

NATIONAL
SUPER DRAW
LAUNCH PACK
FOR MULTI-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!** Causes should remind their 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 help your good causes engage with their supporters, **we have provided the following:**

- [New marketing materials](#) for both you, and your good causes, with space to add logos
- [Press release templates](#) for you to send out to players, and to causes
- [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 and causes, 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 for a news article, which we'll post on your website, and on your social media - you don't need to do anything!

Marketing assets

We have provided a full range of assets to market this bolt-on prize to your causes – 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 [YOUR LOTTERY NAME]

Sign up and support a good cause today and not only will you be in with the chance of winning weekly cash prizes of up to £25,000, 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 good causes without giving up precious time.

Tickets are just £1 in the weekly draw, and you can choose exactly which good cause you would like your money to go to. More of your money goes to your chosen cause 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 for small charities - so why not join in? Visit our website to see which good causes you can support, and buy a ticket today:

[LOTTERYWEBSITEURL]

[ADD QR CODE for hard copy]

[END]

Press release – To Engage New Good Causes

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

It's A Win-Win Situation When You Fundraise With **[YOUR LOTTERY NAME]**

[YOUR LOTTERY NAME] is a no risk, no fees, online fundraising solution – and now we have an extra reason to sign up – **an iPhone 15 Pro Titanium!**

Our lottery is already helping local causes raise unlimited, year-round funds. Most not-for-profit groups can register to start using this online community fundraising solution today! There are no upfront costs, it's quick and easy to register and once approved you get:

- ❖ Your own webpage on the lottery site
- ❖ A no-risk prize structure to help engage your supporters
- ❖ A wealth of marketing materials and support to help on your fundraising quest
- ❖ A steady monthly income for your good cause paid into your bank account

Your supporters will have the chance to win weekly cash prizes of up to £25,000! Plus, if you are registered and approved before **Saturday 27th April** you will gain access to the additional national bolt-on prize to promote to potential new supporters – **an iPhone 15 Pro Titanium!** It's a win-win, as most supporters are there to support your cause – the chance to win this amazing prize is just an added bonus!

So, what's the catch? Well, there is no catch! Lottery tickets are just £1 a week with more going directly to your cause than with any other major lottery. You can see exactly where every penny goes on our website.

All you need to do is tell as many people as you can to support you through your lottery page. With just 50 regular players you could raise over £1,000 annually – and players often donate their winnings back to your cause too!

What are you waiting for? There's no risk, no upfront fees, and no hassle – register NOW to start raising more money, at: **[\[LOTTERYWEBSITEURL\]](#)**

[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 your community! 😊
Get your tickets 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!



