**Marketing plan**

**Background**

The Lottery is provided by Gatherwell and managed by {insert your organisations name - you are classed as the lottery operator – it’s yours}. Ongoing marketing and selling tickets for the Lottery is carried out by the good causes signed up to the scheme, with support from Gatherwell through the national bolt-on and ongoing marketing support and advice.

We, the lottery operator, provide ongoing promotion of the lottery to recruit new local good causes.

**Budget –** Can you secure a budget? Can you incentivise the Good Cause recruitment on an annual basis perhaps? Gatherwell do this with their in-house lotteries and it works exceedingly well. £250 is offered as a prize for Good Causes to sign up and sell tickets. Those which have done so and achieved 20 or more ticket sales are entered into a random draw for the £250 prize. This is awarded in the new year with PR around the competition.

**Objectives**

* A 30% increase in good causes signed up by xx (or another target, it’s up to you)

**Strategy**

Promotion activity will use PR and digital channels, including the Council’s social media accounts and relevant public emails.

Internal comms – there will be an article/ad placed on the staff intranet with an email going out to all staff a week later form the .gov mailbox providing a link to the advert (see good cause recruitment guide for email template or speak to your account manager)

**Audiences**

Primary audience is local good causes; charities, volunteering organisations, community organisations that undertake fundraising, animal welfare, PTAs and Sporting associations/clubs, health and wellbeing, environmental and more.

You can reach your primary audience through councillors, colleagues, CVS, local press, digital channels including social media (LinkedIn, Facebook, Twitter)

Secondary audience is residents across the region.

**Key messages**

* No Risk. No Fees. No Admin.
* An online fundraising solution that puts the ‘fun’ into fundraising
* 50 ticket sales can secure annual income of £1300\* many people buy more than one ticket!
* Year-round, free, marketing materials and support to help you in your quest for fundraising
* XXp from every £1 ticket sale goes directly to your cause with an additional 10p going to the central fund used to further support local good causes
* Chances for your supporters to win weekly cash prizes up to £25,000
* There is a 1 in 50 chance of winning a prize!

**Call to actions (include a new engaging image for the duration of the campaign):**

* **Boost Your Fundraising –** Audience – direct to good causes through digital channels and print but remember a QR code for any print

No Risk.

No Fees.

No Admin.

Raise unlimited funds for your cause with XXX Lottery.

With just 50 tickets a week you can raise **£1,300\*** every year. Tickets are £1 a week with a top prize of £25,000!

*\*ENSURE THIS FIGUE IS ACCURATE BASED ON THE SPLIT OF THE £1 ON YOUR LOTTERY*

* **Just the ticket for fundraising online!** Audience – direct to good causes through digital channels and print but remember a QR code for any print

No Risk.

No Fees.

No Admin.

Sign up and **boost your fundraising** with XXX Lottery. With just 50 tickets a week you can raise **£1,300\*** every year. Tickets are £1 a week with a top prize of £25,000!

You’ll get your own lottery webpage, branded year-round marketing materials and support to help you in your quest for fundraising! {Insert the URL from your good cause sign up page, e.g. [https://www.thelottery.co.uk/good-causes](https://www.redbridgelottery.co.uk/good-causes)}

*\*ENSURE THIS FIGUE IS ACCURATE BASED ON THE SPLIT OF THE £1 ON YOUR LOTTERY*

* **Help Our Community Grow -** Audience - Public/staff through .gov email, intranet and new letters –

Have you got a child in school? Part of a PTA? Perhaps you are involved sports club? Or you know of a charity that needs easier ways to boost their fundraising? Do you know a local not-for-profit group looking to diversify their fundraising income? Spread the word, tell them they can register for free to raise funds with XXXX Lottery! {Insert the URL from your good cause sign up page, e.g. [https://www.thelottery.co.uk/good-causes](https://www.redbridgelottery.co.uk/good-causes)}

* + Follow the XXXX Lottery Facebook page {INSERT LINK TO YOUR FACEBOOK PAGE} and Twitter account {INSERT LINK TO YOUR TWITTER PAGE}

**Key Performance Indicators**

* Good cause sign ups
* Social media post engagement
* Webpage visits
* Ticket sales

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Action Plan** | | | | |
| **Deadline/ live date** | **Activity** | **Cost** | **Who** |
|  | Designs complete: social media graphics, web banner, digital screen ad, email banner ad *( can be found in the Gatherwell Members Area)* | - |  |
|  | Email to good causes that attended launch event but didn’t sign up | - |  |
|  | Info to Councillors email ([see draft template on good cause recruitment guide](https://gatherwell.co.uk/wp-content/uploads/Good-Cause-recruitment-strategy-brandedV4.pdf)) | - |  |
|  | Info in staff email ([see draft template on good cause recruitment guide](https://gatherwell.co.uk/wp-content/uploads/Good-Cause-recruitment-strategy-brandedV4.pdf)) | - |  |
|  | Info in staff printed newsletter ([see draft template on good cause recruitment guide](https://gatherwell.co.uk/wp-content/uploads/Good-Cause-recruitment-strategy-brandedV4.pdf)) | - |  |
|  | Intranet piece ([see draft template on good cause recruitment guide](https://gatherwell.co.uk/wp-content/uploads/Good-Cause-recruitment-strategy-brandedV4.pdf)) | - |  |
|  | Draft email text for parish councils to circulate – pass to relevant contact | - |  |
|  | Provide poster with QR code to good cause application page on the parish councils and CVS – Gatherwell can provide this ([see draft template on good cause recruitment guide](https://gatherwell.co.uk/wp-content/uploads/Good-Cause-recruitment-strategy-brandedV4.pdf)) |  |  |
|  | Text to Communities team to send to schools/governors/PTA, CVS, charities, sports associations, organisations they know of *– who are your contacts for these?* | - |  |
|  | Send info to Econ Dev team for sharing with any groups etc that have applied for grants *– who are your contacts for these?* | - |  |
|  | Send info (QR code to good cause application page on any hard copy) to Leisure team for sharing with any groups etc they are in contact with –  *who are your contacts for these?* | - |  |
|  | Send info to neighbourhood wardens (QR code on any hard copy) for awareness when they are out in the community –  *who are your contacts for these?* | - |  |
|  | Press release – money raised so far and number of causes helped in first xx months. Can we get a good cause and/or winners case study? Include pitch to recruit new good causes (QR code to good cause application page on any hard copy) | - |  |
|  | Social media posts scheduled (Facebook, Twitter, Insta, LinkedIn) | - |  |
|  | Paid social media post text/targeting local charities/community groups – use assets from Gatherwell | £xxx |  |
|  | Digital screen ads live – The Council properties, Civic Ctr, Leisure Ctrs, (after lockdown) | - |  |
|  | Residents mag – full page editorial on successes so far and call to good causes (QR code to good cause application page on any hard copy) | - |  |
|  | Check charities register for any new local good causes | - |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **Frequency** | **Activity** | **Cost** | **Who** |
| Ongoing | Signed up good causes to promote via their channels | - | causes |
| Monthly | Updates and ads on communities and volunteering email | - |  |
| Quarterly | Reminder social media posts across relevant channels/accounts | - |  |
| Quarterly | Ad on relevant email bulletins | - |  |
| 6 monthly | Promotion on staff channels to get them to keep spreading the word | - |  |
| Annual | Check charities register for new causes and comms to any new local good causes | - |  |
| TBC | Paid ads, if needed, to promote to local good causes | tbc |  |
| TBC | Attend community events to speak to good causes – ask existing good causes to attend with us too (QR code to good cause application page on any hard copy shared) | tbc |  |

**Ongoing activity**