



# LOTTERY LOWDOWN

## GOOD CAUSE UPDATE - MAKING LOTTERY FUNDRAISING EASY

In the last issue we covered the topic of how to effectively use your lottery to fundraise and overcome some common challenges that we all face when fundraising with the lottery. You can find it, along with lots of other useful information, in the 'online resources' page linked to the 'Marketing help' tab on your dashboard.

In October 2020 a survey was conducted where over 1700 Good Causes responded, providing this powerful insight;

**"The lotteries have proven to be a reliable source of income during lockdown for almost 80% of Good Causes and almost 60% reported being unable to continue any other form of fundraising."**

This highlights the importance of your lottery as an almost future-proof method of raising unlimited fundraising income in the face of adversity.

We hope that issue 01 of the Lottery Lowdown has helped bolster some confidence in shouting about your lottery and the aim of this issue is to further help you in providing some ideas on how to celebrate winners on your lottery, with your cause and the community being the overall winners - of course!

### FUTURE-PROOF FUNDRAISING - BUILD A COMMUNITY AROUND YOUR LOTTERY

#### MAKE YOUR LOTTERY A HABIT

#### 9 WAYS TO BUILD A COMMUNITY AROUND YOUR LOTTERY

#### SHOUT ABOUT YOUR WINNERS

#### YOUR WINNERS SOCIAL MEDIA RESOURCES!

## FUTURE-PROOF FUNDRAISING BUILD A COMMUNITY AROUND YOUR LOTTERY



Summer has arrived! With the hope for some level of normality on the horizon, it has certainly put a spring in many peoples' steps. But...yes, there is a but... let's keep our eye on the ball here. It is extremely important to learn from recent experiences and remember that, **we do NOT know what is around the corner...**

As things start to open up and we are able to meet some people face-to-face, keep in mind the fundraising sources that will be most beneficial to you in the future, **your online fundraising solutions - your lottery!**

Talk about your lottery and how much the support means to your cause, look to secure more new supporters in conversations you are having. This way, should the dreaded lockdowns ever occur again in the future you can rest assured that your cause will be getting a regular monthly payment from those who can and want to help. Don't forget that lottery supporters often buy more than one ticket and they usually sign up to support with a monthly payment plan because they see it as a charitable donation to support the cause they care about.



## MAKE YOUR LOTTERY A HABIT



Causes that have the most success with their lottery are those that **build a community around the lottery** - not only around the winners but around the reliable funding the lottery generates. It is at the forefront of every interaction. As you may know, this takes practice and repetition to make it a habit. **Why not start with a daily social post shouting about how your lottery funds have helped you with a link to your lottery page?**

## 9 WAYS TO BUILD A COMMUNITY AROUND YOUR LOTTERY

In addition to previous suggestions in issue 01, here are a few more ideas:

1. Include a **hyperlink to your lottery page** on your email signatures for the recipient to click through to buy tickets and support your cause
2. Choose one social channel to build on, **we recommend Facebook** as that can very easily link to Instagram if you have an account there too. Plus, Facebook posts have greater longevity than Twitter posts and **your target audience could very likely be a Facebook user**
3. If you have a **membership subscription**, include lottery membership 'special benefits' opportunity for your members to support
4. When talking about fundraising targets or goals and your cause, be it face-to-face, over the phone, in a WhatsApp group, or on social media - always mention your lottery and how **supporting monthly** through the lottery will help bring in more ongoing, reliable funds for your cause. For example,  
**"You're not just buying a chance you're helping us deliver (x,y,z) with your weekly lottery ticket purchase - so it's a win-win!"**



6. **Challenge co-workers** or other cause members to **recruit a lottery supporter**, tell a friend or family member to help spread the word
7. Take the opportunity to **thank your current supporters** and tell them how much their support has meant to your cause and what it means for the future
8. Set your Cause a **target** (you can do this on your lottery page using the 'update cause' tab) and raise awareness for reaching the target - tell people what it is for and why you need their support, **people love to know they're helping you to reach your goals!**
9. **Frequently** (at least weekly) create and **post new stories with pictures or videos** of your cause helping the community and be sure to highlight that this has been achieved through the generous supporters buying tickets through your lottery page.

You don't need a recording studio or a 'professional' to get some photos or make a video of your cause in action - **Use your phone!** A new image or short video (no longer than 2 minutes max!) each time you post to Facebook can show **why** you need funds, what you are raising funds for, or what the funds raised so far have helped you to achieve. **Perhaps a before and after shot would resonate with your audience?** Ask people you know to 'like' and more importantly 'share' your stories and posts on social media to reach a wider audience, the more people that 'share' them the better. Also, 'Like' your own posts, sounds silly, right? But research has shown that this is important in raising the engagement with those algorithms that make witchcraft happen in the background!

# SHOUT ABOUT YOUR WINNERS

As you already know, every supporter you have is helping to make your good cause a winner through their lottery ticket purchases. The more supporters the more your cause is winning. Every time somebody decides to support your cause it is because of the messaging **YOU** have given them - telling them how much their help means and how it has enabled your cause to provide your valued services to the community.

As covered in issue 01, on average, around 35% of your potential supporters are prize motivated. It is worth diversifying your messaging to this effect, 65% of it should be a call to action for potential supporters to 'invest' in you to help you grow. The other 35% can be promoting winning a prize, winners on the lottery or, highlighting how the support is helping your cause 'win' in the community.



## YOUR WINNERS SOCIAL MEDIA RESOURCES!



You may have spotted some 'winners' images on your administrator dashboard. These are for you to use to shout about any winners on the lottery via your social media channels.

The resources available celebrate the following:

- Lucky lottery winners
- Lucky cash prize lottery winners
- Specific cash prize from £25 upwards
- Jackpot WIN!

You'll notice that they carry your lottery logo but not your cause logo. This is because you will be able to either share this image with a post via your good cause Facebook account. Or, if you do not have a Facebook account for your cause, you can post from your personal account and 'tag' your good cause page using '@goodcausepagename' in your post.

Below is some example copy that you may wish to use and make your own in your social posts.

### £25+ win

'🎉 We're super happy to have seen a £xx **WIN** for one of our lucky supporters over the weekend! Congratulations and thank you all for your ongoing support 🙏 Don't miss your chance to WIN cash prizes every week, support @causename here >

[www.urlofyourlotterypage.here](http://www.urlofyourlotterypage.here)

### Jackpot win

'🎉 Amazing news, to celebrate a £25,000 **JACKPOT WIN** for one of our lucky supporters over the weekend! Congratulations and thank you all for your ongoing support 🙏 Don't miss your chance to WIN cash prizes every week, support @causename here >

[www.urlofyourlotterypage.here](http://www.urlofyourlotterypage.here)

### Congratulations to lottery winners

'[Lottery name] saw more prize winners over the weekend! 🙏 Thank you to all of you supporting @causename via our lottery page! You're helping us to help our community grow! 🌱 If you want to help us with the added bonus of having chances to WIN weekly cash prizes, enter here >

[www.urlofyourlotterypage.here](http://www.urlofyourlotterypage.here)

