

How to get your lottery off to a flying start

Your most important task is to get everyone to buy in to you lottery and properly promote it from the outset.

With a guaranteed 50% profit from the very first entry, you'll really be able to see the profits grow.

The best thing you can do is to immediately activate your squads with the Three Player Challenge.



We provide customised leaflets. Complete and return 10% and they are free for life!

Squad Lottery Signup Tracker

Squad Name _____ Manager _____

Date Leaflets Given Out ____/____/____ Target Per Player _____

Instructions: Give each player some leaflets and mark off when they are returned completed. Add any extras to give a grand total. Extra forms can be downloaded from your club page on www.sportscublottery.com. Tick 'Target Hit' when the player has reached the minimum level.

Player Name	Leaflets Given Out	Leaflets Returned	Extras	Total	Target Hit (tick)
Gary Goals	3	III	III	7	✓

Get the best possible start by challenging your squads to bring in three lottery players each and you will be raising hundreds of pounds of profit from the very first month!

Three Player Challenge

To give your lottery an immediate boost, challenge club members to bring in three lottery players each. This sets an immediate target broken down into bite size pieces, team by team, and you'll see the benefits from month one.

It's simple and with a little organisation, you will be raising hundreds of pounds (if not thousands) immediately.

How to do it

Each coach needs to be given responsibility for getting their squad to sign up new players.

To do this, give each coach a copy of the Squad Sign Up Tracker and ask them to note which players have been given lottery registration forms and which have returned them.

Squad members can speak to family, friends, next door neighbours - anybody who would support the club.

Collect the completed forms from

each coach as they come back in and send them to us. The best way is to scan (or photo) and email them to us.

U16's

Remember, you can't ask U16's to promote the lottery, but you can ask their parents by giving each child a letter with forms to pass to their parents - We'll provide a template letter for you. There is no reason parents shouldn't be willing to help support the team!

A simple example of what you can expect from the Three Player Challenge.

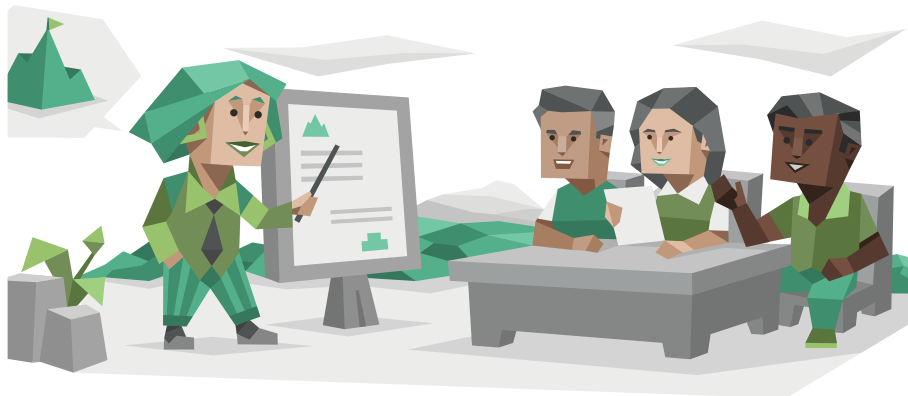
If you have 10 squads with 20 members each, your target is:
 $10 \times 20 \times 3 = 600$ lottery players.
 $600 \times 50\% \text{ profit} = \pounds 15,600$ profit per year!

KEY TIP

Make sure your coaches use the tracker form and lottery leaflets to help track who has completed the challenge.



The success of your lottery is based on your Promotional Plan. Face-to-face contact should be the at the heart of your activity.



5 Great Ways To Grow Your Lottery

The Three Player Challenge is the best way to start your lottery, but there are plenty of other ways to grow it. Here we look at five of the best and how you can set a target for each.

1. Club Committee members - Ask each member of your committee to bring in 5 lottery players.

Example Target:

10 Committee members x 5 = 50 players. This is a minimum of £1,300 profit per year.

2. Event Dinners - Place lottery forms on tables and have the MC explain how you'll spend the money you raise.

Example Target:

4 players per table of 10 people x 10 tables = 40 players. £1,040 profit per year.

3. Crowds - If you draw a crowd to your games, target 5 per hundred supporters.

Example Target:

500 supporters = 25 players. £650 per year.

4. Supported Club Mailings - Target 0.5% of your database.

Example Target

2000 people on a mailing x 2% = 40 players. £1,040 per year.

5. Digital Strategy - Each week, we send you the results by email, so you can post them on your social media profiles. We also provide live banners for your website and remember to add a link on your email marketing.

Example Target

2 new player each week = 104 players per year. £2,704 per year.

Talk to us

Our experienced team are here to help get you off to the best possible start and make your life easy by taking care of all the time consuming administrative tasks leaving you to focus on raising money with your lottery.

Contact us anytime you feel you need a bit of advice on 0115 8881222.



The number one reason a lottery makes sense for every club, is that it will generate money for you to spend on exactly what you need - from training facilities to equipment, kit and transport.

Here are some other great reasons

Sustainable - Each lottery entry will generate £26 per year and subscription lottery players stay for years.

Predictable - It's easy estimate how much money you will raise in advance unlike an event or raffle which may not sell well. Plus, no matter how much is won, it won't cost you a penny extra - your 50% is guaranteed.

Unlimited - There's no limit to the amount you can raise from your lottery. The more players you have, the more you're raising.

Your responsibilities in a nutshell

Your Lottery is governed by the Gambling Act 2005. Under the Act, your lottery needs to be Open and Fair, Keep out Crime and Disorder and ensure young and vulnerable people are protected.

What is a lottery?

The first thing you need to know is what makes a lottery, a lottery. Quite simply, there are three things which determine if something is a lottery:

1. A person has to pay to enter and every entry is the same price.
2. There is a prize.
3. The prize is won wholly by chance.

Solved - Each entry costs £1 and for security, payments are made by Direct Debit which is covered by the DD Guarantee and paid straight

into Lloyds bank accounts with Trust status.

Your lottery has a £25,000 jackpot and smaller cash prizes.

The draw is wholly by chance and operated under licence from the Gambling Commission.

Lottery returns

Your lottery needs to be registered with the local council and a return must be submitted for each draw. The return must be sent no later than thirteen weeks after the date of the draw and signed by two members of your club.

Solved - Returns are automatically generated and available in your administration centre shortly after the end of each month. Simply print, sign and post.

Age restrictions

The minimum age for participation in a lottery and promoting one is 16 years of age. A person commits

Database growth - Player contact details are captured and supplied to you and you will reach people whose information you didn't previously have - perfect for inviting them to other things you offer.

Limited Administration - That's our job and we're here to help you.

Fantastic profits - By law, 20% of the sales of each draw must go directly to the purposes of your club with the balance split between prizes and expenses. Your lottery delivers a massive **50% of pure profit** to spend on anything your club needs!

No up front fees - Unlike other External lottery managers we have zero costs for setting up your lottery

Free Bespoke Marketing - Our team will be on hand to design and create bespoke marketing tools to help your lottery thrive. From individual leaflets, to help with social media we are always on hand to help.

an offence if they invite or allow a child to enter a lottery or ask one to promote it.

Solved - Your lottery registration forms require people to enter their Date of Birth and confirm they are over 16. If we suspect a young person is trying to enter your lottery, we will contact them to verify their age.

While a child is unable to promote your lottery and ask people to join, you can ask their parents to help. Read through this guide and we'll show you how to keep on the right side of the law.

Help when you need it

It's your lottery but we're here to help and guide every step of the way. Just ask.

**SPORTS CLUB
LOTTERY**