



At the Heart of
Our Community

Supported by



GOSPORT
Borough Council

Introducing Gosport Community Lottery – 28 June 2018

Welcome & Housekeeping – Nicky Staveley



- Welcome and Thank You
- Housekeeping
- Photos
- Lottery Update and Information Packs

Today's Agenda



4:15pm – Mayor's Address, Councillor Diane Furlong

4:20pm – Gosport Community Lottery, Ben Speare from Gatherwell

5:00pm – Questions & Answers, Ben Speare from Gatherwell

5:20pm – Official Launch and cutting the cake, Caroline Dinenage MP

5:25pm – Publicity photo (please make your way outside)

5:30pm – Cream tea/coffee and cake served (outside)
Stokes Bay Strummers, bar open, enjoy!
Team members on hand to answer questions

Mayor's Address – Councillor Diane Furlong



Introducing Gosport Community Lottery....



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

The screenshot shows the homepage of the Gosport Community Lottery website. At the top is a navigation bar with the logo, 'Buy Tickets', 'Are you a good cause?', 'Your account', and a 'Menu' icon. The main banner features a background image of a harbor with many sailboats. Text on the banner includes '60% of all ticket sales goes to local good causes', 'Help your local community', and a 'Tell me more' button. Below the banner is a purple bar with the text 'Don't miss the first draw!' and a 'Join In Now' button. The 'How it works' section follows, with three steps: 'CHOOSE YOUR 6 NUMBERS' (represented by a ticket icon), 'WIN UP TO £25,000!' (represented by a gift icon), and 'SUPPORT LOCAL CAUSES' (represented by a heart icon).

Gosport community lottery

Buy Tickets

Are you a good cause?

Your account

Menu

60% of all ticket sales goes to local good causes

Help your local community

Tell me more

Don't miss the first draw!

Join In Now

How it works

CHOOSE YOUR 6 NUMBERS

WIN UP TO £25,000!

SUPPORT LOCAL CAUSES



How it works

How It Works



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



How The Lottery Works



Weekly Online Lottery (www.gosportcommunitylottery.co.uk)

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

How It Works

Supporters



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.

Splitting The Pound



Good Causes

60% of all ticket sales goes to good causes!
40% to the individual cause selling the ticket
&
20% 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	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	Prize £25,000 Odds 1,000,000:1
Match 5	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	Prize £2,000 Odds 55,556:1
Match 4	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	Prize £250 Odds 5,556:1
Match 3	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	Prize £25 Odds 556:1
Match 2	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	Prize 3 tickets Odds 56:1



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!")
 - Gosport Voluntary Action and Gosport Borough Council will look for sponsors to support these prizes



How The Lottery Works



Visit The Site **(www.gosportcommunitylottery.co.uk)**

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

GVA 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 £332.80 a year


16 tickets of 50 ticket goal

[Buy Tickets](#)

The Three Legged Cat Charity

[Support Our Cause!](#)

 First Gosport Community Lottery draw on Sat 8 September at 8PM

 The draw is in 73 days 23 hours 24 minutes

[More Good Causes »](#)

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

8 hours ago

Mrs W supported The Three Legged Cat Charity with 2 tickets

8 hours ago

Bespoke Marketing Materials

Lottery Logo



Motivating
Headline

Spring into action!
**Join Vale Lottery
and help our
cause grow!**

Explanation of
how it works

- ✓ 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!

Easy Search
Term

To Start Supporting, visit:
www.ValeLottery.co.uk
And Search For:
Carers



Supporters must be 16 years of age or older

Good Cause
Logo

**Carers
Bucks**

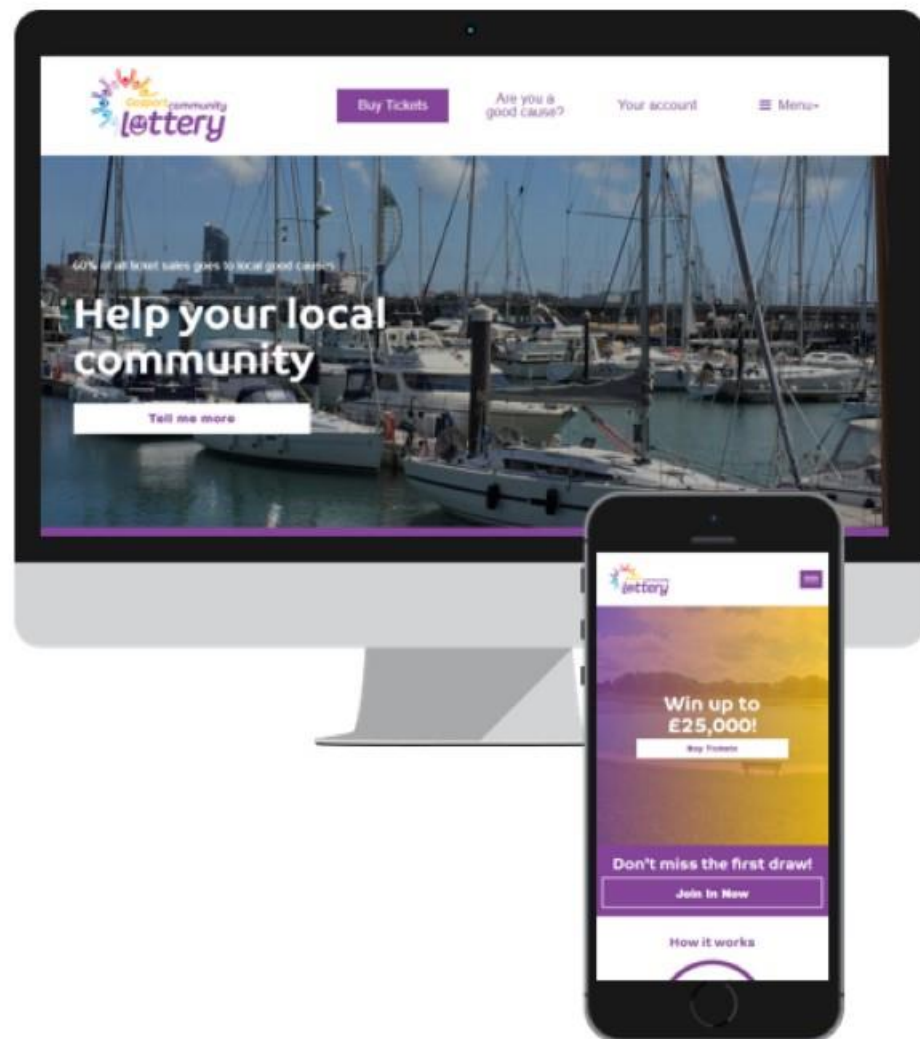
Seasonally
Relevant

QR code for
Smartphones

Website



www.gosportcommunitylottery.co.uk



- Bespoke website designed in partnership with Gosport Voluntary Action and Gosport 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



- Dedicated telephone number **02393 190222** for your supporters and good causes - answered as Gosport Community Lottery
- Dedicated email address:
support@gosportcommunitylottery.co.uk
- Dedicated social media accounts managed by Gatherwell (Facebook and Twitter) for posting results and increasingly direct communication with customers



Our Commitment

- Gosport 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 Gosport 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 **40% 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
- 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 homepage. At the top is a green navigation bar with the Vale Lottery logo, links for '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'. Below this, three key messages are displayed: 'Win up to £25,000!', 'Support local causes in Aylesbury Vale', and 'Only £1 per week!'. A 'Support The Vale' button is positioned over the photo. Below the banner is an orange section for the 'Latest Draw' on Saturday 14 January 2017, showing the winning numbers 9, 9, 4, 8, 7, 3 and a link to 'Click here for more details'. To the right, it announces the winner, Mr M (Tring), who won 3 extra tickets for supporting the 1st Ivinghoe and Pitstone Scout Group. The 'How it works' section consists of three numbered steps: 1. 'Choose your 6 numbers' (illustrated with a lottery ball graphic), 2. 'Win up to £25,000!' (illustrated with a person jumping over money), and 3. 'See your community shine' (illustrated with houses and a sun). At the bottom of this section is a 'Join Now' button. The footer has a green bar with the text '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:

115

Raising:

£2,990/ 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.

Joined:

November 2015

Number of tickets:

45

Raising:

£1,170/ year

Planning to spend on:

planning to run a new support group with their proceeds

Top Tip:

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

Carers
Bucks

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:

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



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 Gosport Voluntary Action and Gosport 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



- TODAY – Good Cause Launch
- 25th July – Tickets open to Players
- 8th September – First Draw



Official Launch – Caroline Dinenage MP



Thank you



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Borough Council

Please make your way outside for photos and refreshments