

Harlow

Community Lottery

Presented by

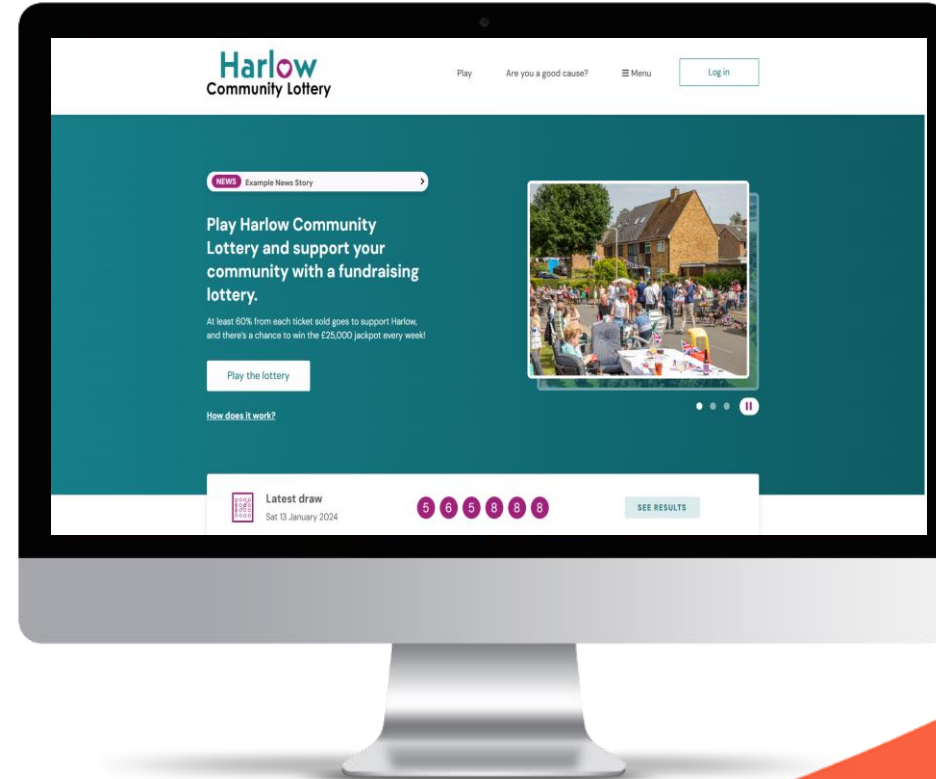
Carol Devine

Presented to

The Good Causes of Harlow

Introducing your new Lottery

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



What we'll cover today

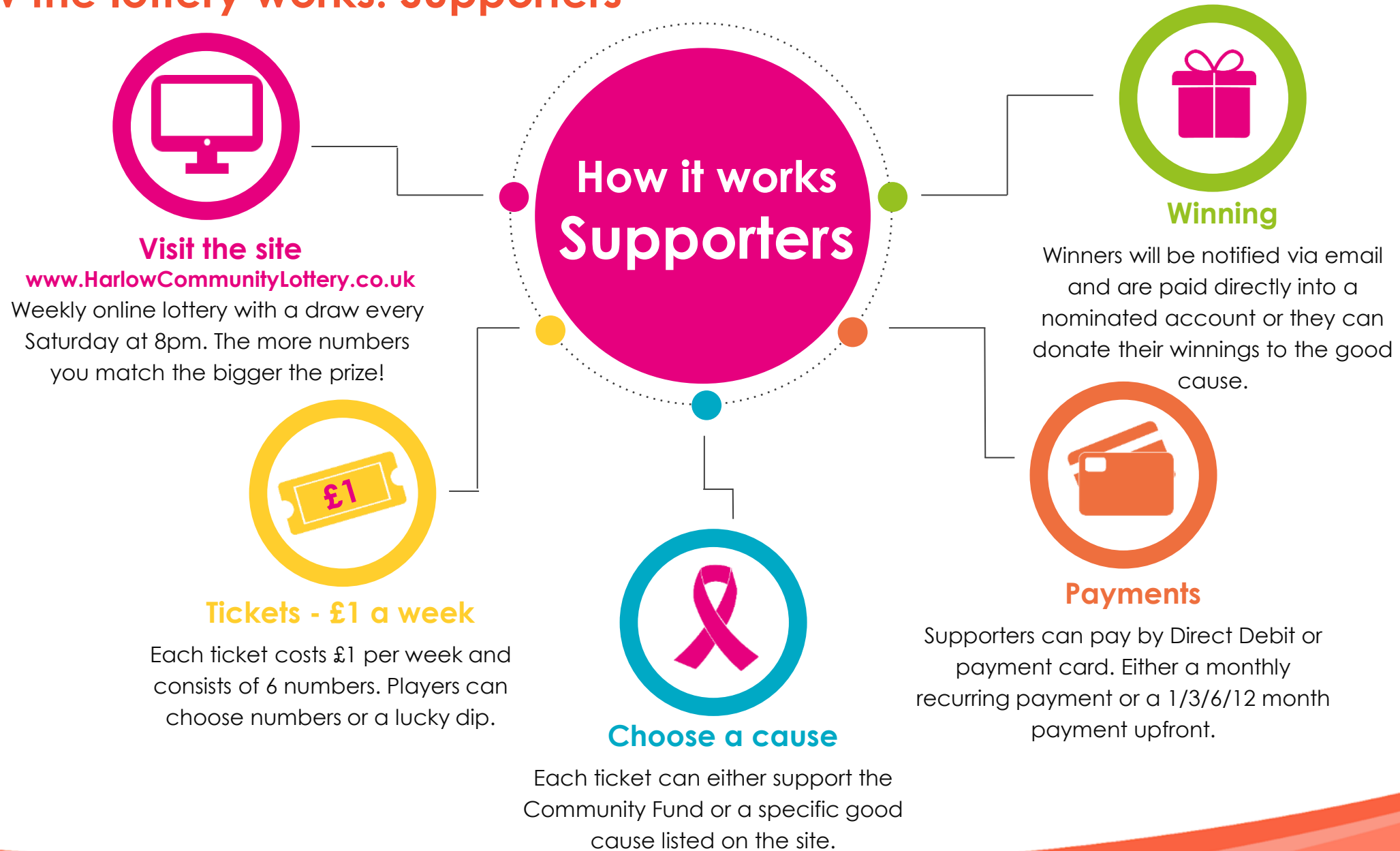
- How it works for supporters
- Splitting the pound
- Prizes
- How it works for good causes
- Good cause support
- Your commitment



How it all works



How the lottery works: Supporters



Splitting the pound

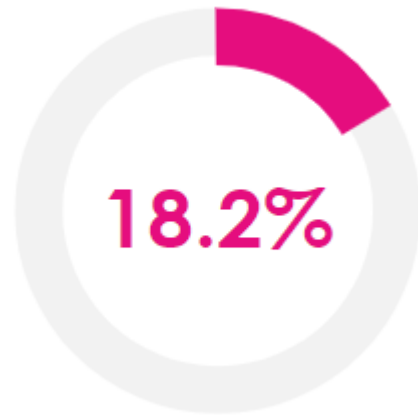


60%

Good Causes + Central Fund

60% of all tickets sales goes to Good Causes!

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



18.2%

Prizes

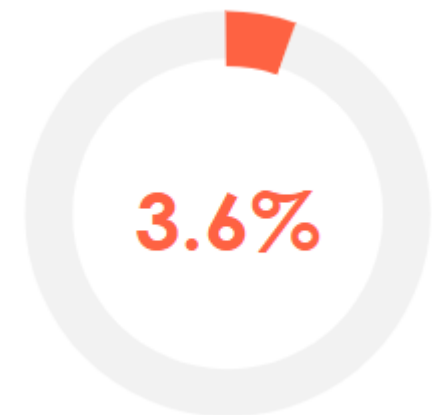
18.2% of tickets sales goes back to supporters as prizes



18.2%

Running costs

18.2% for the running costs incurred by Gatherwell. These include the costs of all banking and transaction fees, running the site, player support, marketing etc.



3.6%

VAT

HMRC define that ELM costs are VATable

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

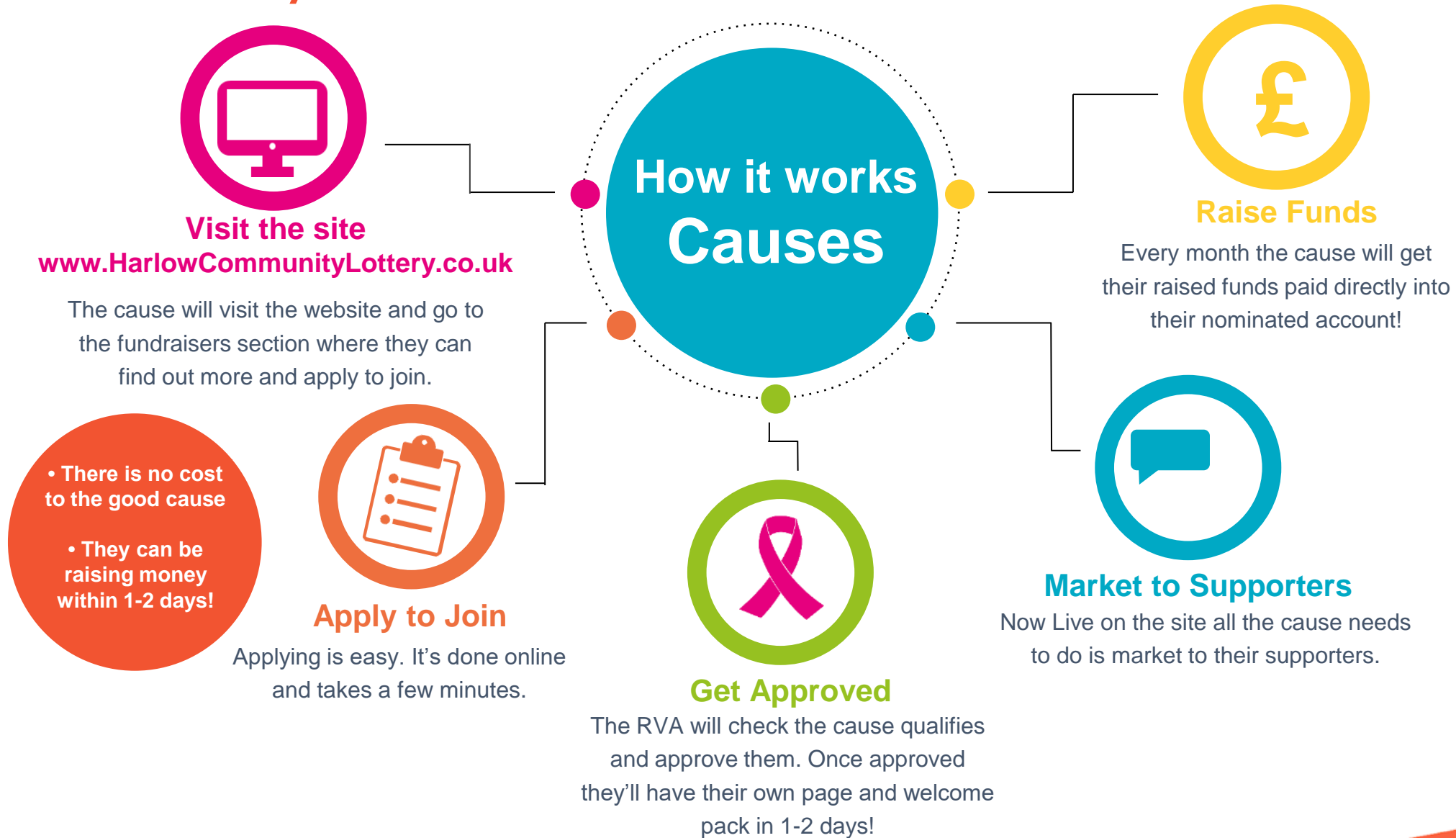
*The jackpot prize is covered so that it is paid out irrelevant of the size of the lottery. Should multiple winners be lucky enough to match the winning combination all winners will each win the jackpot prize.

Super Draw prizes

There will also be seasonal Super Draw prizes throughout the year which will be in addition to the regular draw to encourage new players to enter and to reward existing supporters!



How the lottery works: Good Causes





Three Legged Cat Charity



£0.00 of £1,300.00 target

0 tickets of 50 ticket goal

Buy tickets

Supporter count

No supporters yet. Be the first!

Next draw date

4d 9h 43m 🎉

20 January 2024

Draw results

£25,000 Jackpot

5 6 5 8 8 8

< Sat 13 Jan 2024 >

About us

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!

Help us share our cause on social media

f Facebook

🐦 Twitter

How the lottery works

£1 per ticket



That's right, unlike many other lotteries, our lottery tickets are only £1 per week.

60% to causes



50% to your chosen cause and 10% to other causes in Harlow.

£25,000 grand prize



Match all 6 numbers and you win the JACKPOT!

Bespoke marketing materials

Good Cause
Logo

Motivating
Headline

Lottery Imagery

Explanation of
how it works

Easy Search
Term

PLAY NOW
TO BOOST OUR FUNDRAISING

- Tickets cost just £1 a week
- Help give our fundraising a boost
- Win up to £25,000

 Harlow Community Lottery

BUY TICKETS:
via the harlow.gatherwell.net
And search for: three legged cat



Gatherwell 18+ Supporters must be 18 years or over

QR code

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.HarlowCommunityLottery.co.uk

- Bespoke website designed in partnership with Harlow District 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 & Accessible 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 **01279 959858** for your supporters and good causes – answered as your lottery

 Dedicated email address **support@harlowcommunitylottery.co.uk**

 Lottery specific updates via Harlow Community Lottery social media accounts



What's the role of the Harlow District 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.



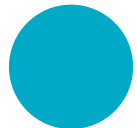
Track record

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



Growing

Over 350 good causes now signed up for their own page, with money raised already going to support their work. Have raised over £800k for local good causes



Satisfied customers

Overwhelming customer satisfaction feedback from good causes and supporters.



Case Study – Great Brickhill Cricket Club

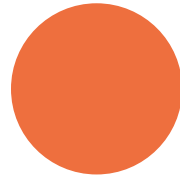
Aims

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.



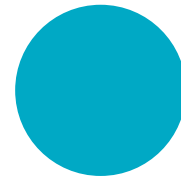
Joined

November 2015



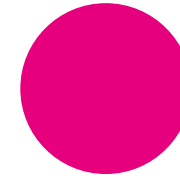
Number of tickets

52



Raising

£1,352 a year
£16,324 since joining



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

**Carers
Bucks**

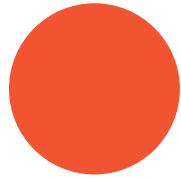
Aims

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



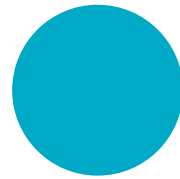
Joined

November 2015



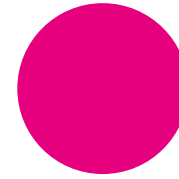
Number of tickets

54



Raising

£1404 a year
£7,394 since joining



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 – Brill Sports & Social Club

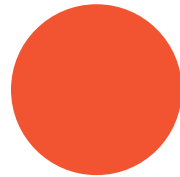
Aims

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.



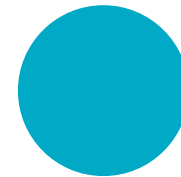
Joined

November 2015



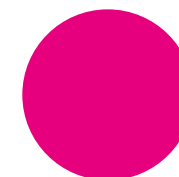
Number of tickets

37



Raising

£962 a year
£8244 since joining



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 Challenge

 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

**20th
Feb**
Tickets open
to players

**9th
March**
First Draw



Questions?