlottery.co.uk>

If you're a good cause who would like to register, we'd love to hear from you!

Thank you to the 300 amazing people who have already signed up to Our Lottery ahead of our first draw in 4 weeks time.

You can join too at <https://www.ourlottery.co.uk> and help make a difference to our community



Our Lottery

Don't forget, our first draw takes place this Saturday at 8pm! As well as the chance to win prizes up to the £25,000 jackpot, 60% of all ticket sales will help local good causes.

One lucky supporter will also win an amazing prize in our special prize draw.

There is still time to get involved from just £1 a week at <https://www.ourlottery.co.uk>

Good luck!



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Our Lottery

A huge thanks to everyone who took part in our first draw at the weekend.

Every ticket purchased will make a real difference. Thanks to your support, we're on track to raise over £45,000 a year for local good causes!

Find out more at <https://www.ourlottery.co.uk>



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Were you a winner in Our Lottery this week?
8 players won cash prizes in this weeks draw and you could be next!

Join at <https://www.ourlottery.co.uk> from just £1 a week for your chance to win up to £25,000. You'll also be supporting local good causes with every ticket you buy.

60% of all money raised will go to good causes, making a huge difference to our community.

Since our first draw, Our Lottery has paid out a whopping £3,000 to local good causes! Lucky winners have also scooped over £500 in cash prizes.

Well done to everyone who has taken part so far. Want to join in?

<https://www.ourlottery.co.uk>



Raise funds for your cause with Our Lottery

Join over 50 good causes in our area raising funds every month with **Our Lottery**. It's FREE for your cause to join and you receive 50p from every ticket you sell via your page on our website. Each ticket costs £1 a week and the draw takes place every Saturday at 8 pm. All you need to do is market the lottery to your supporters. You'll even be provided with marketing materials to help get you started.

Applying is easy - it's all done online and takes a few minutes. Full terms and conditions are on our website.

[Find out more](#)

“Share a quote from a registered good cause to help show the benefit of joining your lottery. It will help encourage others to join too.”

Name of person, Name of good cause

We'd love to see your cause on board!



[Join Now](#)

- It's FREE to join and there are NO costs to you, ever
- Sign up and get your own page on the lottery website
- Send supporters to your page to buy tickets
- Your good cause keeps 50% of all ticket sales
- Players can WIN prizes up to the £25,000 Jackpot
- We'll provide you with regularly updated marketing materials
- You'll have access to your own online dashboard
- Funds are paid directly into your account monthly

EXAMPLES - Thank You Email



You can use this template to customise a thank you email to all supporters in your first draw.

Here are some top tips!

- Try a sandwiched thank you approach - thank at the start and the end!
- Include an impact statement so people know the difference they are making
- Send the email from a named member of the team
- Personalise where possible
- Keep it simple



Thank you for being part of our first draw

Saturday saw our very first lottery draw and we're delighted so many people took part! One lucky winner also won a fantastic prize in our special draw

Thanks to the generosity of our players, we're on track to raise over £x a year to help us support good causes across **Our Area**. Every £1 ticket makes a big difference.

Our Lottery Results

Without you, none of this would be possible. Thanks once again for supporting the local community and if you need any further information, don't hesitate to get in touch!

With best wishes
Our Lottery team

Find more support

You'll find lots more about the lottery and how it works on our website. You can also get in touch with our support team on 01234 202 102.

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