



LOTTERY LOWDOWN

GOOD CAUSE UPDATE - HOW TO EFFECTIVELY USE YOUR LOTTERY TO FUNDRAISE & OVERCOME CHALLENGES

As you may be aware, the 'Lottery Survey' was conducted in late 2020 to understand the ongoing impact of COVID-19 on community fundraising and for valuable insight on both our standard lottery services and the additional services provided by Gatherwell - the team who run the lottery behind the scenes. Over 1700 Good Causes from across the UK completed the survey and it is the reason for the creation of this and future material.

The lotteries have proven to be a reliable source of income during lockdown for almost 80% of Good Causes and almost 60% reported being unable to continue any other form of fundraising.

Upon analysis of the results, there were some key observations around some of the challenges Good Causes face when trying to promote the lottery. The aim of this guide is to help give you advice on how to manage these challenges and to confidently shout about your Good Cause.



DON'T BE AFRAID TO SHOUT OR START SHOUTING!



Firstly, let's address the elephant in the room – there is an economic crisis unfolding and it's hitting many individuals and organisations severely. This is not a reason not to shout about why you need support at this time, your services matter as much as others. Asking for support is not insensitive because there ARE those out there who can and do want to support you but don't know how or why you need it – this is where your lottery comes in.

Did you know that your lottery funds could be one of the most sustainable sources of income for your cause moving forward?

Whether you're new to the lottery or returning from some time away, start with logging into your online account and getting familiar with the tools at your fingertips. There are heaps of marketing resources and advice on there, plus there is a link to the online resources area on the Gatherwell website which hosts a whole load of handy ideas to help you on your fundraising quest!

Remember, you can have more than one trusted administrator accessing the dashboard. They just need to buy a ticket or register on the login page and you can then add them to the 'user admin' tab.

DON'T STOP SHOUTING!

DID YOU KNOW THAT THE DIGITAL LEAFLET ON YOUR GOOD CAUSE DASHBOARD HAS A BUTTON ON IT THAT TAKES SUPPORTERS DIRECTLY TO YOUR LOTTERY WEBPAGE?

We know it can sometimes feel like a relentless task to maintain the ongoing promotions for your lottery page on top of everything else, especially if you're doing it solo – **don't give up!** The key is to make the lottery second nature in everything you do. Build a community around it by encouraging members to spread the word both verbally and on social media. Include your lottery logo and URL everywhere and don't forget to make it a clickable link on anything online too. This will help maintain ongoing sustainable fundraising. Remember, 50 tickets can raise over £1k annually and supporters usually buy more than one ticket too!

HOW TO EFFECTIVELY SHOUT ABOUT YOUR LOTTERY...

So many people make the mistake of seeing the word 'lottery' and automatically thinking they should just be talking about the winners to encourage potential new players to sign up. There is an element of truth in this as we do know that there are prize-motivated players out there but the charity-motivated players far outweigh these.



**CHARITY MOTIVATED
SUPPORTERS - 65%**



**PRIZE MOTIVATED
SUPPORTERS - 35%**

On average, over 65% of players of community lotteries are altruistic, meaning that they support the Good Cause and are not 'in it to win it'. **This is the key.** Your cause is the winner through their support. They are winning simply by choosing to support your cause. Many supporters see the lottery as a charitable donation with a bit of fun behind it – **they're investing in you and the community whilst buying a 'chance'.**



HOW DO YOU ASK PEOPLE TO SUPPORT YOU?

An extremely high volume of Good Causes responded to the 'Lottery Survey' explaining why they needed funds. This is precisely what you should be saying to your audience. Be it through conversations, WhatsApp groups, member's emails, newsletters, Facebook, LinkedIn, Twitter, Instagram - TAG the lottery in all of your posts! Definitely utilise social media, you're using an online solution here folks!

Provide a direct link to your lottery page on websites you have access to. Use the material on the online resources area and your dashboard to shout about your page and **WHY** you need support.

**TOP-TIP: MESSAGES NEED REPEATING
SEVERAL TIMES BEFORE THE
RECIPIENTS TAKE ACTION**



"WHY SHOULD I GIVE YOU MY MONEY?"

Why do you need the money? Why are you worth saving? How have you used the money raised so far? What has this meant to the community? Have you a target you are aiming for? What does £5 mean to your cause over the price of a coffee? Don't tell us, tell the potential supporters out there. People love to feel involved by helping you reach your target – shout about the target and other answers to these questions. Also, don't forget to thank supporters as you go. How many more tickets do you need to reach your target?

Ask questions on social media: 'Would you say that >insert how you benefit the community< is worth saving? If so please support us through our lottery page here >insert link to lottery page URL< You could also win a prize too!

Right: Example from a Good Cause on LinkedIn



CHALLENGES AND OBJECTIONS: 'CASH' WINNERS

"I'VE NEVER WON ANY CASH, IT'S NOT WORTH IT..."

OR

"I'VE ONLY EVER WON THREE FREE TICKETS, CASH WOULD BE NICE!"

Sound familiar? Cliché it may be, but it really is the taking part that counts in terms of your lottery and this is what you should be reminding the supporters about. Explain to them precisely what their support has or will help you achieve. The point is that their support has meant that you have been able to facilitate some extremely important work in the community and this is what really matters, it may have even meant you're keeping afloat during one of the most turbulent periods we've ever seen.

So, next time somebody says they haven't won, remind them how much they've helped you win and thank them. Explain what their support means to you and that if they ever feel able to in the future you'd be super grateful to have them support you again. Hey, maybe they could even win something next time!



SOME QUESTIONS FOR SHOUTING ABOUT YOUR LOTTERY:

The supporters have helped you do what?
How/who has this helped?
What is the impact of this not being available in the future?
Where have/will the funds gone/go?
Why does this matter? WHY does this matter? WHY DOES THIS MATTER? If you keep asking yourself this question you will get to the 'why' that can really help people understand how much their support means.

Use photos of your group work in action too. A visual goes a long way and it's easier than ever with smartphones to post 'live' to social media! Go on, give it a go!

