

NATIONAL
SUPER DRAW
LAUNCH PACK
FOR SINGLE-CAUSE LOTTERIES

Our new bolt-on prize has arrived!

As you may have heard, we've revamped our monthly bonus prize offering, and are thrilled to be able to announce our **new Super Draw!** Your supporters will still have the same opportunities to win fantastic monthly bonus prizes (only now those prizes are even **bigger** and **better!**), but they'll ALSO have **new ways to play!**

- Existing ticket holders can **TOP-UP** with extra tickets just for the Super Draw, for more chances to win
- Supporters who have cancelled their weekly ticket can choose to **buy tickets for Super Draw week only** - giving a more flexible option

As always, this free service provided by Gatherwell is the perfect opportunity to grow your lottery. You can use the fantastic prize to promote your lottery to potential new supporters, and to thank existing supporters (and maybe even encourage them to buy an extra ticket or two!) This pack contains everything you'll need to utilise the bolt-on to grow your lottery, and boost your fundraising.

Your new prize:

Win An iPhone 15 Pro Titanium

That's right, on **Saturday 27th April** the national draw will take place, and one lucky person will win an **iPhone 15 Pro Titanium – the lightest, strongest iPhone yet, with a state of the art GPU for gaming, and the most advanced iPhone camera system yet, for professional quality photo and video!** Remind your supporters that they don't have to do anything different – their normal weekly ticket(s) will automatically also enter them into this draw.

To support your promotion of this prize, and to engage with your supporters, **we have provided the following:**

- [New marketing materials](#) for you to share, with space to add your logo
- [Press release templates](#) for you to send out to players
- [Social media assets](#) for the best possible visibility
- [Social media post templates](#), to get you started

And we will:

- Send emails directly to opted-in players to promote the prize
- Upload posts directly to your Facebook page to keep engagement high, on **Tuesday 2nd April** and **Tuesday 23rd April**

If you have a lucky winner, we will contact them to arrange the prize, and obtain testimonials from the winner and their supported cause – all you need to do is shout about it on social media!

Marketing assets

We have provided a full range of assets to market this bolt-on prize to your supporters – just visit your dashboard to download them!

To get you started, we've included one [HERE](#), that can be copied and used in your social posts

Press release – To Engage Players

All you need to do is add your Lottery name, your location, and your website address!

REMEMBER if you can, add a ‘cause QR code’ to any hard copy - speak to your account manager if you need a hand

Headline:

It’s A Win-Win Situation When You Play Our New SUPER DRAW!

Sign up and support our cause today and not only will you be in with the chance of winning weekly cash prizes, but if you enter before Saturday 27th April, you will **be in with the chance of winning an iPhone 15 Pro Titanium**, all for just £1 a week!

It’s the lightest, strongest iPhone yet, with a state-of-the-art GPU for gaming, and the most advanced iPhone camera system yet, for professional quality photo and video!

[YOUR LOTTERY NAME] is a lottery for the people, by the people. It’s a fun way to help a good cause without giving up precious time.

Tickets are just £1 in the weekly draw, and more of your money goes towards our work than with any other major lottery – you can see the exact breakdown, where every penny goes, on our website.

With our new Super Draw, you can also buy extra tickets to “top-up” for Super Draw week – or if you don’t want weekly tickets, you can buy tickets just for the Super Draw!

Unlike larger lotteries, the majority of your ticket purchase comes back into the community AND the odds of winning a prize are much better, at an amazing 50:1. It really is a win-win: even if you don’t win a cash prize you can be content in knowing that you are making a real difference!

Since its launch the **[YOUR LOTTERY NAME]** has raised thousands of pounds - so why not join in? Visit our website to sign up, read about what we do, and buy a ticket today:

[LOTTERYWEBSITEURL]

[ADD QR CODE for hard copy]

[END]

Social post templates - Don't forget to add the Facebook post image!

Post regularly on all available channels & create your own engaging posts too. We have provided some below to get you started.

Win a brand-new iPhone 15 Pro Titanium this Spring! Support a cause for £1 a week for your chance to WIN 😊 Enter by Saturday 27th April

[\[LOTTERYWEBSITEURL\]](#)

#charity #lottery #charityfundraising #fundraising #iPhone15Pro

🙏 Will your £1 ticket WIN an iPhone 15 Pro Titanium? Enter today & support a good cause too!

😊 Enter by **Saturday 27th April**

[\[LOTTERYWEBSITEURL\]](#)

#charity #lottery #charityfundraising #fundraising #iPhone15Pro

🙏 Support us through thick and thin! 😊 Chances at weekly cash prizes, plus enter by **Saturday 27th April** for a chance of winning an iPhone 15 Pro Titanium!

[\[LOTTERYWEBSITEURL\]](#)

#charity #lottery #charityfundraising #fundraising #iPhone15Pro

Don't forget to add the Facebook post image!

