



### Internal comms Counsellors – Democratic Services – example email to counsellors - copy and paste this making the relevant amends and send!

As counsellors you are recognised as ambassadors for the community and with this in mind, we wanted to remind you about the XXXX Lottery. It is an online fundraising solution for local good causes to raise vital funds year-round.

It is FREE and easy for good causes to sign up and we will support them on their journey. They are provided with their own online administration area and a range of marketing materials with ongoing offers for them to shout about year-round to generate support.

XXp for every £1 ticket sale goes to the cause and they are paid monthly. An additional 10p from each ticket sale goes to the Central Fund which is used in fund granting within the community.

Just 20 tickets can provide the cause with over £500 annually and supporters usually buy more than one ticket.

Supporters usually see it as a charitable donation and sign up to support monthly costing then £4.34 a month and more and more supporters are out there wanting to support their much-loved causes in any way they can. This is a win-win as it benefits the local community and supporters are in with the chance of winning up to £25000 every week.

As you are all too aware, local good causes are unable to host their usual face-to-face events and activities and are in need of other, often online, fundraising solutions. It would be greatly appreciated if you could help us in our quest to raise awareness of the lottery and how it can help local good causes fundraise.

The lottery site can be found here: {insert URL of the lottery website}

We have attached a document for you to send on to anybody you feel may benefit from this. \*\*see resources or ask your account manager