



Fun, Easy, Engaging Lotteries

www.gatherwell.co.uk

Presented to
Stirlingshire Voluntary Enterprise &
Third Sector Organisations

Presented by
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Who we are and what we do

Who are we?

Gatherwell is an External Lottery Management Company licensed by the Gambling Commission to run lotteries on behalf of good causes across the UK.

Our mission

Founded in 2013 with the mission of helping good causes by **raising money within the community for the community.**

Success – Lottery Operator of the Year

Running over 1200 bespoke lotteries for over 100 local authorities and TSI's, schools, charities, unions and societies.



Community based fundraising

Providing communities with the tools to raise funds to improve their community.



Every good cause matters

To care about participation at every level. To make sure every good cause gets the support it needs to build a successful campaign.



Maximise participation

Maximise participation by accessing all sectors of participants (prize motivated to altruistic).



Market leading campaign support

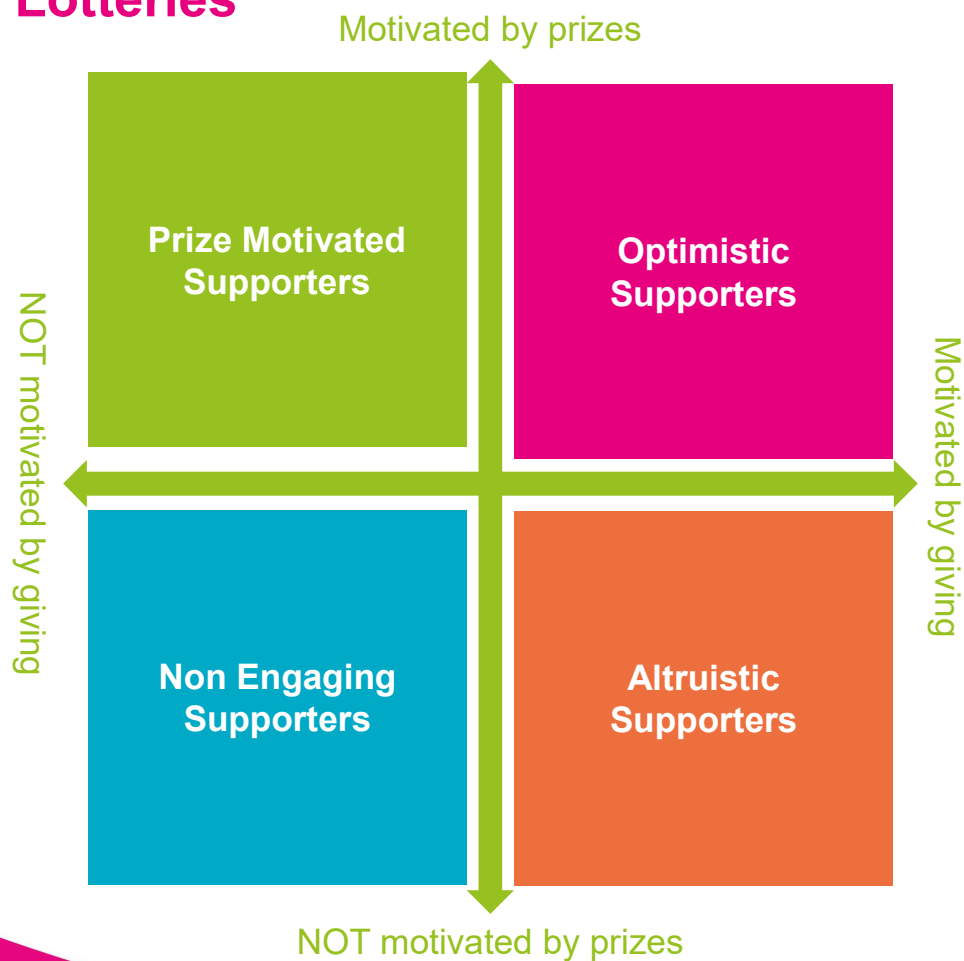
Provide local causes with enterprise level marketing support. Making it as easy as possible to build support.



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Why Lotteries



Altruistic Supporters

Will support because of the good cause alone.



Prize Motivated Supporters

Motivated by the odds and prize structure.



Optimistic Supporters

Needs the dual motivation of prizes and giving to become a supporter.



Non Engaging Supporters

This group will never be a supporter as they are not motivated by prizes or giving.

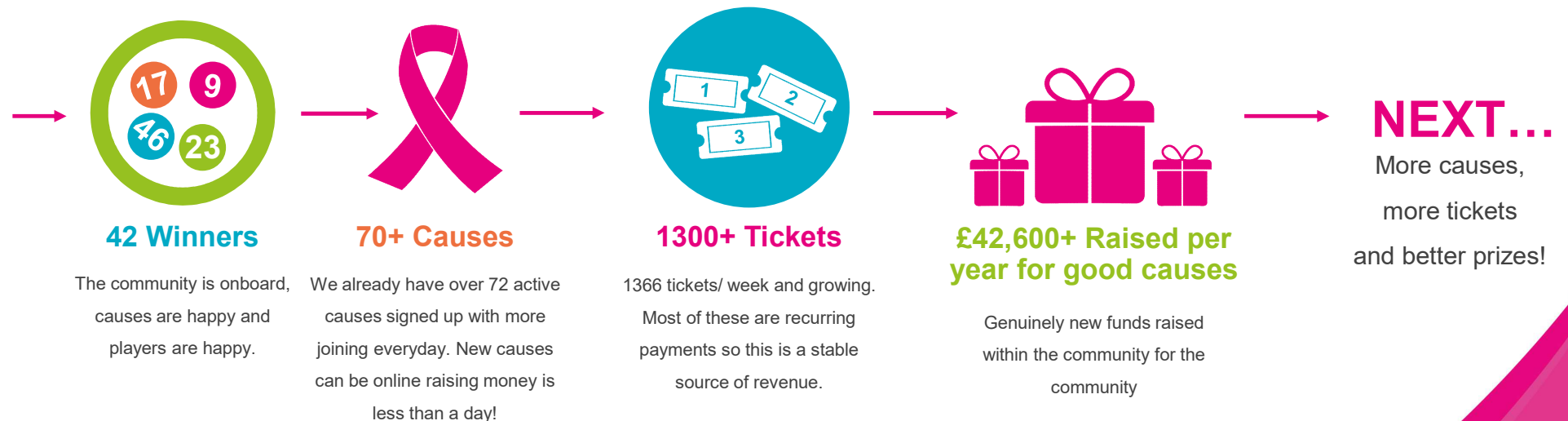


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The Lottery Formula – Glasgow's Community Lottery

1st Draw



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Gatherwell – A growing network of local community lotteries



How it works



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How a Lottery works



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Splitting the pound

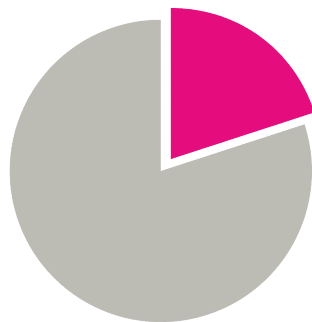


60%

Good causes

60% of all tickets sales goes to good causes!

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



20%

Prizes

20% of tickets sales goes back to supporters as prizes



20%

Running costs & VAT

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

HMRC define that ELM costs are VATable

NB These are recoverable



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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

N is a match, n is not. So NNNNNN is 6 matches and nnnnnn is no matches

Odds of winning a prize are 1 in 50

*The jackpot prize is underwritten by prize insurance common place in the industry and can be 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.



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How the lottery works



Visit the site

(www.StirlingCommunityLottery.scot)

The cause will visit the website and go to the fundraisers section where they can find out more and apply to join.

- There is no cost to the good cause

- They can be raising money within 1-2 days!



Apply to Join

Applying is easy. It's done online and takes a few minutes.

How it works Causes



Raise Funds

Every month the cause will get their raised funds paid directly into their nominated account!



Market to Supporters

Now Live on the site all the cause needs to do is market to their supporters.



Get Approved

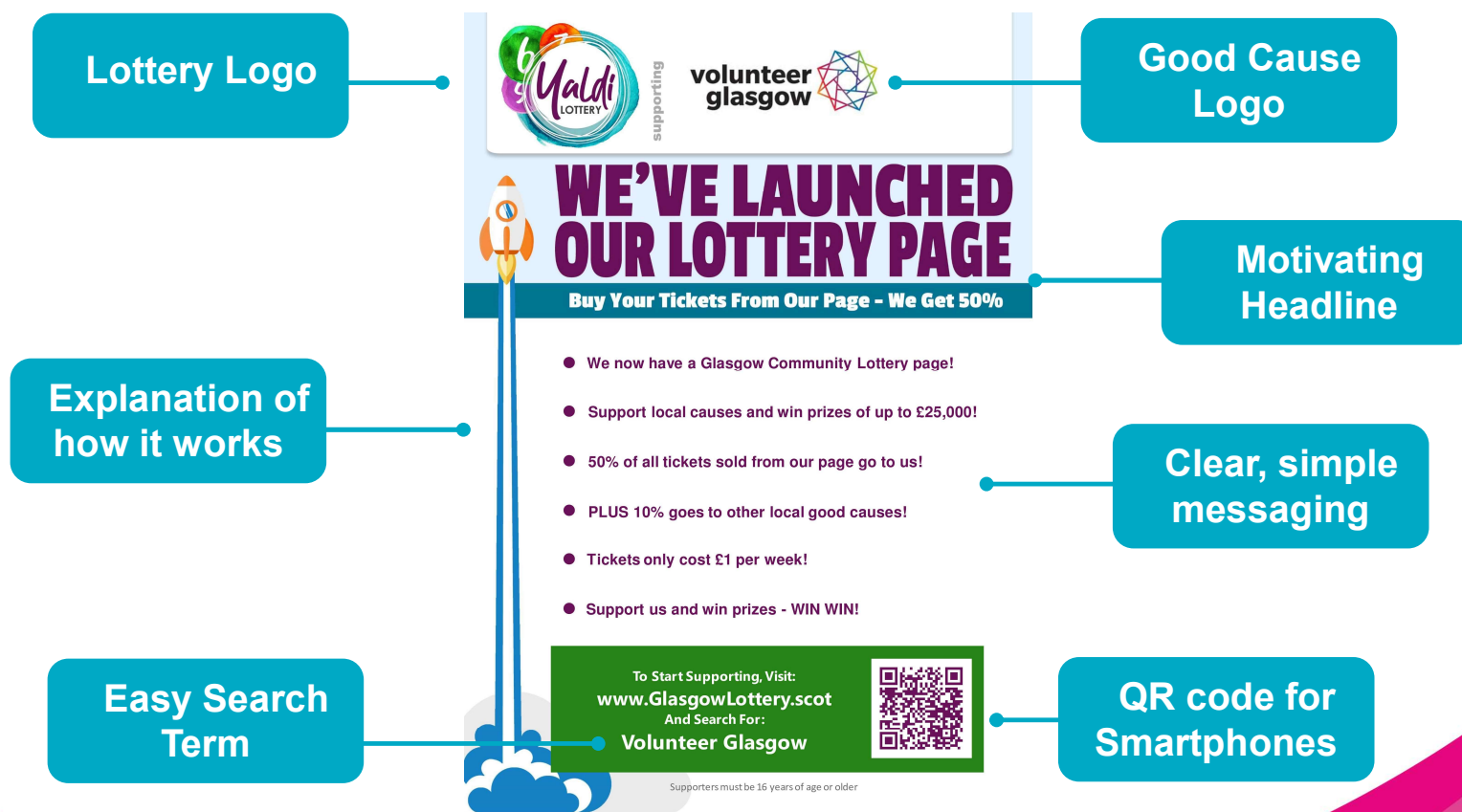
The LA will check the causes qualifies and approve them. Once approved they'll have their own page and welcome pack in 1-2 days!



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Bespoke marketing materials



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What will SVE do?

Marketing

- Promote the Central Fund
- Promote the lottery to good causes



Define Eligibility Criteria

Set criteria for good causes to join the lottery.



Approve New Cause

On a regular basis approve (or reject) new cause applications.



Licence holder

Apply for a Local Authority Lottery registration and nominate staff to oversee it.



Authorise Payments

Authorise payments to the good causes (monthly) and authorise the Lottery return forms (quarterly).



Mandatory time commitment is minimal.



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What does Gatherwell do?



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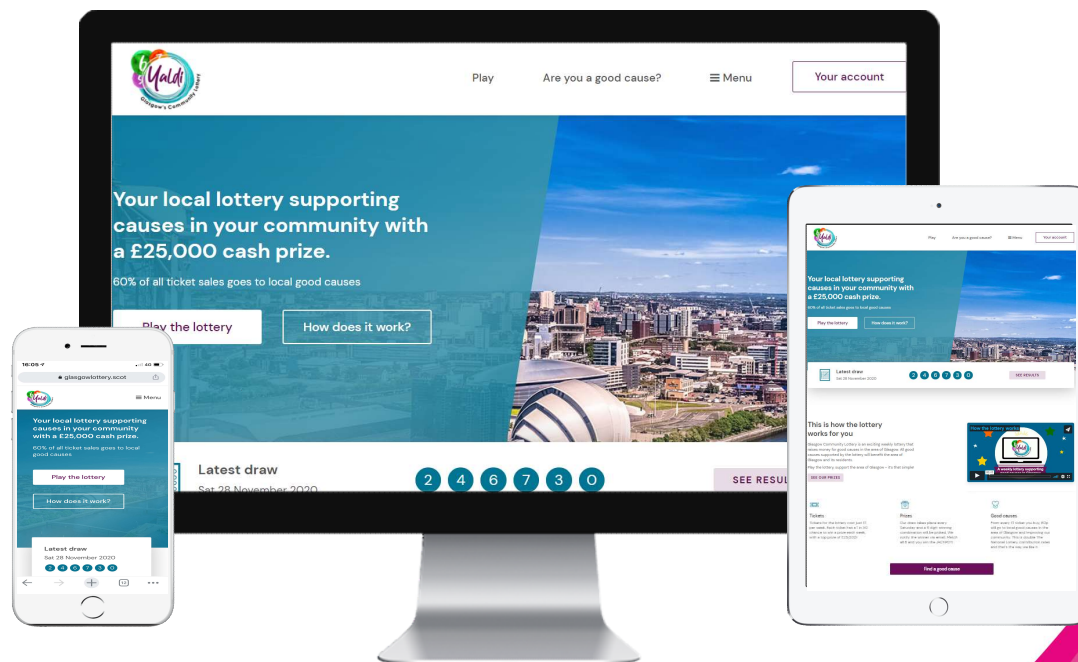
Website

- Bespoke website designed in partnership with you
- Powered by the Gatherwell engine

Regularly updated with new features to keep up with the latest technology and improve player acquisition and retention

- Hosted on your own domain
- Fully secure, PCI & accessibility compliant site
- 99% uptime SLA, monitored 24/7
- Responsive website

Viewable on all devices (mobile, table and desktop)



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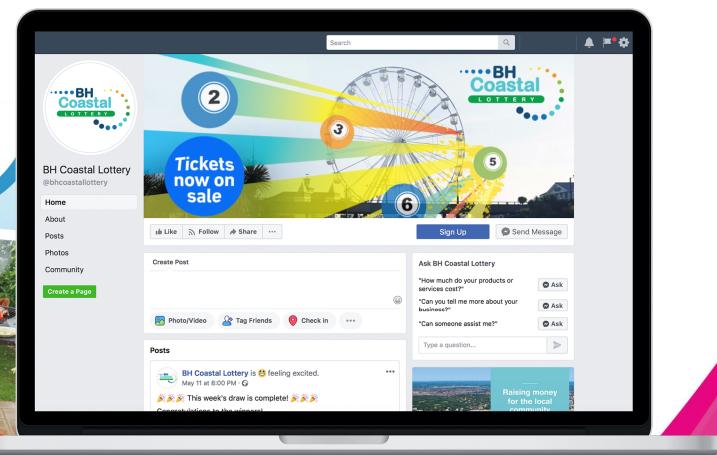
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What does Gatherwell do?



Marketing

- Professional high resolution marketing materials
- Updated regularly (currently bi monthly):
 - Maximises participation
 - Motivational and keeps campaigns fresh
 - New materials are great for encouraging causes to do extra marketing and always result in increased ticket sales
- Marketing assistance for all other campaigns:
 - Social media campaign management
 - Artwork provisioning for promotional banners, car livery, magazine articles etc



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What does Gatherwell do?



Running the lottery

• Payments

- Payment methods to suits all preferences (Direct Debit 57%, Debit Cards 43%)
- Branded banking statement identity
- Winner & cause payment administration

• Player engagement

- Fully flexible number selection (42% of players choose their cherished numbers – these players buy more tickets and stay for longer)
- Winner communications & reminders
- Donate back to good cause option for winners

• Player retention

- Ticket expiry chasing
- Card expiry & payment failure chasing

• Lottery management

- Daily performance reporting
- Lottery return completion
- Campaign manager portal for every good cause



V A L E FUNDRAISERS Support the Vale!

Daily Reports: 10/03/2020

120 Tickets (s) +10 tickets from yesterday +10 ticket(s) this week +15 ticket(s) this month	29 Supporter(s) +2 supporter(s) from yesterday +2 supporter(s) this week +5 supporter(s) this month
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Raising £3,619.20 per year!

Tickets sold yesterday by cause

Cause	Tickets
Cat Charity	10
Vale Lottery Community Fund	3

[Visit Dashboard](#)

[Download report](#)



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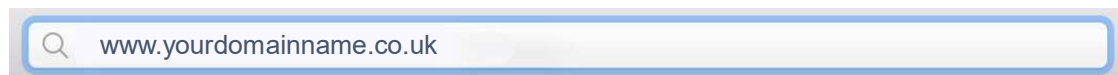
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What does Gatherwell do?



Support

- Dedicated telephone number for your supporters and good causes – answered as your brand
- Dedicated email address with the same domain name as the website
- Dedicated social media accounts managed by Gatherwell (Facebook and Twitter) for posting results and increasingly direct communication with customers.



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Who plays our lotteries*

On average **65%** of players fall within social groups **A and B** and **17.5%** in **C1/C2**

The average age of players is **50 – 60 years old**

Giving to **good causes** is a key motivation for playing

Typically, **more women** than men join the lottery

Players are **less likely** to buy tickets on impulse

Recurring payment (mainly Direct Debit) is the most popular payment method



*Based on Mosaic and Acorn profiling and industry analysis



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Ethical Lottery Management

- **Community Lotteries are classed as low risk by the Gambling Commission**
 - Incentivised giving – supporting local good causes
- **Procedures and systems in place to mitigate the risk to problem gamblers**
 - Maximum of 20 tickets per supporter checkout with internal process to identify
 - No instant reward or gratification when purchasing tickets
 - Direct Debit and recurring payments (no cash)
 - Unable to buy single tickets or tickets for a draw on the same day
 - Self exclusion capabilities
 - Begambleaware signposting
- **Responsible ELM**
 - Double the amount given back to good causes more than other well known lotteries
 - Client deposit account ensuring all of supporters' money is secure at all times
 - No risk to the TSI to cover prize winnings
 - Experience in running 80 other Local Authority Lotteries

GAMBLING
COMMISSION



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We're excited to help your local good cause flourish

Questions?

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