Marketing approach – recruiting supporters

Channel	Approach	Activity
Digital	Social Media	• Like all registered good causes on our lottery social media account pages • Feature good cause case studies • Create sharable graphics • Regular posts on the council social media pages • Sharing content and stories from the lottery website
Digital	Council website	• Page on website detailing why the lottery has been started and how the central fund money will be spent • Lottery terms and conditions for good causes with link to register • Tile on the front page of the website as tickets go on sale
Digital	External e-newsletters	• Inclusion in all public facings newsletters e.g. news feature or banner
Digital	Video	• Creating video content to showcase good causes and lottery impact to share online • Produce a video to help explain how the lottery works and how to join in

Paid Digital	Targeted Facebook Advertising
	
	Digital screens
		• Targeted advertising to both key audience groups;
		   o Prize motivated
		   o Charity motivated
		
		• E.g. in local post offices, transport screens

Paid Advertising	Targeted	• Advertising in key publications e.g. Hyper local magazines • Posters on local buses

PR	External channels	• Target Media Releases including:
		   o Regional and local news outlets – newspapers and online
		   o Hyper local magazines, parish and village newsletters, town/village websites
		   o Lifestyle magazines, print and online
		   o Broadcast – local radio

		o Affiliated channels – charity newsletters, community organisations, business organisations
PR	Internal comms	• News feature on the intranet • Stand in council office to promote to staff • Internal competitions e.g. guess the number of tickets for first draw • Nominate your local good cause feature
Materials	Internal and external	• Leaflets and posters on site and at council owned sites e.g. Park and Ride • Pull up banners for recruitment events • Branded t-shirts (staff when promoting) • Branded photo frames to take on promotional events for content • FAQ's • Email templates for further information
Events	Library / community hub tour	• Stands at local libraries or community hubs to speak to the public/good causes to answer questions and help register • Promote the event across all channels, including as an event on Facebook

Marketing – good causes

Channel	Approach	Activity
Direct Marketing	Letter / email	• Invitation to key good causes asking them to join the lottery as advocates
Direct marketing	Leaflet	• Direct mail to good cause fundraising managers illustrating the benefits of signing up to the lottery
Events	Good cause launch	• Launch event to introduce the lottery to local good causes with attendance from Gatherwell. Invite as many good causes as possible and encourage them to sign up at the event. • Invite local press for increased PR

Events	Workshop	• Invite registered good causes to a workshop for basic training on;
		    o Marketing
		    o PR
		    o Social media
		    o Website and dashboard
		This is to help increase ticket sales and answer any questions or concerns.

Digital	Social media	• Find and share content and stories from your good causes
Digital	E-newsletters	• Features and stories in local parish newsletters • Stories in external council newsletters
PR	External	• Features in charity newsletters, community organisations (CVS) • Local press releases to recruit good causes
Materials	Internal and external	• Hints and tips sheets • How it works leaflet • FAQ's • Email templates for further information