

Welcome to the Gosport Community Lottery

Good Cause Information Pack



At the Heart of
Our Community

Supported by



GOSPORT
Borough Council

Welcome to the Gosport Community Lottery!

Using this guide

You've taken the first step to fundraising with the Gosport Community Lottery - but now it's time to get down to the business of selling tickets.

While the lottery is free to join, you'll only get out what you put in - but the returns from ticket sales can stack up quickly.

If you sell **10 tickets** a week, you'll raise **£208** a year.

If you sell **25 tickets** a week, you'll raise **£520** a year.

If you sell **50 tickets** a week, you'll raise **£1040** a year.

The key to healthy ticket sales is to keep spreading the message - which is where this guide comes in. It features tips and suggestions about how to get the most from the lottery, including details on where to track down essential information to make your fundraising more effective.

The essentials

When you're talking about the lottery, here is some useful information for you to have at your fingertips.

Where the money goes

60p out of every pound raised goes to good causes in Gosport.

- 40p of ticket sales go straight to the good cause you've chosen to support
- 20p of ticket sales go to Gosport Voluntary Action, who administer one-off small grants to good causes
- 20p of ticket sales go back to supporters as prizes
- 17p of ticket sales go to Gatherwell, the lottery administrator, to cover the costs of running the lottery
- 3p of ticket sales is paid in VAT.

How the lottery is run

The lottery is managed by Gatherwell, an External Lottery Management Organisation (ELMO). Gatherwell run lotteries across the country, including several community lotteries. The lottery is a joint project between Gosport Voluntary Action, Gosport Borough Council and Portsmouth City Council.

Gosport Voluntary Action will be on hand to support good causes with getting their lottery ticket sales off the ground and will provide lots of marketing support to make sure you get the most from the lottery.

How we keep people safe

Lotteries like this - called remote lotteries - present a low risk to 'problem gamblers' as there is no instant gratification and there are protections in place for maximum tickets per player, to avoid players getting in too deep. In addition, the website has links to highlight where individuals who might have gambling problems can seek help. For those that do have a problem they can chose to exercise a 'self-exclusion' process.

Top Tips for Fundraising

Tip one: You've joined the lottery - let people know!

You've joined the Gosport Community Lottery - now it's time to start letting the world know!

Use our launch pack to update your volunteers, supporters, social media channels and website.

Tip two: Share news of your winners

You'll know when you've had a winner - you'll get a message from Gatherwell. You'll also be able to see the contact details of your winners so you can get in touch with them to see if they'd like to be featured in a newsletter, a press release or on your good cause's social media feed.

If your winner wants to help you spread the word, be sure to find out:

- How they hope to use their winnings
- What's special to them about the good cause they support
- Whether they'd recommend supporting the Gosport Community Lottery
- Whether they're happy for their photo, name and where they live to be shared with the world.

Once you've got all of that information, be sure to update your volunteers, supporters, website and social media channels.

You can do this for all of your winners - but save the biggest fuss for your big winners - £2000 or £25000! Gosport Voluntary Action can help arrange PR for big winners.

Tip three: Fundraising for a special project

Consider using ticket sales to fund a special project. It could be something large or small, just so long as it's easy for people to understand.

Work out how many tickets you'll need to sell over a period of time to fund your project, then keep an eye on ticket sales in your dashboard and send people regular updates about your progress.

Once you've reach your target, shout about it - and set your next milestone! Make sure to share it with your volunteers, supporters, website and social media channels.

Tip four: Get to know your dashboard

Your dashboard is an absolute goldmine of information to help you sell lottery tickets.

Even if you're not fundraising for a special project, think about including how much you've raised in any existing updates to send to your volunteers and supporters.

You can get information on all of the following on your dashboard:

- How many tickets you've sold
- How much money you've raised
- How many winners you've had
- How much your winners have taken home.

Information like this also makes great social media updates.

Tip five: Set up a special lottery newsletter

Go to your dashboard, then click on the 'Supporters' tab. This will give you a list of people that have given you permission to send them information about the Gosport Community Lottery.

You can use this data to:

- Remind supporters who haven't bought tickets
- Thank supporters for supporting your cause
- Give your supporters updates on how their support is helping
- Manage supporter benefits (if you're offering them).

As with all marketing activity you do, you'll need to make sure you're in line with data protection legislation - so make sure you make it easy for people to unsubscribe from these updates and that you only email them about lottery matters.

Tip six: Set up a syndicate

If you're trying to fundraise with people who aren't confident buying tickets online, why not set up a syndicate?

Good causes take on the role of the syndicate manager, and your supporters can pay you any way you like.

Find out more by contacting Gosport Voluntary Action.

Spreading the word

Using this guide

We've prepared a range of material for you to share when you join the lottery. It might need tweaking to suit your audience - but it's a great place to start.

Update to staff and volunteers

We have some exciting news - [cause] has joined the Gosport Community Lottery!

The lottery is a fun, easy way for causes to raise money - and it's free for groups like ours to register and administer.

How it works

Good causes register and set up their own good cause page on the lottery website. You can view ours here: [add URL]

Supporters buy tickets.

40% of ticket sales are paid directly into our bank account each month.

About the draw

The top prize is £25,000 - this happens when you match six numbers in a draw. Players can also take home prizes of £2,000, £250, £25 or 3 free entries. Overall there's a 50:1 chance of taking home a prize each time you play.

60% of ticket sales goes to local good causes. 40p from each £1 goes to the chosen good cause, 20p is paid into a general fund used to support other good causes in Gosport, 20p goes towards the prize fund and the remaining 20p pays for admin and VAT.

What next?

The success of the lottery as a fundraising tool is totally dependent on ticket sales. We'll be telling our supporters how they can get involved, but you can help too!

1. Buy a ticket yourself! Visit our cause page to get started: [page URL]
2. Share our launch leaflet on your social media accounts - don't forget to include a link to our cause page: [page URL]
3. Drop an email to your distribution list - let them know all about the lottery and the great work your cause is doing. Attach our launch leaflet and include a link to our cause page: [page URL]
4. Share the love - or the leaflets. Stick our leaflet on any noticeboard you can - whether it's at work, the local community centre or your good cause's HQ.

Visit our cause page to get started: [page URL]

Update to supporters

We have some exciting news - [cause] has joined the Gosport Community Lottery!

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What next?

1. Buy a ticket: [page URL]
1. Tell your friends and family: [page URL]

The success of the lottery as a fund raising tool is totally dependent on recruiting new players - and with 40% of ticket sales going straight into our bank account, every ticket sold makes a difference.

Facebook message

We've joined the Gosport Community Lottery! Tickets are £1 and you could win £25,000. With 60p out of every £1 going to good causes in Gosport, everyone's a winner. Play today: [cause page] #gosportlottery

Twitter update

We've joined the Gosport Community Lottery! 60p out of every £1 goes to causes in Gosport, everyone's a winner. Play today: [cause page] #gosportlottery

Website update

We have some exciting news - [cause] has joined the Gosport Community Lottery!

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Find out more about how the lottery works here: www.gosportcommunitylottery.co.uk

Leaflet

You can find your own personalised leaflet on the good cause dashboard. Download it to print and share online.

FAQ's

Q: When does the lottery launch?

A: The lottery is now open to causes and will open to supporters on 25 July 2018.

Q: What organisations can sign up?

A: Any good cause operating within Gosport can apply. Some exclusions apply see Terms & Conditions for details

Q: What information will I need to sign up?

A: We'll need some key pieces of information to get you registered as a good cause on the Gosport Community Lottery. This will include your organisation's name, key contact and role, address, telephone number and email. We will then need you to confirm your eligibility (see question above). In order to pay you your money we'll need your bank details and you'll also need to provide a logo for your organisation to include on the specific marketing materials we'll create for you. You can provide these at signup but they aren't required to get you registered. Remember to tell us if any details change.

Q: What kind of logo do I need?

A: We can accept logos in most file formats (.png, .jpg, .gif etc.) Don't worry if you don't have one, we'll set you up with a default logo to start with and you'll be able to change it and any other details at any time.

Q: What materials do you provide to help me promote my lottery?

A: We provide your good cause with its own tailored communication materials. These will be professionally prepared PDFs which can be attached to e-mails that are sent out to your community. Our materials can also be printed and posted around the local area. We also provide you with your own dedicated webpages on the www.gosportcommunitylottery.co.uk website for your supporters to sign up, check results and see how much money is being raised.

Q: How do winners find out that they've won?

A: Every week, all winners will be advised by e-mail. The winning number will also be published on our website, Facebook and Twitter each week following the draw.

Q: How do we receive our share of ticket sales?

A: Your funds will be transferred directly into your bank account every month.

Q: How do I know how well my fundraising is doing?

A: Every week we send you a newsletter which provides you with all the details. It tells you how many supporters have chosen to direct their support to you, who they are, how many tickets are being sold each week, how much money has been raised etc. There is also a dashboard on the site which will provide real time statistics on your campaign!

Q: Who deals with any questions my supporters have?

A: We do! We have a dedicated support number (02393 190222) that deals directly with any queries your supporters have as well as our support email address (support@gosportcommunitylottery.co.uk).

Q: Can someone still play if they are not online?

A: Yes. Players can call the dedicated Gosport Borough Community Lottery number – 02393 190222 – to register and set up payments.

Q: What administration do we need to do?

A: None! All you need to do is shout about your Gosport Lottery page!

Q: If my good cause gets 40p per entry, where does the other 60p go?

A: 20p is used to support other good causes within Gosport administered by GVA. 20p goes to prizes and the remaining 20p is for administration of the lottery and VAT.

Q: Can supporters use Gift Aid on the ticket price?

A: Unfortunately you cannot claim Gift Aid on lottery ticket purchases.

Terms & Conditions - Good Causes

We want to enable as many organisations as possible to join the good causes lottery under the Gosport Community Lottery. As you will be joining under our overall gambling licence (Gambling Act 2005) we have to ensure that organisations meet certain criteria. There is no application fee.

Your organisation must:

- Provide community activities or services within the Borough of Gosport, which are of benefit to the residents of Gosport
- Have a formal constitution or set of rules
- Have a bank account requiring at least two unrelated signatories
- Be open and inclusive
- Have a safeguarding policy if working with children, young people or vulnerable adults (templates and support available from Gosport Voluntary Action)

And be either:

- A constituted group with a volunteer management committee with a minimum of three unrelated members that meets on a regular basis (at least three times per year – we may require evidence of this)

OR

- A registered charity, with a board of trustees

OR

- A registered Community Interest Company, and provide copies of your Community Interest Statement, details of the Asset Lock included in your Memorandum and Articles of Association, and a copy of your latest annual community interest report

We will not permit applications from:

- Groups promoting a particular religious or political belief or activity, or a campaign that does not directly relate to the provision of community activities or services within Gosport
- Organisations that do not work within the boundaries of the Borough of Gosport
- Individuals
- Organisations which aim to distribute a profit
- Organisations with no established management committee/board of trustees (unless a CIC)

We are also unable to accept applications that are incomplete.

We reserve the right to reject any application for any reason.

We reserve the right to not accept or cease to license any organisation with a minimum of 7 days' notice for any reason. If fraudulent or illegal activity is suspected, cessation will be immediate.

Don't be a stranger

Gosport Voluntary Action are on hand to support you with all of your lottery queries, including advice and guidance on how to approach marketing and communications around the lottery.

Call them: 02392 583836

Email them: lottery@gva.org.uk