

## Summary

This guide is to help you on your quest for recruiting new and engaged good causes. This should be your primary focus in the running of your lottery as it is the easiest and most efficient way to grow your lottery. We appreciate that there are often resource and budget issues associated with the running of your lottery and often the focus can be steered in other directions. Now, let's get back on track!

**Do you remember why your lottery was started?**

**Do you think it could do more to help raise vital funds in the local community?**

**Does it need a bit of a kickstart to becoming a more sustainable model for ongoing growth of your Community Fund Pot....?**

If you've answered yes to all or any of these then please, keep on reading.



**Model:** Good Causes are multipliers by promoting the lottery to their supporters

The model for growing your lottery is simple! Keep recruiting new engaged good causes! In turn their marketing efforts drive your lotteries growth as each new good cause agrees to selling at least 20 tickets in their first 4 weeks.

Considering that the average cause sells 20 or more tickets a week you can start to understand the value of a good cause. The table below shows annual funds raised based on good cause count.

No. good causes	Central fund (10%)	Cause funds (50%)	Total funds (60%)
40	£4160	£20,800	£24,960
80	£8320	£41,600	£49,920
120	£12,480	£62,400	£74,880
200	£20,800	£104,000	£124,800
500	£52,000	£260,000	£312,000

## Plan how to reach out to new causes:

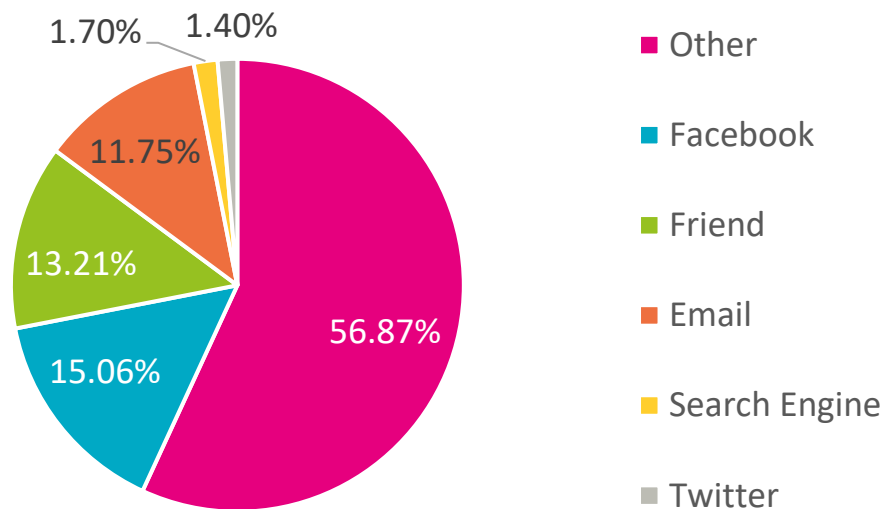
Set a target for the year, quantify this to what revenue it would drive to the community fund and overall, for good causes for the year.

For example;

**50 good causes with 20 tickets each = £31,200 raised for good causes**

This means you'd be looking to recruit at least four to five good causes a month. To help you reach your targets and create effective marketing strategies we have analysed the data from over 6000 good causes in our database.

### 'How did you hear about us' data



By looking at the 'How did you hear about us' data from the registration form across the database the top three channels for promotion are **email, word of mouth (friend) and Facebook**. Twitter is not hugely influential nor are search engines, at present. By far the most popular option for this is 'other'. They may have seen specific marketing that is not listed in the options such as council website, bus advertisements, bin lorry's, events etc. Don't forget you can ask your account manager to add to these options if you are running a specific campaign and would like to track this, we just need at least 2 weeks' notice.

## Key Causes

We have also identified popular causes from our database that typically generate the most support so you know where to concentrate your marketing efforts.

Category	Cause Count	Average Tickets	Max tickets
Animal	111	29	193
Sports and Recreation	425	26	242
Food and Beverage (e.g. Lunch Club or Food Bank)	109	22	240
Health and Wellbeing	33	22	55
School	280	22	142
Carers	252	20	140
Heritage	168	20	133
Museum	40	20	78
Education and Learning	885	19	297
Entertainment	220	19	78

## Internal Good Cause Recruitment Campaign (Plan to run this quarterly)

How many employees work at the council? How many of these have children and know of a PTA or are associated with sports clubs, maybe they are part of a club themselves or know of a local charity that could really benefit from using your lottery to raise vital funds?

### Internal comms

We know that this requires very little budget and can go a very long way in terms of recruitment for good causes.

Link in with your comms team to deliver a good cause recruitment campaign to include:

- **Intranet** - Update the staff intranet with a headline banner advert promoting the benefits of your lottery to local good causes with a link to further info that colleagues can share with organisations they think may be interested. Perhaps you could incentivise this with a claim code campaign.
- **Email all staff** - With a promotion around Good Cause recruitment with links to the registration page etc [‘Click here to see available asset’](#)
- **Screens:** Use council screens for an advert for Good Cause Recruitment. Are there service centres and/or receptions areas with screens, any other screens? You can make your own or ask Gatherwell, just provide the file type and screen size required and we’ll give you something like this: <https://vimeo.com/425884599>

### Good Cause Recruitment Guide

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- **Newsletter** - Does your council have an internal newsletter or a News page on the website? Ask the team that administers it if they would publish an article about the lottery, encouraging local good causes to sign up and add a link to your lottery website. [‘Click here to see available asset’](#)
- **Nominations** - 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! [‘Click here for asset’](#)

### Councillors

Are your councillors aware of and promoting the benefits of being a good cause on your community lottery? Councillors are community ambassadors they understand the pressure points and the good causes on the front line and are often asked by good causes for fundraising solutions.

- **Democratic Services** - Speak to the Democratic Services team to circulate an email to the councillors [‘Click here for asset to use’](#)
- **Word of mouth** - Are your elected members promoting the lottery? Why not try to get on the agenda of the next council meeting (or similar) and remind them to get out into their constituencies and tell local groups to sign-up to the lottery. Don’t forget to share this information with new members when they are elected – they can be the most enthusiastic advocates.

### Council Resources

What resources do you have within your council?

- **Officers** - Do you have community development officers and Sports Development Officers who come into contact with community groups? Why not ask them to tell the groups they come into contact with about the benefits of joining the lottery? Sending them an email to forward with a case study on a similar cause from your lottery can really help perspective causes visualise the benefits of signing up. [‘Click here for asset to use’](#)
- **Community Groups** - Does your council maintain a list of community groups in the area? If so, we can provide you with an email to send them promoting the benefits of signing up their cause. [‘Click here for asset to use’](#)
- **Grant applicants** - Does the council provide funding for community groups (either through the lottery or through other grants/contracts) if so, encourage all supported groups to sign-up to the lottery. You could even add it as a question on the grant application form.

- **Customer Support Centres** - Does your council have a customer support centre? Make sure you have leaflets available to the public. Also ensure that customer-facing staff are aware of the lottery so they can mention it to people involved in groups. ['Click here to see an example leaflet you can as us for'](#)
- **Websites** - Place an advert with a link to your good cause registration page on all council and partner websites the council has access to.
- **Posters** - With testimonials from other good causes in doctors surgeries/libraries/local coffee shops ['Click here to see example you can ask us for'](#)

### CVS

- Your local CVS are connected to so many local good causes. If you have not already done so reach out to your local CVS and/or voluntary sector forum to develop a relationship with them to support the community lottery. Ask them if they can promote the lottery to good causes as great way to raise ongoing funds. For example, can they put it in their newsletter, on their website, on the agenda of an event or meeting? **You may wish to use assets from this guide to help support them in informing causes of the opportunity.**

### Social media

Your lottery is an online fundraising solution so it makes sense that you effectively utilise every online marketing solution that you have access to. Link in with your comms team to ask them to support you with this.

- **Council Social Media** - Utilise the council's main Facebook and Twitter pages. Ask the team that maintains it to do posts such as "Calling all local good causes – did you know you can raise year-round funds by joining XXX Lottery etc."
- **Your lottery social media accounts** - Also, post welcome posts when a good cause joins the lottery to your Lottery Facebook page and ask the managers of the council pages to 'like' and 'share' these posts, it's a great way to start building a relationship with your causes. Don't forget to 'mention' them in your 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. **Ask your account manager for templates if you need any.**

### Events

- Keep an eye on forthcoming events in your area. If you see a suitable community event, print off some of the lottery resources we provide and ask the organisers to distribute them at the event. Better still attend the event with a stall/pop up banner and speak to people in person, perhaps you could invite one of your top performing good causes along to help with promoting this to other good causes? Share these stories on social media before and after the events.

## External Good Cause Recruitment

Research how many potential good causes there are in your region and map the key areas to target. We know schools, animal welfare and sporting clubs and associations are amongst the top performers, so, these could be a good starting point. The idea is to focus on the key causes that will generate the most support. You may also wish to look into the areas that have higher levels of giving as causes associated with these areas are more likely to perform better on your lottery.

### Channels:

- **List of school Governors** - Write a letter to the school to promote the lottery to their PTA and follow this up after a week or so with the school/PTA
- **Facebook** - Consider running a PTA (or other specific category of good cause) recruitment campaign on your council Facebook account
- **Chairs of sporting associations** - Who plays in the local football league and co-ordinates all of the games? Do you or anyone at the council know this kind of contact? Could they link you in with them for you to provide information on the funds they could raise with your lottery?
- **Charities register** - Looking at the charities register, locate and contact local charities. Cross reference this against contact details you hold or can find. Find a way to contact them to inform about the opportunity.

Write out to a volume of CEOs via a letter from a counsellor. and follow this up with a direct mail to the charity.

- **Social media** - Campaign this could be planned in line with a special bolt-on draw. Could you utilise budget to provide a prize to incentivise good causes to sign up and current good cases to sell tickets? We know there is more ticket sale conversion with the site through Facebook over twitter for supporters BUT causes are **more active on Twitter** over Facebook.

Don't forget about LinkedIn – create relevant posts for causes and get colleagues to like and post it too.

- **Local bloggers** with large followings are also worth reaching out to and asking if they would mind giving the local community lottery a mention in their next blog.





- **GC roadshow** - Attend local libraries meet causes and public and encourage participation. You could invite a top performing good cause along to help with the promotion and in return offer free PR in the form of press release/social media mentions. A strong communications/marketing plan before, during and after is required for this to be effective.
- **External newsletters** – Reach out and connect with regional and local news outlets, newspapers and online with good news stories about local cause and the lottery within the community with a steer to driving more good cause sign ups.
- **Hyper local press** – Parish and village newsletters, town and village websites, Lifestyle magazines – print and online. These all are digested by the local community and are a great way to draw the attention of those grass roots causes.
- **Affiliated channels** – Charity newsletters, community organisations, business organisations and their websites
- **PR for Press and Radio** - encourage local press/radio to do a feature on local good causes, has your good cause signed up? Press release (establish a relationship with local press)

**If you are considering any of the above ideas please speak to your account manager to see where we may be able to add any value.**