

Marketing support guide



The key to success is to make sure everyone knows about your Local Lotto page, but people will often need to see your message multiple times before they act on it – so it's important to keep reinforcing that message using all the tools at your disposal.

This step-by-step guide aims to help you market your Local Lotto page and increase your ticket sales. We have also included some templates and instructions to create personalised posters/flyers online to help you spread the word to your supporters.

1. Newsletters/printed leaflets/posters/

We may live in a digital world, but don't underestimate the power of the printed word. If you own a community building then make sure you have plenty of posters displayed. Are there noticeboards or other buildings in which they could be displayed?

If you have a large membership or lots of parent involvement, you could print off flyers to hand out at events or club meetings. If you produce a newsletter, include an article about the Lotto. Or think about submitting an article to your village/community newsletter.

TOP TIP: Use the poster/leaflet generator tool on the Local Lotto website to personalise and produce eye-catching displays. Our marketing template section takes you through the steps.

2. Email/WhatsApp/Messenger

Where you have permission, use any existing email lists you have to let your supporters or members know about your Local Lotto page.

Some of you may use messaging services such as WhatsApp and Facebook Messenger to speak to your members, and these present another good opportunity to promote the Lotto.

TOP TIP: We have produced an example email and an example WhatsApp/Messenger message for you in our templates section, but be sure to personalise them and speak in your own voice for maximum effectiveness!

3. Social media

Social media is a powerful tool to reach potential supporters, and a great way to direct people to your Local Lotto page. But it's important to vary your messages. Don't just ask for support, let people know why you need it, and use your social media accounts to highlight successes.

If you have bought a piece of equipment with your Lotto proceeds, take a picture of it being used and post it with a thank you to your supporters. Remember that pictures of smiling faces are more likely to be shared on social media, so persuade your members to get in front of the camera!

TOP TIP: Don't just shout once - people need several prompts to act.

4. Website

If your organisation has a website, you can use it to highlight your involvement in the Local Lotto. A simple button or couple of lines of text on your homepage with a direct link to your page on the Local Lotto site will do.

TOP TIP: Why not add the Local Lotto logo to your homepage? The logo is included in this pack and is also available as a download from www.daventrydc.gov.uk/lotto

5. Word of mouth

The spoken word is the most simple yet the most powerful of all the communication tools you have at your disposal, so make sure you talk to people about the Local Lotto.

Ask your members to spread the word among friends and family, and be sure to mention the Lotto to any new members that join your group.

6. Keep going!

Building your supporter base and keeping it healthy requires regular pushes to gain new supporters, so think about how to keep your communications fresh.

You could set a target for the number of ticket sales you want to reach and tell people about that, or mention it when your supporters have won prizes.

Above all, make sure you recognise opportunities to acquire new supporters and act upon them.

Please also remember that your supporters can come from anywhere in the UK, so think outside the box on where a potential supporter can come from.

Marketing templates



Please make use of the following templates to help you encourage your members, supporters or parents to buy tickets in support of your cause.

They are only guides, and we would encourage you to adapt and personalise them as you see fit. We have used the generic www.local-lotto.co.uk address but you can send people direct to your page on the Lotto site by finding your page and then copying and pasting the web address. This will prove particularly effective for electronic communications.

1. NEWSLETTERS/PRINTED LEAFLETS/POSTERS

Newsletter template:

Buy a Lotto ticket and support our cause

Supporters of <insert name of organisation> can help us raise much-needed funds by purchasing tickets for the Local Lotto.

The Local Lotto is a weekly online lottery which gives players the chance to win prizes of between £5 and £25,000.

Choose to support <insert name of organisation> when buying your tickets from www.local-lotto.co.uk and 40p from every £1 ticket you buy will go direct to us.

A further 10p from each ticket sale goes into a Local Lotto Community Pot, which groups like ours can apply for a share of.

Every ticket has a 1 in 50 chance of winning a cash prize, so this offers a great opportunity for you, your family and friends to win some money and raise funds for our cause.

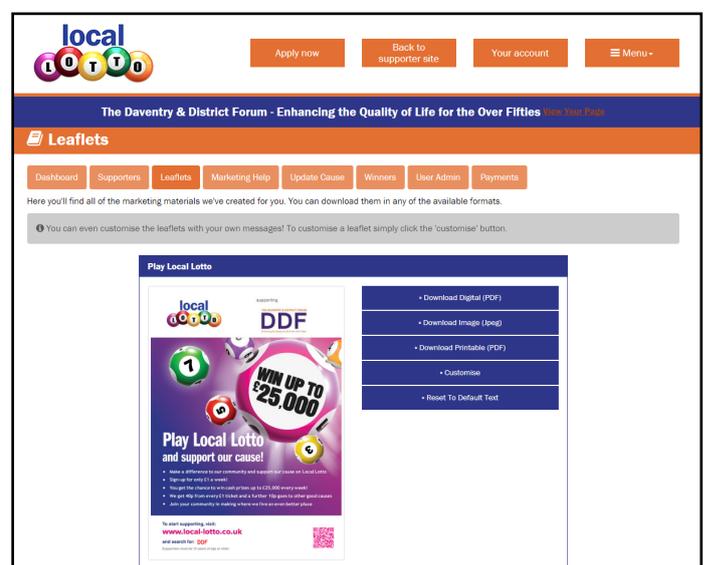
Please find out more at www.local-lotto.co.uk

Leaflet/poster generator:

Your dashboard on the Local Lotto website features a customisable leaflet/poster generator to help you generate more ticket sales.

To access it:

- Log into your account at www.local-lotto.co.uk
- Click on the 'Leaflets' header
- Click customise to personalise the bullet points on the poster
- The leaflet/poster can be downloaded in a number of different formats depending on your requirements.



Marketing templates



2. EMAIL/WHATSAPP/MESSENGER

Email template:

Subject: Support our cause through the Local Lotto

Dear <parent/supporter/member etc>

You may be aware that we are a member of the Local Lotto. This is a weekly online lottery which offers you the chance to win prizes of between £5 and £25,000, while supporting <insert name of organisation>.

<Insert name of organisation> receives 40p from every £1 ticket bought in support of us, so it is a great way for you to support our aims while potentially winning some great prizes for yourself. Every ticket has a 1 in 50 chance of winning a cash prize.

A further 10p from each ticket sale goes into a Local Lotto Community Pot, which groups like ours can apply for a share of.

To support us through the Local Lotto, please visit www.local-lotto.co.uk and remember to choose <insert name of organisation> when buying your tickets.

Thank you and good luck!

WhatsApp/Messenger/group chat template:

Hello. You may be aware that <Insert name of organisation> is a member of the Local Lotto. We receive 40p from every £1 ticket bought in support of our <club/organisation> so buying a ticket is a great way for you to support us, while giving you a chance to win prizes of between £5 and £25,000. To support us through the Local Lotto, please visit www.local-lotto.co.uk and remember to choose <insert name of organisation> when buying your tickets. Thank you and good luck!

3. SOCIAL MEDIA POSTS

Example posts:

Are you supporting us in the Local Lotto? We receive 40p from every £1 ticket you buy, so it's a great way to support us while giving yourself a chance to win prizes of between £5 and £25,000! To support us through the Local Lotto, please visit www.local-lotto.co.uk

Have you heard about the Local Lotto? It helps groups like ours raise money while giving you the chance to win prizes of up to £25,000. Please support us by visiting www.local-lotto.co.uk

Remember to buy your Local Lotto tickets ahead of Saturday's draw. Choose to support us and we get 40p from every £1 ticket you buy. Visit www.local-lotto.co.uk

Marketing templates



Remember to send people directly to your page on the Lotto site by finding your page and then copying and pasting the web address.

Please tag us on Twitter @YourLocalLotto or www.facebook.com/DaentryLocalLotto and we will share your messages where possible.

Please also remember to vary your messages. These example tweets ask for support, but it's important that you also use your social media accounts to let people know why you need that help, and to highlight your achievements.