



Congratulations

As you may already know, every win is a fantastic opportunity to shout about your lottery and the value it adds to the local community. We've provided some copy and images in this guide to help you with your promotions. Don't forget to check your operator dashboard for any other winners too, as there may be more than one!

REMEMBER - Over 1,500 good causes responded to The Lottery Survey conducted in late 2020. 80% said that their lottery helped keep funds coming in during lockdown and more than half said that, apart from their lottery, they had been unable to do any form of fundraising during lockdown.

Why not use this win to showcase just how much the lottery means to both local good causes and the supporters?

Use it in messaging through a variety of channels to reach new good causes and tell them how your lottery can help to diversify their fundraising income online in a fun and secure way to create a sustainable ongoing fundraising income and put the 'fun' into fundraising!

We recommend completing the following:

- Reach out to the winner and the good cause for testimonials for your PR
- Provide a press release to local press (include the testimonials)
- Publish the press release as news article on your site too
- Social posts are a MUST - to your lottery pages and any others you can access, tag the supported good cause where you can so they can see the publicity and encourage them to share the post with their audience too

Keep reading to find templates for:

- Emails for a testimonial from the winner and the cause
- A press release
- Image files for the relevant prize value
- Editable copy for social posts

You may also want to consider reaching out to local hyper-press and radio stations for cover stories if you've got a great story or a bigger win, especially for jackpots.



Testimonials

Adding testimonials from the supported cause, the winner* and a local councillor will go a long way in gaining supporter buy in and will also help promote the benefits of the lottery to other local good causes.

** **FOR JACKPOT WINS ONLY** our support team have to contact the winner to arrange for the prize pay-out so we will also ask for a testimonial and if they would like to be involved in a big cheque presentation with you. We'll let you know when we hear back from them*

Email template for good cause testimonial

Hi **XXXX**

I am so happy to see that one of your supporters has won **enter prize value** on our xxxxx Lottery! Congratulations!

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 in a press release, 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?

Multi-cause operator winners pack



Email template for winner testimonial

Hi XXXX

I wanted to take this opportunity to reach out to say a HUGE CONGRATULATIONS for your recent **[prize value]** win on our XXXX Lottery!

As you are aware the XXXX Lottery was founded to support local good causes in XXXX. I am going to write an article about your recent win to help **INSERT GOOD CASE NAME** and other causes raise more funds. I was hoping that you would be able to provide a few words for us to use in a testimonial, it really would mean the world to us and **INSERT GOOD CASE NAME**. Don't worry, you can remain completely anonymous but still provide some words if you prefer.

Please could you answer the below questions and get back to me by XXXX:

- Permission to use your name? yes/no
- Why are you supporting your chosen good cause?
- Where did you hear about the lottery?
- What does winning mean to you?
- Would you recommend others to sign up to the lottery and why?

Press release

Use the below template for a press release and as an article 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 and get valuable figures on winners' data etc. here on the ['Interactive dashboard guide'](#).

Press release template

Example headlines:

{lottery name} continues to WIN for the community!

{lottery name} helps the community WIN!

{lottery name} makes fundraising FUN with a/another {prize value} winner!

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Content:

Lottery name celebrates **a/another {insert prize value}** win! Since launching over **£XXXX** has been won and almost **£XXXXX** has been raised for the local community.

Lottery name is an online sustainable fundraising solution provided by **XXX** with, believe it or not, no upfront costs. It's designed to help local not-for-profits to diversify their fundraising streams and enable year-round fundraising in a safe, fun and effective way.

Buy a 'chance' and support the local community today by playing the lottery. There are over **XXX** registered causes to choose to help with your ticket purchase. The chosen cause receives **XX%** of the £1 ticket with an additional **XX%** going to further support the local community. There are weekly cash prizes to be won up to the value of the £25,000 jackpot and with 50:1 odds of winning a prize you'll find a bit of fun at the same time as knowing you're really helping your local community.

(inset image/photo – if you have one)

(winners name if happy to be named) was delighted to receive (his/her) prize and is very happy to see the benefits going to (his/her) chosen charity – (good cause name)

(Winner name) said: (WINNERS TESTIMONIAL)

(NAME OF GOOD CAUSE CONTACT) said: (GOOD CAUSE TESTIMONIAL)

The Council's Leader Cllr XXXXX congratulated the winners. (She/He) said: (CLLR TESTIMONIAL)

To support a local good cause and play the lottery today go to: **Insert URL of the lottery webpage** or call **insert lottery telephone number**.

Good causes not only benefit from receiving **XX%** of the profits from ticket sales from their page they also receive a host of bespoke marketing materials and support as well as their own XXXXX Lottery web page! Sign up at any time for FREE, it's so easy to do – simply visit (**insert the URL of your lottery web page**) to register.

END

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Social posts and image files

Of course, you probably have lots of ideas for engaging posts and we encourage you to try them all! We also recommend posting the article used for your press release to the 'news' section of your lottery website.

Then, using the URL created from the article, posting a teaser to all of your social media pages you have access to (Facebook, Twitter, LinkedIn, Instagram) with links to this article to drive traffic to the lottery website, raise the profile of your lottery and promote it to local good causes and supporters near and far.

No time for the article? You may wish to just use the second social post template at, labelled 'no article', and tag the cause for awareness and to show support on your various social media channels. Don't forget a link to your lottery webpage and some hashtags!

£250 Assets

Click [here](#) for an image to use with your news article, social media posts and other PR.

£ 250 Social post template (with ref to news article)

🥳 Hurrah! Another £250 winner on *{insert lottery name}*! The latest winner from *(insert winners location from your lottery results page)*, who supports *(Tag the good cause with @goodcausename)* is delighted with their win. 🎉👏 Read more using the below link: *(insert the link to your lottery news feed form the article you posted)*

#lottery #fundraising #winner #diversifyfundraising #community #Gatherwell #Jumbo

[add this image](#)

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£250 Social post template (no article)

🎉 Yippee! *{insert lottery name}* saw another £250 winner from *(insert winners location for your lottery results page)* who supports *(Tag the good cause with @goodcausename)* 🥳🥳

The lottery helps support the local community with XX% of all ticket sales going directly to support local good causes here in XXXXX.

What are you waiting for? Sign up to raise funds as a good cause or support a local good cause today 👉 *(insert the lottery URL)*

#lottery #fundraising #winner #charity #community #Gatherwell #Jumbo

[add this image](#)

£2000 Assets

Click [here](#) for an image to use with your article, social posts and any other PR

£2000 Social post template (with ref to news article)

🥳 Hurrah! **OUR 1ST/ANOTHER** £2000 WINNER! The latest winner from *(insert winners location from your lottery results page)*, who supports *(Tag the good cause with @goodcausename)* is delighted with their win. 🥳🥳 Read more using the below link: *(insert the link to your lottery news feed form the article you posted)*

#lottery #fundraising #winner #diversify #charity #community #Gatherwell #Jumbo

[add this image](#)

Multi-cause operator winners pack



£2000 Social post template (no article)

🤩 WOW! **OUR 1ST/ANOTHER** £2000 WINNER! *(insert lottery name)* helps support the community with **XX%** of all ticket sales going directly to support local good causes here in XXXXX. 😊

What are you waiting for? Sign up to support a local good cause near you today for £1 a ticket 🙌
(insert the lottery URL)

#lottery #fundraising #winner #diversifyfundraising #community #Gatherwell #Jumbo

[add this image](#)

£2500 Assets

Click [here](#) for an image to use with your article, social posts and any other PR.

£2500 Social post template (with ref to news article)

🤩 Hurrah! We have had a/another £2500 winner from *(insert winners location from your lottery results page)*, who is supporting *(Tag the good cause with @goodcausename)*, is delighted with their win! 🥳🥳 Read more using the below link: *(insert the link to your lottery news feed from the article you posted)*

#lottery #fundraising #winner #diversifyfundraising #community #Gatherwell #Jumbo

[add this image](#)

£2500 Social post template (no article)

🤩 Yippee! **OUR 1ST/ANOTHER** £2500 WINNER! *(insert lottery name)* helps support the community with **XX%** of all ticket sales going directly to support local good causes here in XXXXX
It's a win-win 😊

What are you waiting for? Sign up to support a local good cause near you today for £1 a ticket 🙌
(insert the lottery URL)

#lottery #fundraising #winner #diversifyfundraising #community #Gatherwell #Jumbo

[add this image](#)

Multi-cause operator winners pack



£250 / £2500 / £2000 Social post template

🎉 Hurrah! Let's celebrate **our first/another £XXXX** winner from *(insert winners location from your lottery results page)*, supporting **insert Good Cause name** *(Tag the good cause with @goodcausename)* 🥳👏 Read the full story here: *(insert the link to your lottery news feed from the article you posted)*

The lottery helps put the FUN into **fundraising**, with **XX%** of all ticket sales going directly to support local good causes here in *{insert the location the lottery covers}*. What are you waiting for? Sign up to support a local good cause near you today 👉 *(insert the lottery URL)*

#lottery #fundraising #winner #diversifyfundraising #community #Gatherwell #Jumbo

JACKPOT £25,000 Assets

Please contact your account manager if you would like different images create for your jackpot win, or use the links below for images to use on your social media:

[Jackpot Facebook cover image](#)

JACKPOT Social post template (why wouldn't you have an article?)

🎉 Woah! Let's take a moment to celebrate our £25,000 JACKPOT winner from *(insert winners location from your lottery results page)*, who supports *(Tag the good cause with @goodcausename)* they're is delighted with their win. 🥳👏 Read more using the below link:

(insert the URL from your lottery news feed to the article you just published)

#lottery #fundraising #winner #diversifyfundraising #community #Gatherwell #Jumbo #jackpot

DON'T FORGET TO ADD [Jackpot Social post image](#)