



community
LOTTERY
||||||| South & East Lincolnshire |||||||

gatherwell 

Presented by

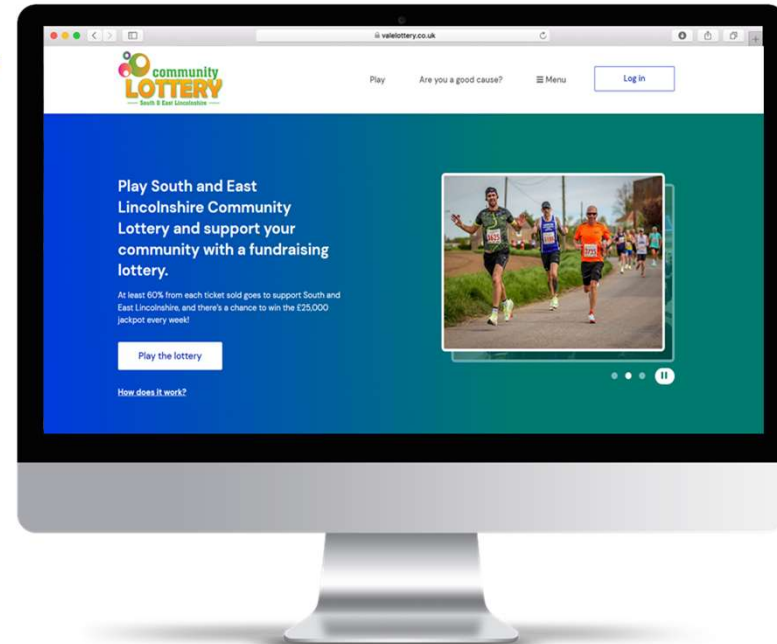
Phil Wright

Presented to

**The Good Causes in the South & East
Lincolnshire Councils Partnership areas**

Introducing your new Lottery

-  **South & East Lincolnshire Community Lottery** is a new initiative from **South & East Lincolnshire Councils Partnership**
-  Powered by expertise from **Gatherwell Ltd** an established External Lottery Management Company
-  The lottery is being launched to support **good causes** locally



How it all works



What we'll cover

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



How the lottery works: Supporters



Visit the site (www.SELCPLottery.co.uk)

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. Players can choose numbers or a lucky dip.

How it works Supporters



Choose a cause

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



Winning

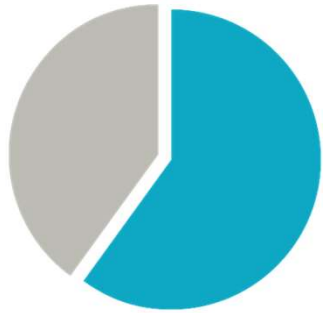
Winners will be notified via email and are paid directly into a nominated account or they can donate their winnings to the good cause.



Payments

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

Splitting the pound

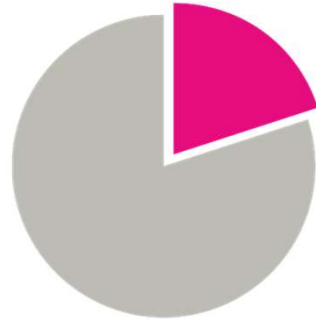


60%

Good causes

60% of all tickets sales goes to good causes!

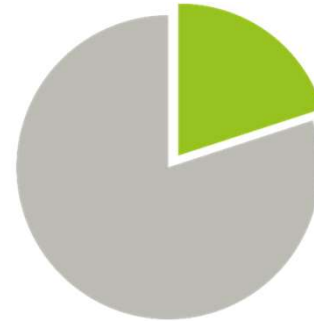
50% to the individual cause selling the ticket
+ 10% to the central fund



20%

Prizes

20% of tickets sales goes back to supporters as prizes



20%

Running costs & VAT

The running costs incurred by Gatherwell. These include the costs of all banking and transaction fees, running the site, player support, marketing etc.
HMRC define that ELM costs are VATable
NB These are recoverable



Prizes



Number of matches	Matching patterns	Odds	Prizes
6	NNNNNN	1,000,000:1	£25,000*
5	NNNNNn or nNNNNN	55,556:1	£2,000
4	NNNNnn or nnNNNN	5,556:1	£250
3	NNNnnn or nnnNNN	556:1	£25
2	NNnnnn or nnnnNN	56:1	3 free tickets

Odds of winning a prize are 1 in 50

N is a match, n is not. So NNNNNN is 6 matches and nnnnnn is no matches

The jackpot prize is covered so that it is paid out irrelevant of the size of the lottery. Should multiple winners be lucky enough to match the winning combination all winners will each win the jackpot prize.

Bolt-On prizes

In addition to the core lottery provision, it is possible to run additional 'bolt-on' prize draws.

These can be used at any time to encourage participation (especially during the lottery launch).

South & East Lincolnshire Councils Partnership will look for sponsors or fund these additional 'bolt-on' prizes going forward and will be providing an iPad for the First Draw to go along side the prize pool.



How the lottery works: Good Causes



Good cause webpage



Play

Are you a good cause?

Menu

Log in



The Three Legged Cat Charity



£182.00 of £1,300.00 target

7 tickets of 50 ticket goal

Buy tickets

Supporter count

3 supporters

Ms R supported us with 2 tickets



Next draw date

4d 6h 32m

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,
Karolina Campbell

Help us share our cause on social media

Facebook

Twitter

Bespoke marketing materials

Lottery Logo



Motivating
Headline

Good Cause
Logo

Explanation of
how it works

Seasonally
Relevant

Easy Search
Term

A marketing flyer for the Buckinghamshire Lottery Great Brickhill Cricket Club. The flyer features the Buckinghamshire Lottery logo and the Great Brickhill Cricket Club crest at the top. The main headline reads 'PLAY TODAY & WIN A STAY' with the subtext 'Support Our Lottery This Autumn'. Below this is a photograph of a wooden cabin in a forest. The text 'WIN A Family Forest Staycation!' is overlaid on the photo. A bulleted list of benefits is provided: £25,000 jackpot!, Sign up from £1 per week, Support our good cause today, and Your support makes a real difference to our local community. At the bottom, it says 'To start supporting, visit: www.buckinghamshirelottery.co.uk and search for: Cricket'. A small disclaimer at the very bottom states: 'Supporters must be 16 years of age or older. Offer ends 31st October 2020. See website for terms and conditions.'

www.SELCPLottery.co.uk

Good cause dashboard



SUPPORT OUR GOOD CAUSE,
PLAY OUR LOTTERY, WIN UP
TO £25,000 AND HELP US
RAISE MONEY!

Let's get started!



Website



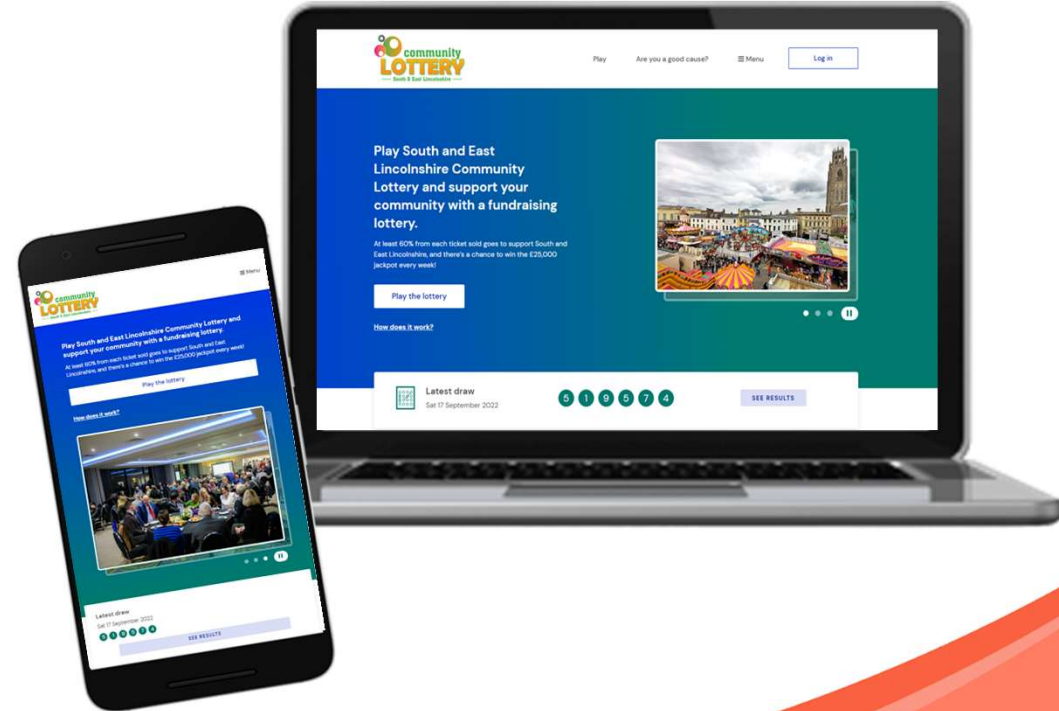
www.selcplottery.co.uk

- Bespoke website designed in partnership with the 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, Accessible, PCI compliant site
- 99% uptime SLA, monitored 24/7
- Responsive website

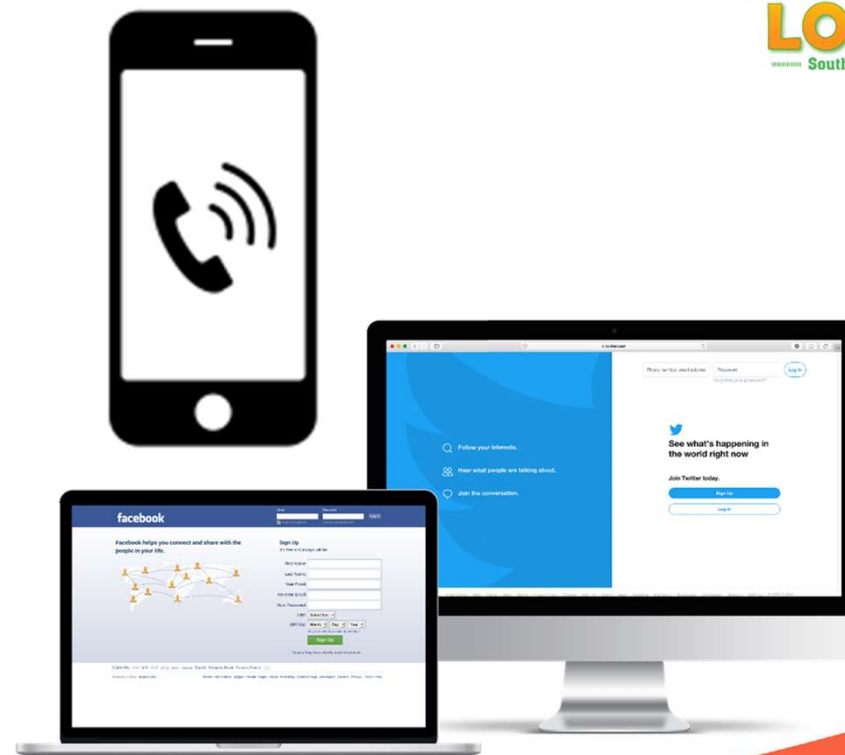
Viewable on all devices (mobile, tablet and desktop)



www.SELCPLottery.co.uk

Support for Causes and Supporters

-  Dedicated telephone number **01775 551 015** for your supporters and good causes – answered as your lottery
-  Dedicated email address **support@selcplottery.co.uk**
-  Dedicated social media accounts managed by Gatherwell (Facebook and Twitter) for posting results and increasingly direct communication with customers



What's the role of the council?

Central marketing and promotion of the lottery



Process for assessing applicable Good Causes



Overall scheme administration



All the licensing and returns

GAMBLING
COMMISSION



General good practice and advice



Vale Lottery – (Now Buckinghamshire Lottery)

Launched in November 2015. The Vale Lottery was 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 300 good causes now signed up for their own page, with money raised already going to support their work. Have raised over £600k for local good causes



Satisfied customers

Overwhelming customer satisfaction feedback from good causes and supporters.



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.



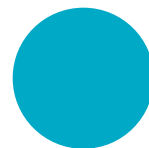
Joined

November 2015



Number of tickets

79



Raising

£2,054 a 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

Aims

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



Carers
Bucks



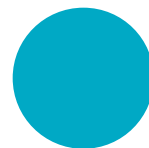
Joined

November 2015



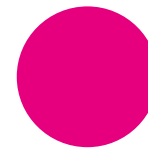
Number of tickets

28



Raising

£728 a 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

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.



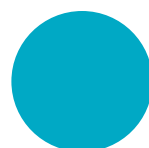
Joined

November 2015



Number of tickets

94



Raising

£2,444 a 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

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.



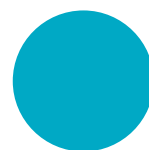
Joined

November 2015



Number of tickets

43



Raising

£1,118 a year



Planning to spend on






Investing in club
premises and
equipment

Top Tip

Leaflet dropped the village

Our Commitment

We want to make it as easy as possible for you to succeed. Signing up means you get:

-  Your own **dedicated webpage** on the 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 will receive **50% of every ticket sold** from your page –
Paid straight into your nominated bank account every month!

Your Commitment

 Sell **20 tickets** within 4 weeks of your cause going live

 **Staffed** email address(es)

 Use your **dashboard**

- Track your own performance
- Use of the dedicated marketing material
- Upload 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!**



Key dates

TODAY
Good Cause
Launch

**18th
October**
Tickets open
to players

**26th
November**
First Draw



Questions?