



Summary

We have created this pack to assist you in your marketing efforts for celebrating and promoting your lottery's birthday. It is a good idea to provide a press release, a news article on your site, social posts to your lottery pages and promote this wherever else you can. We have provided some templates you may wish to use or adapt to help with this. Along with other ideas you may wish to consider.

*Note: All parts highlighted in blue lead to further support material on the Members Area.

Birthday ideas

- Community fund: Announce the plans for any grant scheme from the funds raised from the community pot or how the funds will be used. Gatherwell can provide a 'thank you' style email announcement to supporters on the platform and another to good causes – just speak to your account manager.
- Survey your live good causes with questions for them to tell you how the funds have helped and ask them to provide an image. Let them know that the survey responses could lead to some FREE PR and provide examples of what this might look like so they can appreciate the value of the survey and give it their all! Use their responses to create articles for a press release, internal comms, social posts and anything else you can access to help celebrate the success of your lottery and promote it to new good causes. If you want a hand thinking up some questions, or to bounce ideas, please speak to your account manager.
- Good cause launch: Use the birthday as an opportunity to thank the good causes for their support and invite potential new good causes along as part of ongoing good cause acquisition (face-to-face or virtual event). This will help bolster the morale of the good causes already on the platform.
- Produce [claim codes](#) to hand out at events, or send in email campaigns, for a more "boots on the ground" approach to lottery advertising and celebrating the birthday with a free 'chance' to redeem on your lottery.
- If you are not running a [local bolt-on](#) or [raffle](#) for your birthday and would like us to add a generic birthday leaflet for the good causes, please let your account manager know.



Testimonials

It is a good idea to seek out some testimonials from good causes and local councillors to use in your PR. It will go a long way in gaining supporter buy in and will also help promote the great benefits of the lottery to other local good causes.

Email template for good cause testimonial

Hi XXXX

It is coming up to **XXXX** lottery **XX** birthday and I was hoping to ask for a few words from you to use in some PR about the lottery and your good cause, **INSERT GOOD CASE NAME**. I will be looking to promote this on the lottery Facebook page, lottery webpage and in other outlets to celebrate and promote the lottery as a fundraising solution and to specifically highlight your good cause and the support you provide to the local community. The idea is that this also helps to promote your good cause too.

Please could you provide the below:

Permission to use your name: (you can remain anonymous if you prefer) yes/no
Your position at the cause?

Tell us a bit about your cause and the work you carry out within the community:

How did you hear about the lottery and what made you decide to join?
Is there a particular project or service you are hoping to raise funds for?
How has joining the lottery benefited your cause?
What advice would you give to other causes thinking of joining the lottery?

Press release

You can use the below template for a press release and on your lottery news feed. Once you have posted it to the news feed you will be provided with a URL. You can find out more on how to use your lottery news feed [here](#).



Press release template

XXXXXX Lottery Celebrates Its XX Birthday!

Since its launch, the **XXX** Lottery has raised **almost/more than** *{insert 'total cause revenue' from the 'history' section of the operator dashboard}* for the local community and more than *{insert amount from the download on the 'winners' tab of your operator dashboard, include the 3 free tickets at 60p each batch too!}* has been given away in winnings. So far more than *{insert no. of live good causes on your lottery}* local groups have signed up as part of a fun and effective way to raise funds for their valued services in the community.

You can win weekly cash prizes up to the £25,000 jackpot for just £1 per ticket and if you enter before the **XXX** you will also be in with the chance of winning *{insert national bolt-on or local prize information if you have one}*.

XX% of the £1 ticket goes directly to the cause of your choice with a further **XX%** going to the community fund, which is used to further support local good causes.

{insert image/photo – if you have one}

{NAME OF GOOD CAUSE CONTACT} said:

{GOOD CAUSE TESTIMONIAL}

The Council's Leader Cllr XXXXX said:

{CLLR TESTIMONIAL}

Good causes not only benefit from receiving XX% of the profits from ticket sales from their page they also receive a host of marketing materials as well as their own XXXXX Lottery web page! Are you a local not-for-profit group looking to diversify your fundraising income in a fun and effective way? Or, maybe you know of a PTA, sports club, or other charity that it looking for a sustainable way to raise funds? Good causes can sign up for FREE at any time, it's so easy to do – simply visit ***{insert the URL of your lottery web page}*** to register.

Multi-cause operator - lottery birthday pack



Images

Click on the relevant year for an image to use with your article, social posts and any other PR.

Birthday	1 st	2 nd	3 rd	4 th	5 th	6 th
Cake	1st image1	2nd image1	3rd image1	4th image1	5th image1	6th image1
Balloons	1st image2	2nd image2	3rd image2	4th image2	5th image2	6th image2

Social post

We recommend posting an article to the ['news'](#) section of your lottery website and then posting to your social media pages with links to this article to drive traffic to the lottery website.

Social post template

🎉 Help us celebrate XXX lottery XXX Birthday! 🎉 Read more using the below link:

(insert the link to your lottery news feed from the article you posted)

The lottery helps support local communities with **XX%** of all ticket sales going directly to support local good causes here in XXXXX. What are you waiting for? Register to use the lottery to raise funds OR buy tickets to support a local good cause here 🙌 *(insert the lottery URL)*

#community #onlinefundraising #sustainable #lottery #noupfrontcost #charity #notforprofit