A Shining Example Of Best Practice:
East Herts Lottery

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Summary

East Herts Lottery has achieved tremendous success in the face of adversity, increasing their ticket sales by **almost 40% from March 2020 to March 2021.**

East Herts Council has worked to ensure that the lottery remains on everyone's radar as **an alternative to traditional grant funding.** The lottery comes under their corporate objective "Enabling Communities", and is a way to help groups become more self-reliant. Raising awareness of the lottery is now an action in Service Level Agreements that the council has with the VCS.

How was this success achieved?

1. Set achievable **targets** with the resource available
2. Made it **mandatory** for grant applicants to be a good cause on their lottery

> *"There were a variety of methods used, but by far the **most successful was making it a condition of a grant award for applicants to be registered as a good cause** on the East Herts Lottery. Also, our elected members have been brilliant at signposting charities close to their hearts to our lottery"*
> Claire Pullen, East Herts Council

Targets

	Mar-20	Target	Mar-21	Increase
Good Causes	80	105	107	**34%**
Players	595	710	749	**26%**
Tickets	1008	n/a	1394	**38%**
Community Fund (12 months)	£31,450	n/a	£43,493	**£12,043**

Community funds raised as of the 28th of March 2020 were £31,450 and as of the 31st of March 2021, their central fund is due to raise £43,493. That's a **38% increase** in funds compared to the previous year!

Another key to this success was the special attention paid to due diligence. This ensured that all registered organisations were genuine local good causes, providing activities or vital services to residents in East Hertfordshire.

Other methods used throughout the year:

1. A strapline promoting the lottery was put on the envelopes for the Council Tax and NNDR Business Rates bills. This reached more than 70,000 individuals (impact may have been even greater were it not for the start of the COVID lockdown).

2. Press releases promoting the lottery were sent out, as well as PR through community networks, partnerships and economic development teams.

3. Stand up banners were placed in offices, theatres and leisure centres (if you wish to replicate this method, remember to include a QR code in your design).

4. Posters distributed via village halls and other community buildings.

5. Staff and elected members were asked to promote the lottery to good causes, and to encourage their contacts to be supporters.

6. Promotional information about the lottery was regularly included in the council staff bulletin and the external partnership bulletins.

7. CEO promoted the lottery to Town Clerks. Town and parish councils place promotional information about the lottery in their newsletters and on their websites.

8. A range of posts were made on the council's social media pages.

9. Speaking engagement at the East Herts and Broxbourne Community and Voluntary (CVS) AGM. The CVS were also encouraged to feature the lottery on their website and e-bulletin.

10. Grants advice workshops were used as a vehicle to encourage local good causes to sign up.

11. Uniformed groups (Scouts, Brownies, Guides etc.) were targeted with information about the benefits of fundraising through the lottery.

12. Proactive local groups were also targeted including the Rotarians and U3A.

> If your lottery has tried some successful growth strategies we'd love to hear from you. Just let your Account Manager know, and you could be our next Case Study!