



# Gatherwell Gazette

*The latest multi-cause lottery news, views & announcements*

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## 2020 Highlights...

Certainly a year like no other for everyone and despite the serious effects of the global pandemic, your lotteries have shined stronger than ever helping to facilitate community fundraising in some of the most surreal times ever faced! So, before we get carried away with the shenanigans of 2021, we're going to do that thing where we pick out the nice parts of 2020 with Gatherwell.

- **'Gatherwell members area'** was released! A knowledge base that hosts a wealth of information for your lottery management needs!
- 1st full year of the **National Bolt-on** with 5 offers over the course of the year as well as developing & delivering the **'Operators pre-launch pack'**. It has been very successful in reducing the natural churn of supporters as well as being very well received by the Good Causes.
- We developed a method to reach out to Good Causes at the start of April, given the pandemic meant it was all-hands-on-deck for most clients we fast-forwarded plans to be able to **update causes directly via email from the lottery mailbox**
- **COVID-19 project, April – June** - where we sought testimonials from Good Causes and used these in email campaigns to the lottery supporters, lottery 'news' feeds, and the lottery Facebook pages.
- **'Additional Resources Area' June** - to help further support Good Causes.
- Our Support team now includes an extra step of **'liking' the Good Cause on Facebook 'as the lottery' page**, once their website has been created – to help grow your Facebook audience. We also brought older lotteries up to speed, 'liking' causes already registered since launch. We also ran a 'special days' social media project over 2020 for all lotteries.
- **V2 website upgrades** are well underway with the majority already on the new model, plus we made major improvements to accessibility and there are more to come!
- Our developers have been beaver away reviewing overall site analytics & making improvements to the user journey, seeing a **marked improvement in conversions** – meaning **supporters are finding it even easier to buy tickets and support their community!**
- October saw the **Back-to-basics announcement** reminding everyone about the fundamental elements of a healthy lottery and to **prioritise Good Cause Recruitment above all else.**
- **The Impact of COVID-19 Lottery Survey** was conducted in late October with almost 1500 responses from Good Causes and the results of this were shared with lottery Operators and the Good Causes in early December. The aim of this is for us to gain valuable insights to further develop our plans for 2021!





# Welcome aboard the lottery♥train!

19 new lotteries successfully launched with us in 2020 including Redditch Community Lottery, Brent Community Lottery, Wyre Community Lottery, Elmbridge Community Lottery, Reading Community Lottery, East Hampshire Community Lottery, Buckinghamshire Lottery, Northumberland Lottery, RSPCA Leicester (Woodside) Lottery, Gedling Community Lotto, West Lindsey Lottery, One Love Lottery, Get Lucky Local, Basingstoke & Deane Community Lottery, Wyre Forest Community Lottery, Yaldi – Glasgow Community Lottery, Red Rose Labour Tote Lottery, Allerdale and Lakeland Community Lottery and Redbridge Local Lottery – **Welcome to the Gatherwell Lottery family!** You can view all lotteries on our swanky map in the [Gatherwell members area](#) resources!



## WIN 1 of 5 £100 Etsy vouchers PLUS £100 for your cause!



**We have lift off!** The first national draw of 2021 has launched. The lottery survey drove the decision on the prize looking to give the Good Causes incentive to promote the offer as well as supporting independent businesses with 5 x £100 Etsy vouchers. Etsy is an online marketplace where independent businesses can safely sell their wares. #standwithsmall Good Causes & Supporters had the 1st email about the new offer last week. **2nd Comms:** Good Cause reminder, Supporter reminder - 1st Feb **3rd Comms:** Supporter final call - last week of the offer.

### Winners of the Entertainment Bundles in the national festive draw - 19th December 2020

Forest Lottery, Giving Lottery, Gloucester Lottery, Broxbourne Lottery, BH Coastal Lottery - **Congratulations!**

## 2020 Jackpot winners ...

We saw 5 lucky jackpot winners! The lucky lotteries were:

- Portsmouth Lottery
- Tandridge Together Lottery
- Buckinghamshire Lottery
- LotterySK
- Surrey Heath Lottery



## Gift voucher 2020 update

Ok, so, we know that the numbers aren't huge given the volume of causes, however we wanted to celebrate the **marked increase in Lottery Gift Voucher purchases this year.**

2019 sold 106 value £1055  
2020 sold 242 value £2350

That's a **128% increase in sales** & a **123% increase in value!**



We ran email campaigns for these twice in 2020 for Giving Tuesday in May and December. We plan on doing more this year!

## Good Cause recruitment top tips!

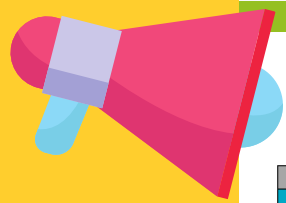
Almost 1500 Good Causes responded to the '[The Ongoing Impact Of COVID-19 & Gatherwell Service To Good Causes](#)' lottery survey conducted in October 2020.

**More than half** of these confirmed that, **apart from their lottery**, they had been **unable to do ANY form of fundraising during lockdown**, with almost **70% not trying any new methods of fundraising.**

**90%** of Good Causes report their fundraising income being **negatively affected** with almost **80%** saying the lottery helped **keep funds coming in during COVID-19.**

With this in mind, it is essential now more than ever, that you make time to **promote your lottery to new good causes** in any channel you can gain access to, be it via colleagues, social media - including LinkedIn, email, or word of mouth/WhatsApp! Set yourself a target to achieve! In addition to this, it is **KEY** to approve the new good causes in a respectable time scale so they can start to take advantage of the fantastic fundraising opportunity that your lottery offers ASAP!

# Comms schedule



Each national bolt-on:

### Good Cause

- New leaflet email - day of the launch
- New Leaflet email reminder - mid offer

### Supporters (active & zero ticket holders)

- Email 1 - week after launch announcing new offer
- Email 2 - mid offer - start of the month reminder
- Email 3 - week of the draw - final call!

### Good Cause updates & new resources coming soon, to be hosted in the 'additional resources area' - frequency monthly

1. Reminder about the 'additional resources area'
2. How to effectively use your lottery to raise funds and overcome challenges
3. Winners Packs - how to shout about your lottery winners
4. Interactive Good Cause dashboard guide
5. Social media support inc. advice on videos
6. How to update your website description and write like a pro!
7. Keep moving the goalposts - incremental ticket target increase & engaging messages to use
8. & much more!



# Shout out to achievers!

For established lotteries 6 months or older

	1 <sup>ST</sup>	2 <sup>ND</sup>	3 <sup>RD</sup>	4 <sup>th</sup>	5 <sup>th</sup>
Most new Good Causes last month (3+)	Northumberland Lottery (JOINT 1 <sup>ST</sup> )	Giving Lottery (JOINT 1 <sup>ST</sup> )	Powys Lotto (JOINT 1 <sup>ST</sup> )	X	X
Most new Players last month	Northumberland Lottery	Gosport Community Lottery	West Berkshire Lottery	Havant Borough Community Lottery	Giving Lottery
Most new ticket sales last month	West Berkshire Lottery	Havant Borough Community Lottery	Gosport Community Lottery	Giving Lottery	Northumberland Lottery
Most new Good Causes in 2020	Giving Lottery	The Essex Lottery	Cheltenham Lottery	East Herts Lottery	Havant Borough Community Lottery / Dover District Lotto
Biggest % increase in Good Causes in 2020	Lewes District Local Lottery 74%	Giving Lottery 65%	Cheltenham Lottery 60%	East Herts Lottery 38%	Horsham DC Lottery 34%
Most ticket sales in 2020	The Essex Lottery	Giving Lottery	Cheltenham Lottery	West Berkshire Lottery	Havant BC Lottery
Biggest % increase in ticket sales in 2020	Giving Lottery 110%	Cheltenham Lottery 57%	Lewes District Local Lottery 54%	The Essex Lottery 47%	East Herts Lottery & Havant BC Lottery 32%
Most new players in 2020	The Essex Lottery	Giving Lottery	Cheltenham Lottery	West Berkshire Lottery	Havant BC Lottery
Biggest % increase in players in 2020	Giving Lottery 110%	Cheltenham Lottery 60%	Lewes District Local Lottery 50%	The Essex Lottery 40%	South Staffordshire Community Lottery 30%

## REMINDER

If you are licensed by the Gambling Commission, please ensure your Annual Return is filed up to date & your payment to the Gambling Commission and Lotteries Council are up to date too!

## 2021 Strategy overview

In order to keep all of you lovely folk up to date and not bombard you with unnecessary emails, we will be providing frequent 'Gatherwell Gazette' newsletters where there will be exciting key articles, updates from us here at Gatherwell, and the following:

- Examples of lottery best practice
- Big winners
- National bolt-on news
- Good Cause recruitment top tip!
- Welcome new lotteries
- Celebrate achievers
- Feature on Good Cause comms
- Any Licensing updates



We will also be communicating frequently to the Good Causes giving them fresh ideas and assets as well as keeping the additional resources area on the Gatherwell website up to date for any new good causes who join the party!

If you want to receive the comms to Good Causes, you need to be sure to add yourself as an admin on your Central Fund cause dashboard. We will also be reviewing the system emails and making ongoing improvements to the usability of the lottery websites behind the scenes so watch this space for more exciting news from Gatherwell Gazette!

## Heard about the 2020 survey?

We reached out to over 6000 Good Causes & almost 1500 responded to the 'The Ongoing Impact Of COVID-19 & Gatherwell Service To Good Causes' lottery survey conducted in October 2020. It has provided some valuable insights for us to use moving forward. If you would like a copy of your lottery specific COVID-19 related responses, just let us know!

If you would like to feature in Gatherwell Gazette or have any ideas, suggestions, or feedback for us please contact us at: [account-managers@gatherwell.co.uk](mailto:account-managers@gatherwell.co.uk)

We'd be delighted to hear from you!