

Claim Code Campaign: Rushmoor Community Lottery

The promotion

420 codes for a free ticket were handed out at the Rushmoor Community Lottery's 2nd Birthday celebrations to help promote the lottery in September 2019. The intention was that the good causes would use them as a marketing tool to shout about their lottery. Each cause in attendance was issued with 20 claim codes. The campaign ran till 30th October 2019.

Costing

420 free tickets were released with 29 tickets being redeemed leading to a 7% take-up rate. This cost the operator £11.60 as each ticket cost 40p up on redemption.

Performance/return

The promotion raised a total annual ticket revenue of £377. From this, the contribution for the good causes and the community fund is £226.20, increasing total cause revenue by 0.8%. Out of the 29 redeemed 'free' ticket claimants, 10% of users went on to buy additional tickets.

The event also raised significant brand awareness, making those who were given claim codes but did not redeem them, more likely to do so in future. This may be further enhanced by word of mouth.

Causes benefitted:

Farnborough Bowling Club: a one-off ticket for 13 weeks, giving the cause £6.50.

3rd Farnborough Scout Group: 4 tickets as a monthly recurring payment, giving the cause £104 annual revenue.

Rushmoor Community Fund: 3 tickets purchased via direct debit, giving the Community Fund £78 annual revenue.

On top of this the 10% to the community fund from ticket purchases, which annually, amounts to £37.70.