



**GUILDFORD**  
COMMUNITY LOTTERY

**Introducing the New  
Guildford Community Lottery  
24<sup>th</sup> September 2018**





# Introducing the Guildford Community Lottery....



- Guildford Community Lottery is a new initiative from Guildford Borough Council
- Powered by the expertise from Gatherwell Ltd an established External Lottery Management Company.
- Guildford Community Lottery is being launched to support **good causes** locally



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Putting the ♥ into lotteries

The screenshot shows the homepage of the Guildford Community Lottery website. At the top, there is a navigation bar with the Guildford Community Lottery logo, a 'Buy Tickets' button, a link 'Are you a good cause?', a 'Log in' link, and a 'Menu' icon. The main banner features a large image of a church and houses, with the text '60% of all ticket sales goes to local good causes' and 'HELP YOUR LOCAL COMMUNITY'. Below this is a 'Tell me more' button. A teal bar below the banner contains the text 'DON'T MISS THE FIRST DRAW!' and a 'Join In Now' button. The 'HOW IT WORKS' section follows, with three icons: a ticket for 'CHOOSE YOUR 6 NUMBERS' (Tickets only cost £1 per week), a gift box for 'WIN UP TO £25,000!' (Every ticket has a 1 in 50 chance of winning a prize), and a heart for 'SUPPORT LOCAL CAUSES' (60% of the ticket price goes to good causes). A 'Buy Tickets' button is at the bottom.



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# How it works

# How It Works



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- How it works for supporters
- Splitting the pound
- Prizes
- How it works for good causes
- Good cause support
- Your commitment





# How The Lottery Works



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## Weekly Online Lottery ([www.GuildfordLottery.org](http://www.GuildfordLottery.org))

Weekly online lottery with a draw every Saturday at 8pm. The more numbers you match the bigger the prize!

## Tickets - £1 a week

Each ticket costs £1 per week and consists of 6 numbers. Player's can choose numbers or do a lucky dip.

## Choose a cause

Each ticket can either support the community fund (many causes) or a specific good cause listed on the site.

## Payments

Supporters can pay by Direct Debit or payment card. Either a monthly recurring payment or a 1/3/6/12 month payment upfront.

## Winning

Winners will be notified via email and are paid directly into a nominated account or they can donate their winnings to the good cause.

*How It Works*

## Supporters



# Splitting The Pound



## Good Causes

60% of all ticket sales goes to good causes!

50% to the individual cause selling the ticket

+

10% to the community fund



## Prizes

20% of all ticket sales go back to the supporters as prizes!



## Running Costs & VAT

The running costs incurred by the ELM. These include the costs of all banking and transaction fees, running the site, player support, marketing etc.

ELM costs are VATable

# Prizes!

Match 6	<div> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> </div>	<b>Prize</b> <b>£25,000</b> Odds 1,000,000:1
Match 5	<div> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> </div> <div> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> </div>	<b>Prize</b> <b>£2,000</b> Odds 55,556:1
Match 4	<div> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> </div> <div> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> </div>	<b>Prize</b> <b>£250</b> Odds 5,556:1
Match 3	<div> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> </div> <div> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> </div>	<b>Prize</b> <b>£25</b> Odds 556:1
Match 2	<div> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> </div> <div> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> </div>	<b>Prize</b> <b>3 tickets</b> Odds 56:1



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Odds of  
winning a  
prize are  
**1 in 50**



## Bolt-on Prizes

- In addition to the core lottery proposition it is possible to run additional 'bolt-on' prize draws.
  - These can be used at any time to encourage participation (particularly useful at launch, e.g "sign up before the first draw and you will be entered into a separate prize draw to win an Ipad!")
  - Guildford Borough Council will look for sponsors to support these prizes



# How The Lottery Works

## Visit The Site ([www.GuildfordLottery.org](http://www.GuildfordLottery.org))

The cause will visit the website and go to the fundraisers section where they can find out more and apply to join.

## How It Works Causes



### Apply To Join

Applying is easy. It's done online and takes a few minutes.



### Get Approved

The LA will check the cause qualifies and approve them. Once approved they'll have their own page and welcome pack in 1-2 working days!



### Market To Supporters

Now live on the site all the cause needs to do is market to their supporters.




### Raise Funds


Every month the cause will get their raised funds paid directly into their nominated account!



- There is no cost to the good cause.
- They can be raising money within 1-2 days!

# Good Cause Webpage

[Buy Tickets](#)[Are you a good cause?](#)[Log in](#)[Menu](#)




Raising £520.00 a year


£20 tickets of 50 ticket goal

[Buy Tickets](#)

## THE THREE LEGGED CAT CHARITY

Support Our Cause!

 First Guildford Community Lottery draw on Sat 1 December at 8PM

 The draw is in 73 days 5 hours 9 minutes

[More Good Causes »](#)

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### About Us:

The Three Legged Cat Charity provides a much loved and valued service for the community.

**We need your help** so we can continue to offer and even expand our service!

Thank you for your support and good luck!

Yours sincerely,

Mrs Ami Williams

[Buy Tickets](#)

### Recent Supporters:

Mrs W supported The Three Legged Cat Charity with 2 tickets

2 hours ago

Mrs W supported The Three Legged Cat Charity with 3 tickets

2 hours ago



# Bespoke Marketing Materials



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Lottery Logo

Motivating  
Headline

Good Cause  
Logo

Explanation  
of how it  
works

Seasonally  
Relevant

Easy Search  
Term

QR code for  
Smartphones

*Spring into action!*

**Join Vale Lottery  
and help our  
cause grow!**

**VALE  
LOTTERY**

**Carers  
Bucks**

- ✓ 50% of all tickets sold from our Vale Lottery page go to us!
- ✓ A further 10% goes to other good causes in the Vale!
- ✓ Tickets only cost £1 per week and can win prizes up to £25,000!
- ✓ Anyone can join, not just Vale residents!

To Start Supporting, visit:  
[www.ValeLottery.co.uk](http://www.ValeLottery.co.uk)  
And Search For:  
**Carers**

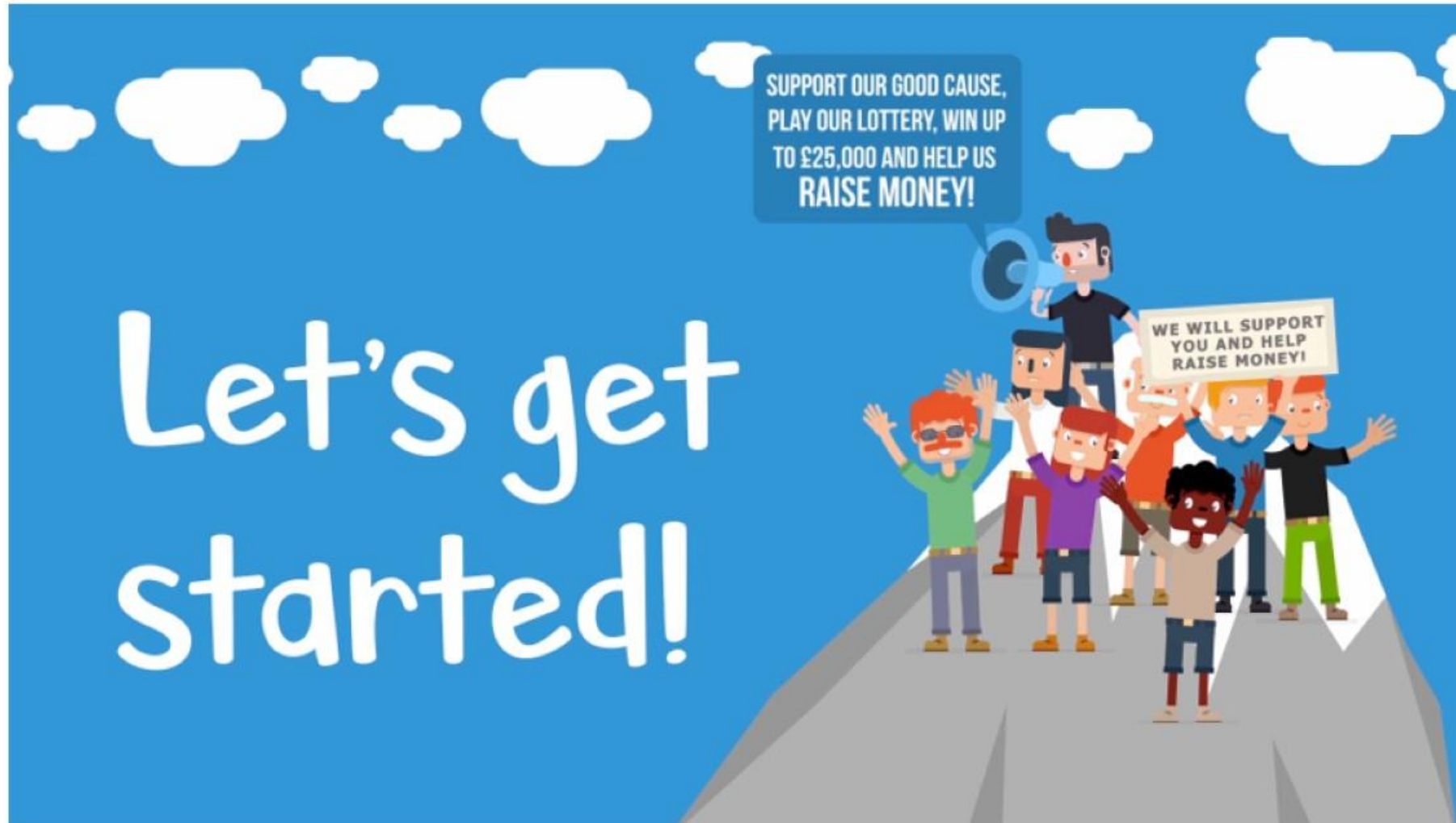
Supporters must be 16 years of age or older



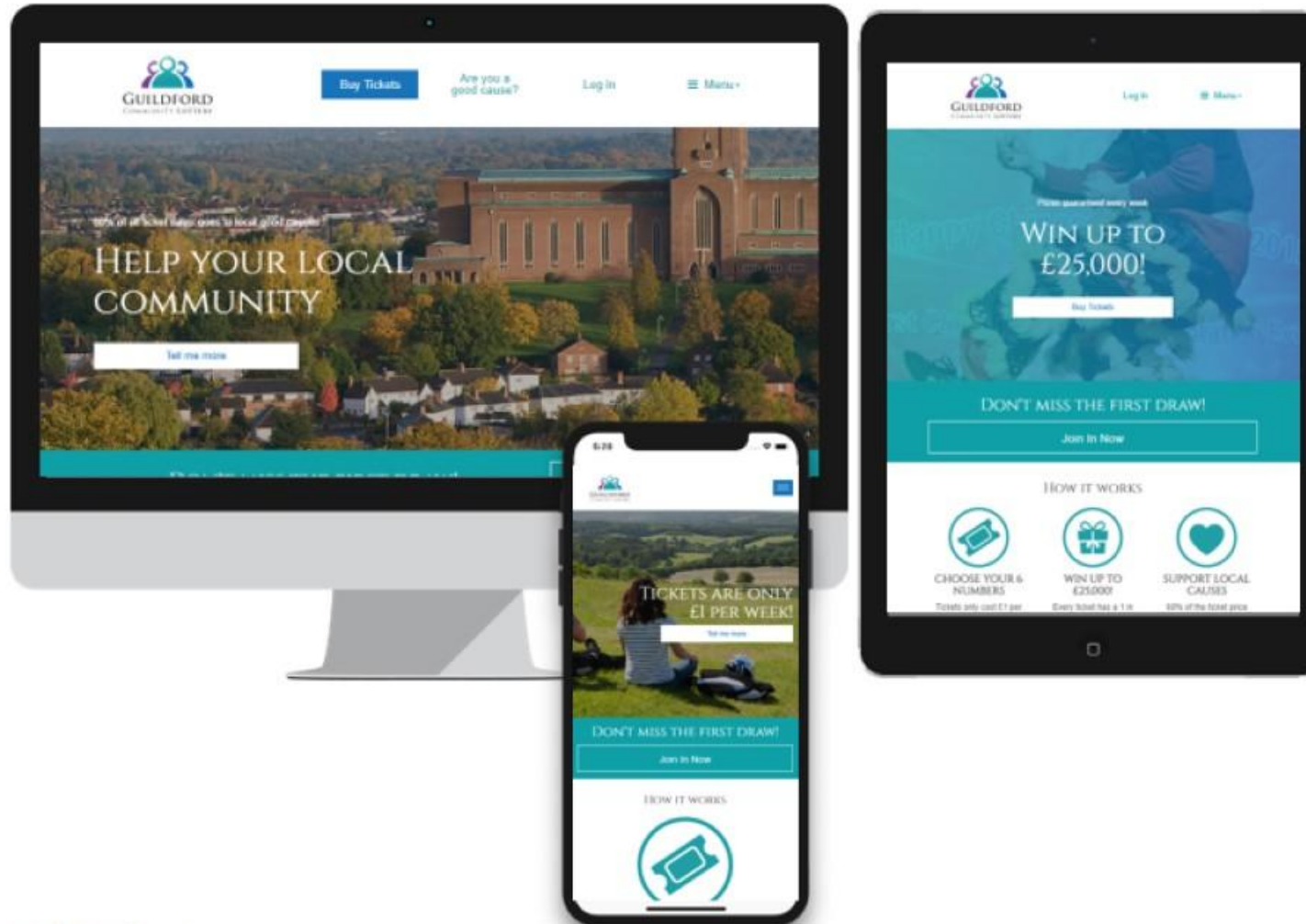
# Good Cause Dashboard



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# Website



 [www.GuildfordLottery.org](http://www.GuildfordLottery.org)

- Bespoke website designed in partnership with Guildford Borough Council
- Powered by the Gatherwell engine  
*Regularly updated with new features to keep up with the latest technology and improve player acquisition and retention*
- Fully secure, PCI compliant site
- 99% uptime SLA, monitored 24/7
- Responsive website  
*Viewable on all devices (mobile, tablet and desktop)*

# Support for Causes and Supporters



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- Dedicated telephone number **01483 338885** for your supporters and good causes - answered as Guildford Community Lottery
- Dedicated email addresses [support@GuildfordLottery.org](mailto:support@GuildfordLottery.org)
- Dedicated social media accounts managed by Gatherwell (Facebook and Twitter) for posting results and increasingly direct communication with customers





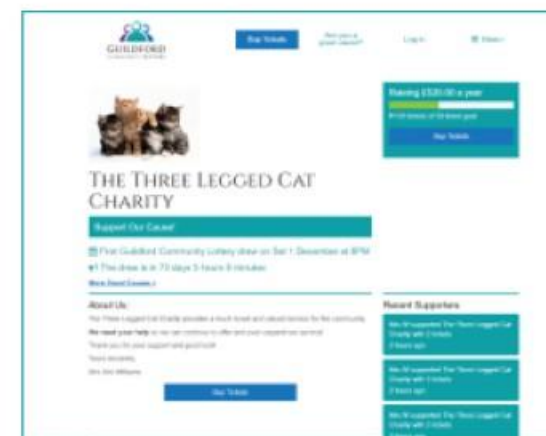
# Our Commitment



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- Guildford Community Lottery wants to make it as easy as possible for you to succeed
- Signing up means you get
  - your own **dedicated webpage** on the Guildford Community Lottery website
  - **Bespoke marketing materials** co-branded with your cause
  - A **dashboard** so you can see how you're doing and who's supporting you.
  - A **welcome pack** with all the information you need on how to build participation
  - Weekly **update emails** with your latest stats, supporter lists and the latest communication materials
- **PLUS** Your cause get **50% of every ticket sold** from your page – Paid straight into your nominated bank account every month!





# Your Commitment



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- Sell 20 tickets within 4 weeks of your cause going live
- Manned email address(es)
- Use your Dashboard
  - Track your own performance
  - Use of the dedicated marketing materials
  - Upload the bank details so we can pay you
  - Keep your cause message updated – tell your supporters how their money is helping
- Help us help you!
- Spread the word!



# Vale Lottery

Launched in November 2015. The Vale Lottery is the first online Local Authority Lottery in the UK

Created directly in response to the pressure on the community funds budgets and to help the Voluntary and Community Sector (VCS) gain access to new funding streams.



## Track record

Incredible start – Over 40 causes signed up for the first draw. Coverage on BBC TV, radio and press.



## Growing

Over 150 good causes now signed up for their own page, with money raised already going to support their work. Ticket sales still rising daily with over £85k /year currently being raised.



## Satisfied customers

Overwhelming customer satisfaction feedback from good causes and supporters.

The screenshot shows the Vale Lottery website with a green header containing the logo and navigation links: 'Buy tickets', 'Are you a good cause?', 'Log in', and a 'MENU' icon. The main banner features a photo of an elderly man and a younger man, with the text 'Welcome to Vale Lottery', 'Win up to £25,000!', 'Support local causes in Aylesbury Vale', and 'Only £1 per week!'. A 'Support The Vale' button is present. Below the banner, an orange section displays the 'Latest Draw' (Sat 14 January 2017) with winning numbers 9, 9, 4, 8, 7, 3, and a 'Click here for more details' link. It also lists the winner, Mr M (Tring), and the prize for the 1st Ivinghoe and Pitstone Scout Group (£3 extra tickets). The 'How it works' section consists of three steps: 1. Choose your 6 numbers (illustrated with a 6 and other numbers), 2. Win up to £25,000! (illustrated with a person jumping), and 3. See your community shine (illustrated with houses). A 'Join Now' button is at the bottom right of this section. The footer has a green bar with 'Latest news'.

V A L E  
LOTTERY

Buy tickets Are you a good cause? Log in MENU

## Welcome to Vale Lottery

Win up to £25,000! Support local causes in Aylesbury Vale Only £1 per week!

Support The Vale

**Latest Draw**  
Sat 14 January 2017

9 9 4 8 7 3  
Click here for more details

Winner! Mr M (Tring)  
1st Ivinghoe and Pitstone Scout Group  
Won 3 extra tickets!

### How it works

- 1 Choose your 6 numbers
- 2 Win up to £25,000!
- 3 See your community shine

>> It only takes seconds to join! Join Now

Latest news

# Case Study – Great Brickhill Cricket Club

## Aims:

Great Brickhill Cricket Club provides top class cricket and coaching facilities for all ages, with over 100 juniors from 4 and upwards being taught how to play this great game.

## Joined:

November 2015

## Number of tickets:

95

## Raising:

£2,470/ year

## Planning to spend on:

Investing in junior coaching with their proceeds

## Top Tip:

Offered a 'free drink' from the bar for everyone who signed up to the lottery before the first draw





# Case Study – Carers Bucks



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## Aims:

Carers Bucks is an independent charity which supports the wellbeing of unpaid family carers living in Buckinghamshire.

## Joined:

November 2015

## Number of tickets:

35

## Raising:

£910/ year

## Planning to spend on:

Now running a new support group with their proceeds

## Top Tip:

Added the lottery link to their page of all their email signatures





# Case Study – Medical Detection Dogs



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## Aims:

The Medical Alert Assistance Dogs are trained to assist individuals who manage complex medical conditions, such as diabetes, on a day-to-day basis. The dogs are taught to identify the odour changes that are emitted prior to an emergency and alert the person to take preventative action.

## Joined:

November 2015

## Number of tickets:

102

## Raising:

£2652/ year

## Planning to spend on:

Training new dogs to support Type 1 Diabetics

## Top Tip:

Added link to the website and regularly post on social media



# Case Study – Brill Sports & Social Club



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## Aims:

Brill Sports & Social Club aim to promote participation in sport in and around the village. They provide support for their teams of football, cricket and touch rugby as well as sections for tennis, table tennis and Aunt Sally.

## Joined:

November 2015

## Number of tickets:

42

## Raising:

£1,092/ year

## Planning to spend on:

Investing in club premises and equipment

## Top Tip:

Leaflet dropped the village



# What's the Role of Guildford Borough Council?



- All the licensing and returns
- Central marketing and promotion of the lottery
- Overall scheme administration
- General good practice and advice
- Process for assessing applicable Good Causes



# Key Dates



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- TODAY – Good Cause Launch
- 30<sup>th</sup> October – Tickets open to Players
- 1<sup>st</sup> December – First Draw







**Thank you!**

