



Fundraising Everywhere Lottery Accelerator

March 2026

Navigator

CFP
LOTTERY & RAFFLES



01

Quick intro

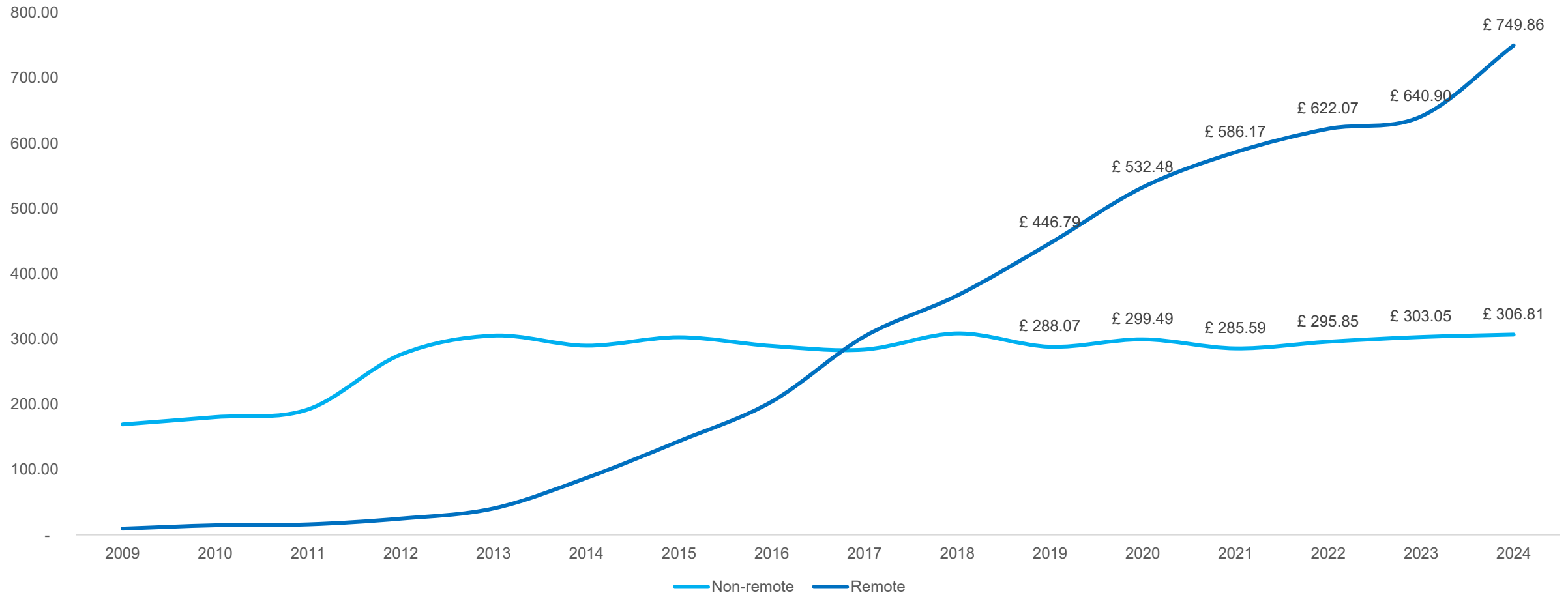
A Trusted ELM Agency Partner to Charity Fundraising Teams

We have an established track record of delivering secure, accessible and sustainable lottery and raffle operations for charities across the UK. Our programmes combine dependable operational management, rigorous compliance, transparent reporting, supporter care & nurturing and player acquisition.

We see ourselves as an extension of your internal team - providing the expertise, governance and capacity needed to protect income today and build scalable programmes for tomorrow.



Sector context (£m)



Today

01

Build a compliant lottery & choose the right model

02

Acquire players with a realistic marketing engine

03

Keep players, grow value, and avoid churn



02

Building a compliant lottery

Why this section really matters

- The legal foundation is crucial – for the protection of your players and your brand reputation
- Important to understand realistic requirements of operating a lottery – operational policies don't cut it, processes should be embedded and 'live' – keeping evidence is key
- The Gambling Commission expects competency & you need to be regulator ready if audited
- There's a requirement to train annually and to keep staff aware
- Failure of process can lead to suspension of licences, or worse

Industry context & oversight

DCMS

- **Department for Culture, Media and Sport**
 - Government department responsible for the Gambling Act 2005
 - They set the gambling policy for Great Britain and specifically for raffles and lotteries.
 - While DCMS sets the policy and legislation, the independent regulator that manages, enforces, and licenses the industry under the Act is the Gambling Commission

Key regulators

- **Gambling Commission**
 - Licenses, regulates, advises and provides guidance to organisations that offer gambling in Great Britain - [website](#)
- **Advertising Standards Authority** - [website](#)
 - Regulates advertising in general, and for lotteries
- **Fundraising Regulator** - [website](#)
 - Sets the Code of Fundraising Practice and handles fundraising complaints/standards for charities
- **Information Commissioners Office** - [website](#)
 - Data protection and guidance on payment data sharing

Key industry bodies

- **The Lotteries Council** - [website](#)
 - Is our industry trade body, providing advocacy and support for operators
 - Membership provides access to (free) support and guidance, free training and Alternative Dispute Resolution
- **Industry Group for Responsible Gambling (IGRG)** - [website](#)
 - Provides structure to better promote socially responsible gambling – supplements the ASA's CAP and BCAP codes
- **GambleAware / GamCare**
 - Treatment, helplines and safer-gambling referral partners
 - Managed closure by 31st March 2026
 - Work is being transferred to public bodies, including NHS England.

Key codes you should be aware of

- **Licence Conditions and Codes of Practice (LCCP)** – [website](#)
 - Set of expectations laid out by the Gambling Commission
 - Governs the way in which operators run your gambling activity
- **Advertising Standards Authority CAP/BCAP codes** – [website](#)
 - Codes span both offline and online advertising
 - Ensures communications are legal, decent, honest, and truthful

Gambling Act 2005

- The Gambling Act 2005 is the Primary Legislation that covers all gambling in Great Britain
 - England, Wales & Scotland
- There are three key objectives of the Act:
 - 1. Preventing** gambling from being a source of crime or disorder, or being used to support crime
 - 2. Ensuring** that gambling is conducted in a fair and open way
 - 3. Protecting** children and other vulnerable people from being harmed or exploited by gambling

Territory exclusions

- Northern Ireland doesn't fall under the jurisdiction of the Gambling Act (or the Gambling Commission)
- Other exclusions apply to:
 - Isle of Man
 - Ireland
 - Channel Islands

Note on wider jurisdictions

- The exclusion for NI does not prohibit promoting in Northern Ireland so long as the lottery complies with local country legislation.

Watching brief

- There are undertakings to change the law to permit the operation of Society Lotteries in Northern Ireland – that could potentially see NI falling under the remit of the UK Gambling Commission.

What is a lottery?

What is a lottery?

- If all three of the below apply, it's a lottery:
 1. Players MUST pay to enter
 2. Prizes are won by players
 3. Winners are selected by chance i.e no skill or experience is required

Who can run a lottery?

- Lotteries (includes raffles) can only be run for good causes.
- Society lotteries are promoted for the benefit of a non-commercial society, which means lottery profits can only be used for the non-commercial objectives.
- A society is non-commercial if it is established and conducted for:
 - charitable purposes
 - enabling participation in, or supporting, sport, athletics or a cultural activity
 - any other non-commercial purpose other than that of private gain.

Lottery categories

- Lotteries fall under **two categories** – simple and complex.
- An arrangement is a **complex** lottery if:
 - people are required to pay in order to participate in the arrangement,
 - in the course of the arrangement one or more prizes are allocated
 - the **prizes are allocated by a series of processes**
 - the first of those processes relies entirely on chance.

Simple lottery

- An arrangement is a **simple** lottery if:
 - people are required to pay in order to participate in the arrangement
 - in the course of the arrangement one or more prizes are allocated
 - the prizes are allocated by a process which relies entirely on chance e.g Random Number Generator.
- Commonly lotteries are run as a **simple lottery**.

Limits & types of lottery

Lottery limits

	Small Society Lottery	Large Society Lottery
Proceeds cap per draw	£20,000	£5m
Proceeds cap per year	£250,000	£50m
GC licence	No	Yes
Local Authority registration	Yes	No
Prizes	£25k max	£25k or 10% of proceeds

- *Worth noting that your licence may have specific conditions imposed on income and each licence has a category which limits income value*
- *If a Large Society sold the maximum number of tickets in a single lottery (£5 million) they could award a maximum top prize of £500,000*
- *For rollovers the same rules apply as for any other prize ie £25,000 or no more than 10% of the proceeds of that draw and be included in the submissions*

Other types of lottery

- You may have heard of other lotteries in the mix, the following are exempt from either Licensing or Registration
- Incidental Lotteries
 - A lottery connected to an event
- Private Lotteries
 - Work / resident
- Customer Lotteries

The 80/20 ratio

- Licensees must ensure that at least 20% of the proceeds of any lottery promoted are paid to the organisation / are applied to a purpose for which the promoting society is conducted
- In other words, out of the income generated, after processing costs and prizes there must be at least 20%* left going back to the cause.
- Charities must be able to provide bank statement evidence of this on demand
- *amortization allowed for certain claimed expenses

Choose the right lottery model

Considerations

- Three considerations:
 - **Odds of winning.** Good odds mean players should win at least once per year. This is essential for retention. Some products available have unobtainable odds which doesn't help social proof and doesn't marry to supporter expectations
 - **Cash is king!** Lower prizes are often £5 and these are won regularly. Avoid substituting low cash value prizes with free entries or vouchers. Altruistic supporters want a value exchange, these alternatives can create feelings of absence.
 - **Flexibility.** Assuming your programme grows you want to be able to flex your approach and prize fund in the future. Fixed odds are great when you're small (usually the ELM takes all the risk) but when you approach 10k entries or more they become extremely expensive. You should have freedom to amend the prize fund and structure in the future (get it in the contract!)

Fixed odds models

- Fixed odds models are based on Operational Expense (OpEx) – i.e you pay a % of your income and all costs related to administration, prizes and supporter care are covered. No players, no income, no costs.
- These models often return a minimum of 40%-60% of income from day one!
- These models allow you to promote higher jackpot prizes – typically £10k or £25k but, there are no guaranteed winners.
- The average charity lottery jackpot in the UK is £8k, give consideration for supporter optics when choosing the jackpot value, we want to avoid “how can they afford to give all that money away”.

Guaranteed models

- Synonymous with larger brands who are proactively recruiting 10K players in the first 12 months, or programmes that have scaled up.
- Recruitment approach usually takes the form of pre recruiting a 'critical mass' of players and then launching day one with a flow of income.
- Therefore fixed costs like prize funds don't risk crashing the 80/20 ratio
- Prizes are often much lower on these models, because irrespective of how many players you have you have to pay out – jackpots usually range £2k-£5k per week.
- This fixed cost (Capital Expense) model is therefore more risky if you're planning on dipping your toe in the lottery market
- Having flex in approach would allow you to launch a fixed odds model lottery and then migrate over to guaranteed prize model when you're ready

Superdraws

- Superdraws are a great way to create standout moments, especially where both a weekly lottery and raffle sit alongside each other.
 - Typically, two of the 52 weekly draws can be turned into Superdraws. For those weeks, the raffle becomes a special draw, with the opportunity to ease the usual raffle prize burden by making use of the lottery prize fund.
 - They work well as high energy campaign moments, giving you something different to shout about and helping to create spikes in attention and response.
 - Existing lottery players would usually be entered automatically as part of their normal annual programme, while raffle players continue to buy tickets as usual, but with the attraction of a larger prize pot.
-
- For smaller lotteries, Superdraws can also be used as a one off cash product in their own right.
 - Through direct mail and digital activity, non lottery players can be invited to purchase single entries or ticket bundles into the draw, while existing lottery players remain included automatically.

Roll overs

- Rollovers are a simple but effective way to build anticipation into a lottery.
- The most common approach is to set aside a small percentage of weekly income into a rollover fund.
- A separate weekly draw then gives players the chance to win an extra prize in addition to the main draw.
- If the rollover prize is not won, it carries forward to the next week and continues to build until it is won, or until it reaches a pre set cap where a guaranteed winner is triggered.
- Done well, rollovers help create momentum, increase excitement, and give players an extra reason to keep taking part – excellent for socials when the roll over fund has grown and is due to be run as a guaranteed winner draw ('someone must win!')

Licensing and legal structures

Licence types

- There are 3 types of operating licence:
- **Non-remote**
 - Allows face to face and postal entries
- **Ancillary remote**
 - Allows electronic devices enabling sign ups through the internet, telephone, TV
 - Proceeds limited to £250,000 (per calendar year)
- **Remote**
 - As above, for proceeds >£250,000 (per calendar year)

Key terms to know

- **High or Low frequency**
 - This refers to the repetition of the lottery.
 - High frequency is a lottery which takes place less than 1 hour after the previous draw
 - Weekly lotteries and raffles are classified as Low frequency
- **Promoter**
 - Is the non-commercial Society that promotes a 'Society' lottery (not a person)
- **Random Number Generator (aka RNG)**
 - The software that generates the random result of a lottery

Key terms to know

- **Non-Remote**

- The entry mechanism for sign up (not the point of sale) for postal and face to face*

- **Remote Gambling**

- Covers electronic devices enabling sign ups through the internet, telephone, TV

** Where a F2F sign up is made via a QR code or tablet this is classified as Remote not Non Remote*

Small scale operator (SSO)

- The definition of a small scale operator is:
 1. there are no more than 3 qualifying positions in or in respect of the licensee
 2. each qualifying position is occupied by a qualified person.
- Qualifying position means a position which is held by a person who has primary responsibility for:
 - the management of the licensed activity
 - the management of the financial affairs of the licensee
 - ensuring the licensee complies with the requirements of the Act
 - the marketing of the licensed activity
 - the management of the IT facilities used

Annex A guide

- Small scale operators running society lotteries must at all times have a named person with responsibility for promotion of the lottery. This named person needs to be:
 - a member, officer, or employee of the society (not an external lottery manager)
 - approved by the Gambling Commission
 - listed on Schedule X of the lottery operating licence.
- Annex A's are required instead of a Personal Management Licence (PML) holder.

Note

- Charities must operate with at least one Annex A but it is good practice to have at least two – if they find themselves without an Annex A the lottery would have to be suspended and no further tickets can be sold.
- It's sensible to have a leavers checklist for Annex A's to ensure you're not suddenly in a situation that the draws can not run.

PML holder

- Stands for Personal Management Licence holder, one PML is required when operators have more than three people in qualifying positions.
- Qualifying positions cover individual with primary responsibility for:
 - the management of the licensed activity (that is, the lottery)
 - the financial affairs of the society
 - ensuring the society complies with the requirements of the Gambling Act
 - the marketing of the lottery
 - management of the IT used in connection with the lottery

External Lottery Managers (ELM)

- Operators may employ an ELM to manage all or part of its lottery.
- An ELM is defined in section 257 of the Act as someone that is a person or a body who makes arrangements for a lottery on behalf of a society or local authority but is not a member, officer or employee of the society or authority.
- All ELMs must hold a lottery manager's operating licence issued by the Commission and it is the responsibility of the society to ensure the ELM holds a valid lottery manager's operating licence

ELM requirements

- You should ask for, and have copies of your ELM's:
 - Gambling Commission licence (and Annex A's where applicable)
 - Current RNG / system test certificates
 - Third party security audit reports
 - Up to date AML risk assessment
 - Proceeds of Crime Act controls
 - Reconciliation reports (payments and draws)
 - Third party responsibilities (in your contract)

Regulatory requirements

The LCCP

- Is the handbook/set of expectations laid out by the Gambling Commission
- These expectations demonstrate how they regulate the law and can change from time to time.
- The LCCP is presented in 3 key parts
 - **Part 1:** Operating Licence Conditions, 17 sections
 - **Part 2:** Codes of Practice, 10 sections. Each has Social Responsibility and Ordinary codes
 - **Part 3:** Personal Licence Conditions

Applicable Operating conditions

Part 1

- Qualified Persons and Personal Licences (Annex A and PML's)
- Remote Technical Standards, full remote only
- Protection, Segregation and Disclosure of Customer Funds
- Payment arrangements and services (protecting against financial crime)
- Use of Credit Cards (allowed for non-remote)
- Fair and Transparent Provisions (including easily accessible information provided before joining)

Applicable Operating conditions

Part 2

- Display of Licensed Status
- Lotteries (limits and ticket requirements)
- Anti money laundering (dedicated risk assessment, procedures, reviews)
- Information and Reporting (suspicious activity, suicide, key events and Regulatory Returns)
- Responsible placement of digital adverts

Remote Technical Standards (RTS)

- RTS is a requirement for full Remote licensees – including ELM's
- Covers the rigors of testing and the security of IT and the infrastructure behind the activities
- RTS applies to 7 of the 17 requirements for subscription type lotteries
- Ancillary licence holders are exempt from RTS
- Where an ELM is responsible for Remote activity on your behalf you still need oversight and evidence – you're accountable

ISO27001 and RTS

- ISO27001 is a standard that defines requirements for establishing, implementing, maintaining, and continually improving an Information Security Management System (ISMS)
- ISO27001 covers all aspects of the RTS requirements
- For example CFP is audited annually by an independent firm called the British Assessment Bureau (BAB) who audits and then produces a report of their findings
- In September 2025 BAB found 0 minor and 0 major non conformities and renewed our ISO27001 status
- As an operator you should understand the process above and have a record of the outcomes

Codes of practice

- **Social Responsibility codes**
 - The LCCP requires that charities must comply with these codes
 - **The licence is at risk for non compliance.**
- **Ordinary codes**
 - These are expected to be complied with
 - A breach does not risk losing the licence
 - However, they can be referred to if the GC were to review licence suitability

Policies and procedures on hand

- Privacy Policy and Statement
- Social Responsibility Policy
- Complaints and Disputes (written and ADR processes)
- Age verification
- Customer Interaction
- Self exclusion
- Anti money laundering risk assessments and process incl Proceeds of Crime Act (POCA) processes

Policies and procedures on hand

- Third party responsibilities
- Problem gambling (awareness, signposting, training)
- Cash/money handling (if applicable)
- IT Security policy (good practice)
- Data security processes (storage and processes)
- ELM RTS and RNG certifications

Operational practicalities

The levy

- From April 2025 the Gambling Commission abolished the Research, Education and Treatment (RET) contributions required to be paid by operators (or via the Lotteries Council).
- Charities, and ELM's are now directly responsible for contributing to supporting responsible gambling with the new levy being introduced.
- Charities will pay 0.1% of their total income after expenses and prizes are paid out (in other words 0.1% of claimed expenses)
- The calculations are auto generated and invoiced by the GC
- First payments were due October 2025
- Levy values under £10 default to a zero payment
- Failure to pay the levy would lead to suspension of the licence

Customer funds

- Licensees must have arrangements in place to ensure separation between lottery proceeds they hold and their own trading income
- This is to ensure funds are legally protected in the event of insolvency – or to be transparent if they are not.
- Licensees who hold customer funds must ensure that these are held in a separate bank account
- In this condition 'customer funds' means the aggregate value of funds held to the credit of customers (can include future credit, winnings not yet claimed etc)

Making changes to draw dates

- A change of draw date must be notified to the Gambling Commission by email via licensing@gamblingcommission.gov.uk
- If the date is moved it must take place as soon as practically possible.
- You must make *every attempt* to notify those who have purchased tickets in the lottery or raffle of the change to the draw date.
- The notification may be through a number of channels, including:
 - Email, telephone or text message, via your website etc

Tickets

- There is no maximum price for a ticket, but, every ticket in the lottery must be the same price.
- If you're running an incentive for free entries you must make a record and evidence that you have covered the cost of those free tickets
- Tickets must be paid to the society before entry into the draw is allowed.
- Details of the draw should be included in the lottery submission

Lottery submissions

Must's

- Submission is per lottery, not per week or month
- Include details of how lottery proceeds are divided between expenses, prizes, rollovers and good causes
- Ensure the good cause amount is at least 20% of proceeds.
- Correctly report rollover prizes

Must not

- Include the value of costs or prizes not paid for from lottery proceeds
- Include donations made alongside lottery ticket payments
- Report remote proceeds in the non-remote field (vice versa)
- Enter incorrect data to make the return balance.

Customer interaction

- All licensees must identify players who may be experiencing or at risk of harm from gambling.
- Interact with those customers in a way that minimises the risk of harm.
- Appropriate action should be taken where a customer is identified as at risk (e.g. providing information about support, limiting entries, or offering self-exclusion).
- Understand the impact of the interaction on the customer and the effectiveness of actions taken.
- Keep a record of all customer interactions and the outcomes.

Complaints

- Operators must have clear policies and procedures in place for receiving and handling customer complaints and disputes.
- These processes must be managed in a timely, fair, open and transparent way.
- If a complaint is not resolved through the operator's own process, the customer must be able to refer it to an Alternative Dispute Resolution (ADR) provider – without cost for the player.
- This escalation route must be available if the matter has not been resolved within 8 weeks of the complaint being received.
- Operators should also keep records of complaints and disputes, review their procedures regularly, and be able to provide this information to the Gambling Commission on request.

Advertising Standards Authority

BeGambleAware, 18+

Young Lives vs Cancer Sponsored · 🌐 ... ✕

Sign up for the Young Lives vs Cancer Weekly Lottery today! For just £1 per entry, you'll... [See more](#)



WWW.YOUNGLIVESVSCANCER.ORG.UK/LOTTERY


Win £25,000 While Supporting Young Lives vs Cancer!

It's more than a chance to make your dreams come true. You're making sure children a...

[Sign up](#)

Cats Protection Sponsored · 🌐 ... ✕

Just £1 a week and you could win up to £25,000! Plus you'll be helping cats and kittens who need our help.



WINWITHCATS.CATS.ORG.UK

Every play helps cats

[Sign up](#)

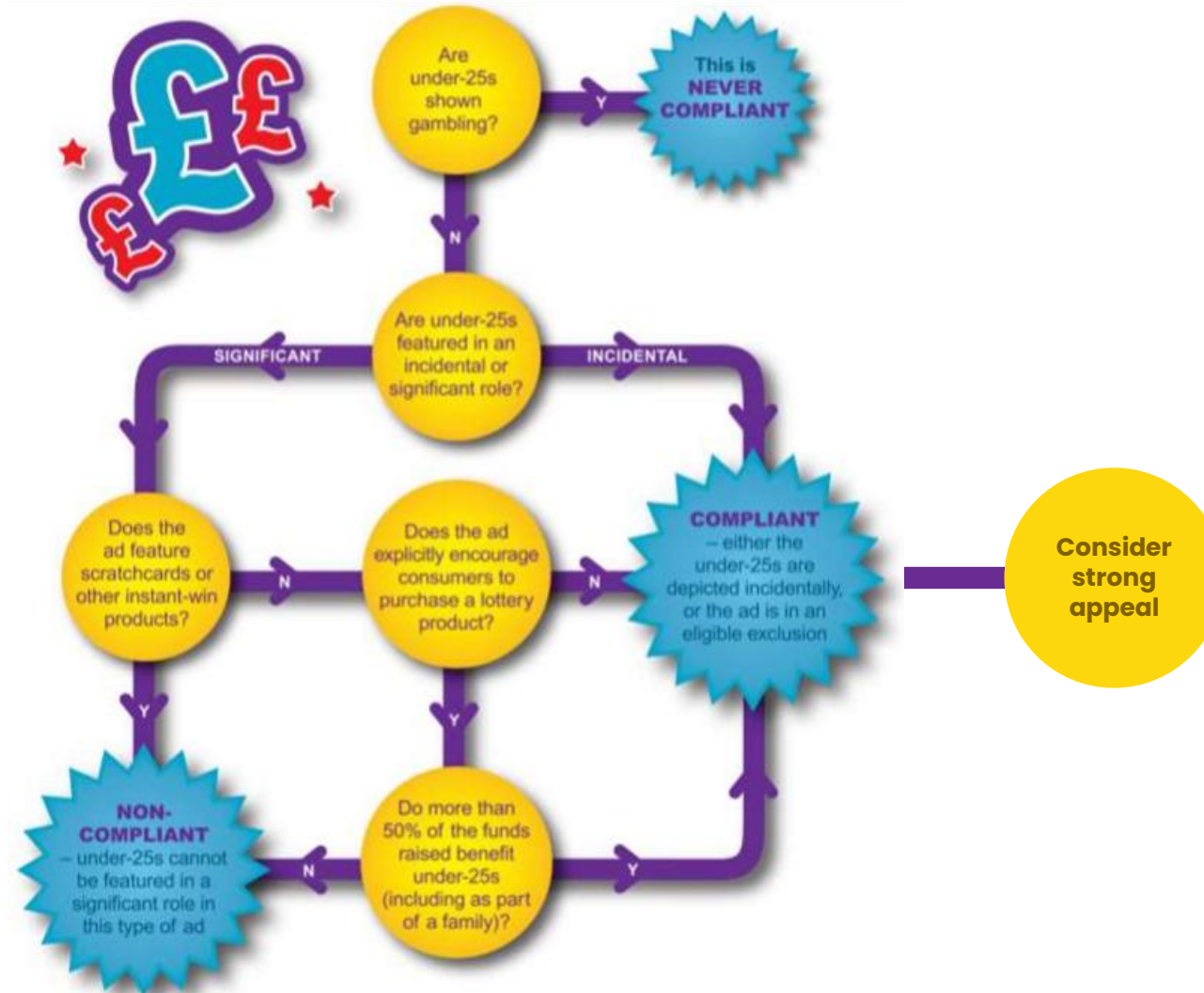
LCCP and IGRG codes

- **LCCP (5.1.7 Lotteries)**
 - Marketing must be socially responsible
 - Lottery licensees must comply with CAP/BCAP Codes
- **IGRG Code (Industry Group for Responsible Gambling)**
 - Lottery operator account profiles on social media must carry no under 16 messaging
 - (17:13) Must not be of **strong appeal** to children (0-15) or young persons (16+17) (from 01.10.22)
 - N.B. White Paper society lottery age limit to be 18+
 - (17:14) Must not be directed at u16s
 - No children's media or where u16s makeup over 25% of audience
 - (17.15) Must not feature person u25s participating in gambling

Exclusions

- Some lotteries are set up specifically to benefit those under the age of 25.
- In this limited set of circumstances, it is acceptable for ads to feature a person who is, or seems to be, under the age of 25 in a significant role and contain an explicit encouragement to purchase a lottery product.
- The wording “primarily benefits under 25s (including in a family setting)” means that lotteries eligible for this exclusion must be able to demonstrate that at least 50% of the funds raised by the lottery benefit persons under the age of 25.

Flow guide for use of under 25's



Example

 **Over The Wall**
Sponsored • Paid for by Over The Wall

You could win up to £25,000 every week, while helping seriously ill children across the UK. Play today for just £1 a week.

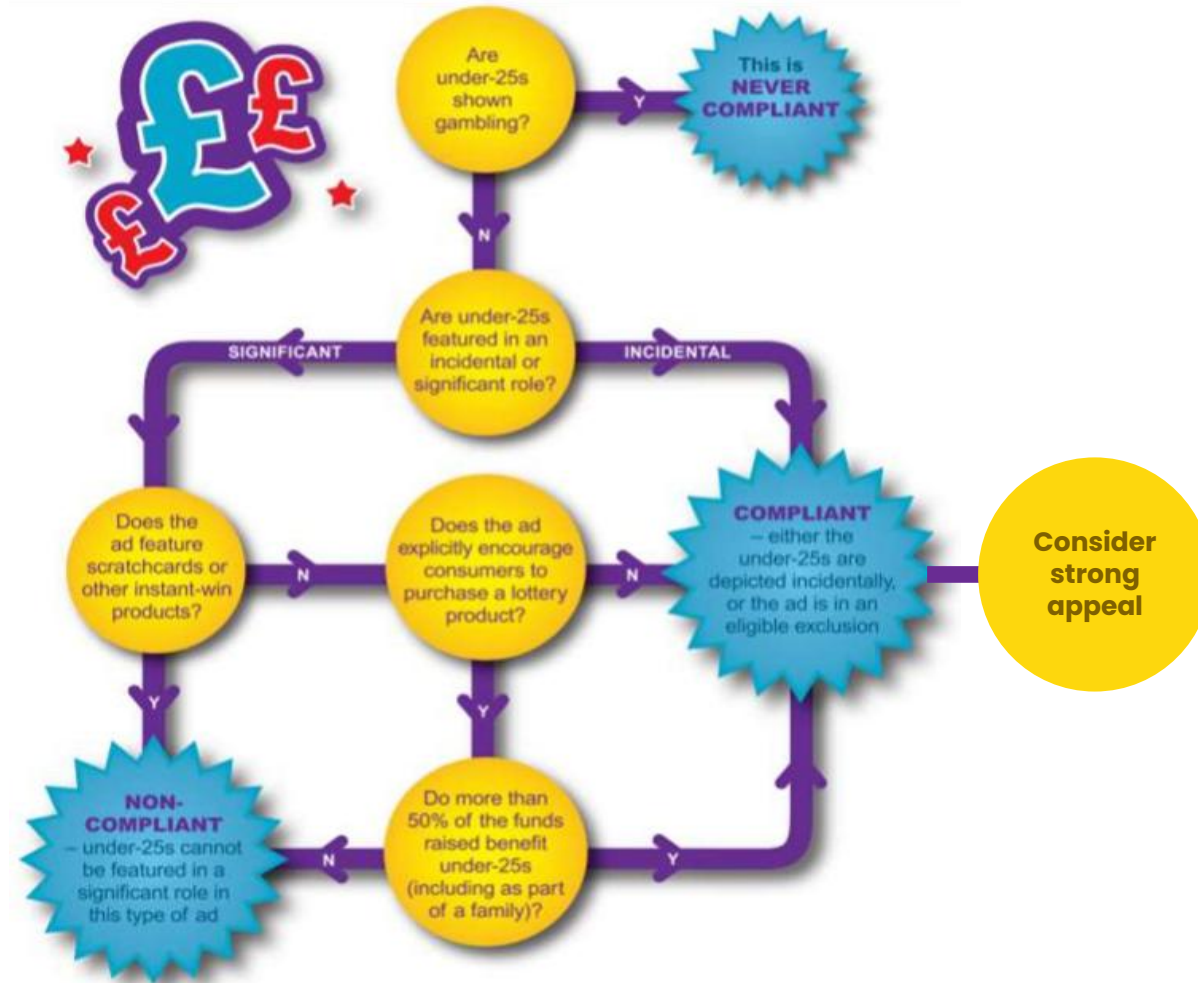


OVERTHEWALLAFFINITYLOTTERY.ORG.UK

£25,000 Jackpot!

Buy your tickets below and know that every time you play, you'll be part of a life-changing experience that enables...

Sign Up



Break out

03

Acquire players

Define your economics

- Understanding the economics of recruitment allows you to calculate how much budget you should spend on acquiring each supporter.
- There are a number of factors that play into this budget – namely Life Time Value

Consider;

- How much can we spend to recruit one paying player?
- What retention rate do we need for this model to work?
- How long does that cost take to pay back?
- What is a player worth by the end of year 1/2/3?
- Which channels bring the best (LTV) players?
- Cross sell capability and value to other streams

F2F effectiveness study

Supplier 1 recruited 602 lines

Date	Cancellations	Cancelation %
Oct-23	130	22%
Nov-23	50	8%
Dec-23	87	14%
Jan-24	34	6%
Feb-24	35	6%
Mar-24	41	7%

Supplier 2 recruited 645 lines

Date	Cancellations	Cancelation %
Oct-2024	56	9%
Nov-2024	188	29%
Dec-2024	56	9%
Jan-2025	57	9%
Feb-2025	43	7%
Mar-2025	23	4%

- At the end of six months supplier 1 tracked at 37.38% retained, whilst supplier 2 tracked at 34.42% – so supplier 1 is the best?
- Well no, the LTV winner here was supplier 2 because despite lower retention players had a higher AVG, driven by stronger earlier retention

Build a WEB, set expectations

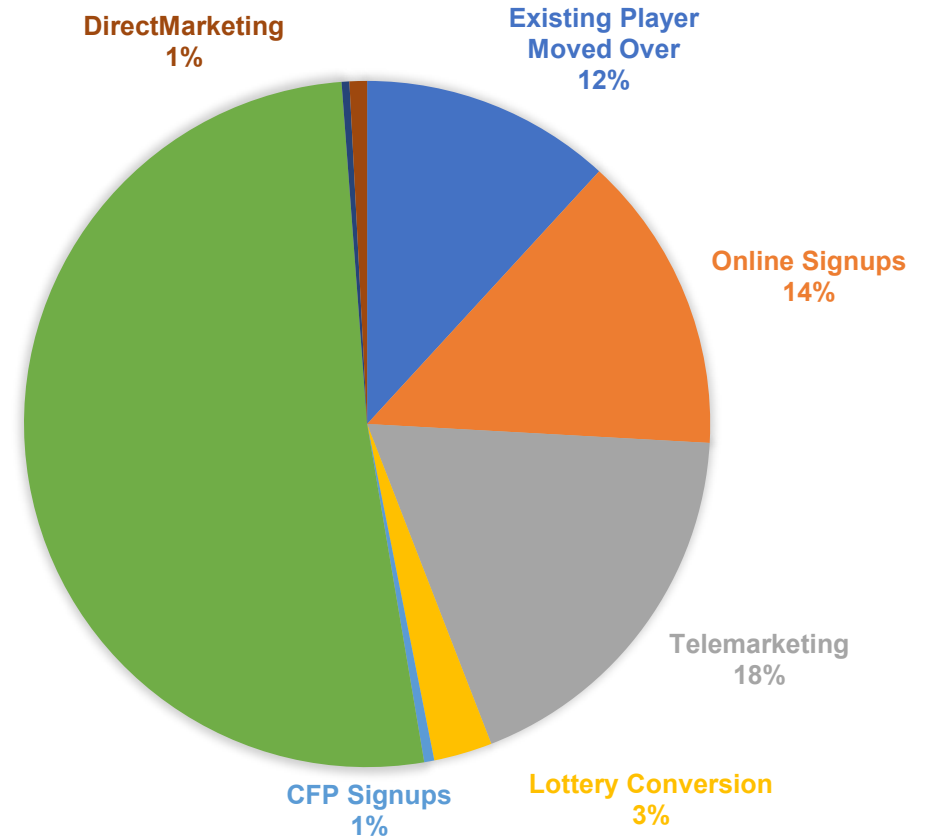
Worst Case																			
Platform	Format	Ask	Targeting / Audiences To Test	Impressions	CPM	CTR	Clicks	Media spend	Landing Page Views	CPLPV	CVR % to Lead	Players	CPP	LPP	Lines	CPE	Income annualised	Yr 1 ROAS	
Facebook,	Statics	Lead Gen	Media plan	5,406,250	£ 8.00	0.35%	18,922	£55,563	16840	£ 3.30	3%	505	£ 109.98	12	606	£ 91.65	£ 31,428	0.57	

Expected Case																			
Platform	Format	Ask	Targeting / Audiences To Test	Impressions	CPM	CTR	Clicks	Media spend	Landing Page Views	CPLPV	CVR % to Lead	Players	CPP	LPP	Lines	CPE	Income annualised	Yr 1 ROAS	
Facebook,	Statics	Lead Gen	Media plan	6,178,571	£ 7.00	0.70%	43,250	£55,563	38493	£ 1.44	5%	1,925	£ 28.87	1.3	2502	£ 22.21	£ 129,704	2.33	

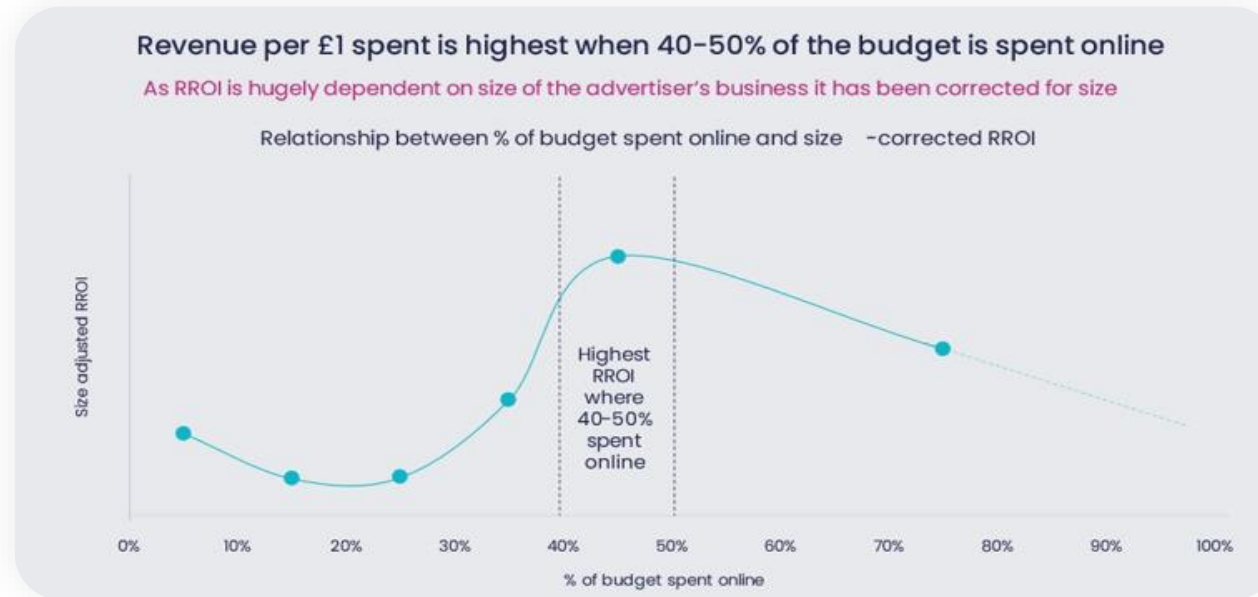
Best Case																			
Platform	Format	Ask	Targeting / Audiences To Test	Impressions	CPM	CTR	Clicks	Media spend	Landing Page Views	CPLPV	CVR % to Lead	Players	CPP	LPP	Lines	CPE	Income annualised	Yr 1 ROAS	
Facebook,	Statics	Lead Gen	Media plan	7,208,333	£ 6.00	1.00%	72,083	£55,563	64154	£ 0.87	7%	4,491	£ 12.37	1.4	6287	£ 8.84	£ 325,924	5.87	

Plan multi channel

- To balance risk and maximise opportunity it's imperative to build a multi channel programme
- Multiple channels reduce risk for over exposure in one particular area e.g projected volumes, availability/capacity, CPA and attrition



Plan multi mix



- Data studies from renowned econometricians, PwC, Deloitte and MagicNumbers have proven that long term ROI effectiveness is greatest when we blend online and offline channels to acquire new supporters.
- From our point of view this is realised through a blend of digital (for reach and lead generation), direct mail (to connect with the supporter) and telemarketing (to convert interest into recurring income).

Meta advertising

**WHO
CARES**





Creating experiences

Meta's creative shift

- The experience we create is the single biggest lever in our armoury – its now more important than targeting
- Ads focusing purely on features– just don't cut it – people are too busy to care and if they're not ready to sign up ads that look manufactured are redundant
- **To achieve optimum performance we need to create experiences that play to subconscious emotions**

Rational experience

User experience

- Good experiences come with rewards from Meta – lower CPM's + higher CTR's = more results
- From Meta's POV the higher the 'relevance' the greater the user experience
- Meta determines 'relevance' before it is even delivered to users

Comprised of 3 metrics

- Quality Ranking
- Engagement Ranking
- Conversion Ranking

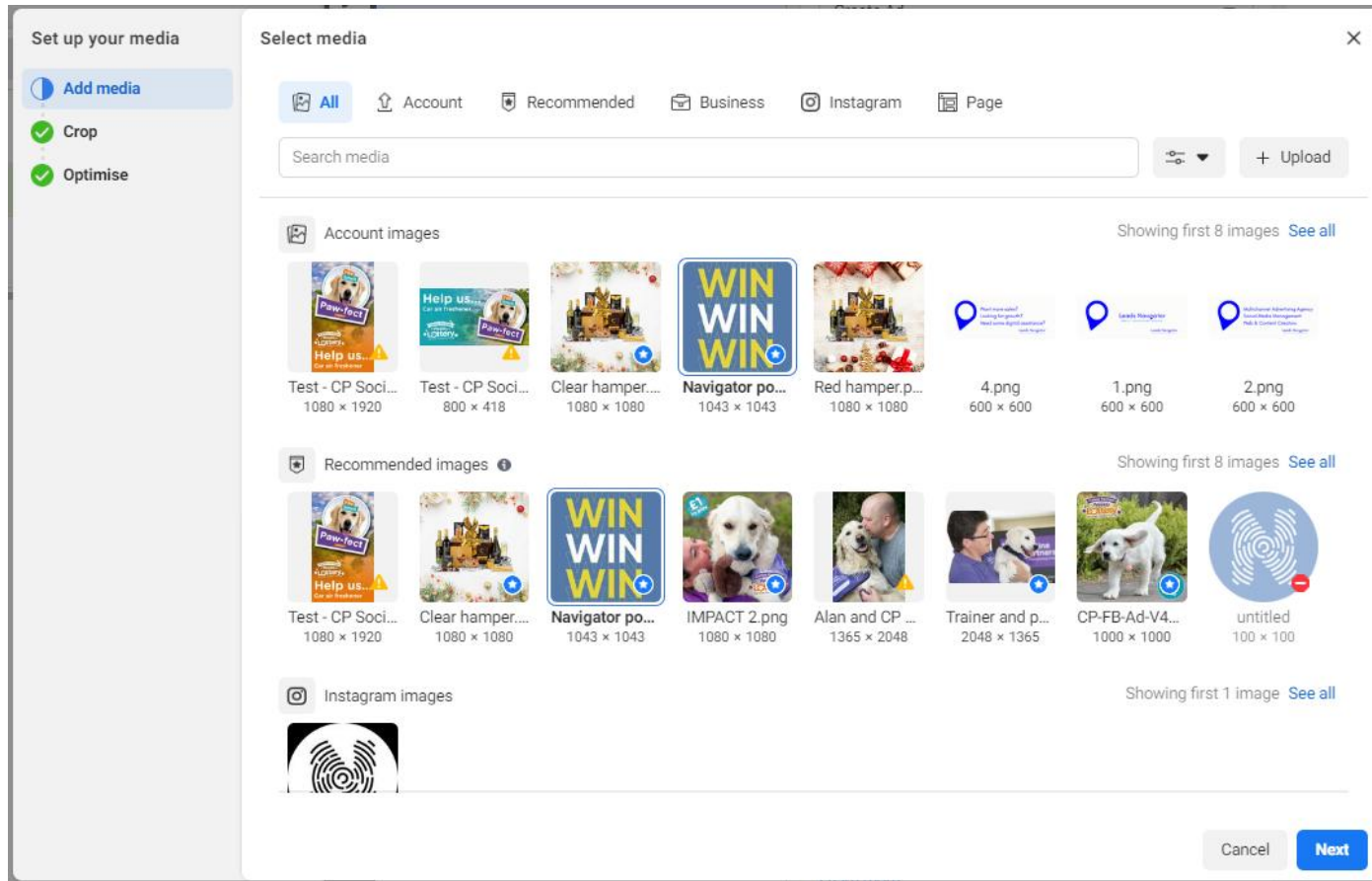
perceived quality – **brand element**
expected engagement rate – **interest**
expected conversion rate – **CTA**

Internal KPI management

- When measuring the success of your ads take note of this section in Business Manager:

 Results ▼	Reach ▼	Quality ranking ▼ Ad relevance ...	Engagement rate ranking ▼ Ad relevance ...	Conversion rate ranking ▼ Ad relevance ...
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Meta's quality system



Navigator po...
1043 x 1043

Image formats

Set up your media

- Add media
- Crop
- Optimise


Select media crop for placements

We evaluated your image and cropped it to fill the placement when we think it may perform better. You can edit these crops or upload new media for each placement by hovering over the image.

Feeds, In-stream videos

Original (recommended)

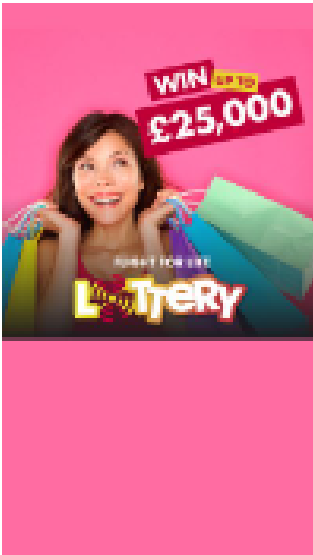
1:1



Stories and Reels, Apps and sites

Original (recommended)

9:16




Right column, Search results

Original

1.91:1 (recommended)

⚠ This ad will not be shown on certain placements that you've selected or may be automatically cropped. To avoid this, crop or replace the image. [Learn more](#)



Meta enhancements

Meta will add overlays that show text you have provided along with your selected ad creative when it is likely to improve performance.



If it looks like an ad...

Alzheimer's Society
Sponsored · 🌐

What else can you spend £1 per week on that would have a big impact on those affected by dementia, whilst providing you with a chance to win up to £15,000? Sign up to t... See more




ALZHEIMERSLOTTERY.ORG.UK
Play our Big Win Weekly Lottery today!
Will you play to beat dementia today?

Sign up

Sense
Sponsored · 🌐

Play our £1 a week lottery for a chance of winning up to £10,000! 🙌 Help us to support people who are deafblind and those with complex disabilities.



18+ GambleAware

SENSE.ORG.UK/ENTER
Play the Sense Lottery

Learn more

Young Lives vs Cancer
Sponsored · 🌐

Sign up for the Young Lives vs Cancer Weekly Lottery today! For just £1 per entry, you'll... See more



18+ BeGambleAware

WWW.YOUNGLIVESVSCANCER.ORG.UK/LOTTERY
Win £25,000 While Supporting Young Lives vs Cancer!
It's more than a chance to make your dreams come true. You're making sure children a...

Sign up

UGC style creative



The Royal Marsden Cancer Charity
Sponsored

Sign up to take part in The Banham Marsden March this May.
Join thousands walking in memory, in celebration and in solidarity ❤️

Together we walk to help save the lives of cancer patients.



Midlands Air Ambulance Charity
Sponsored · ⚙️

Your £1 puts you in with the chance to win
£10000 every week! 🚁

Our #Lifesaving #Lottery helps fund missions across #Stoke #Staffordshire #Gloucester #shropshire #worcester and the #Midlands.

➡️ Be in with the chance of winning by joining our Lifesaving #Lottery here <https://bit.ly/3LmyVCw>



13.2k views



Essex & Herts Air Ambulance
Sponsored · Paid for by Essex & Herts Air Ambulance

Right now, your local life-saving air ambulance urgently needs your support. Just £2 a week will make a real difference.

Lockdown has made a big hole in our Charity's income. So we're asking you to join our Lottery for just £2 a week and help us be there when we are needed most....



EHHAT.ORG
"Thank you for saving my..."

Sign Up

Join Our Lottery for £2

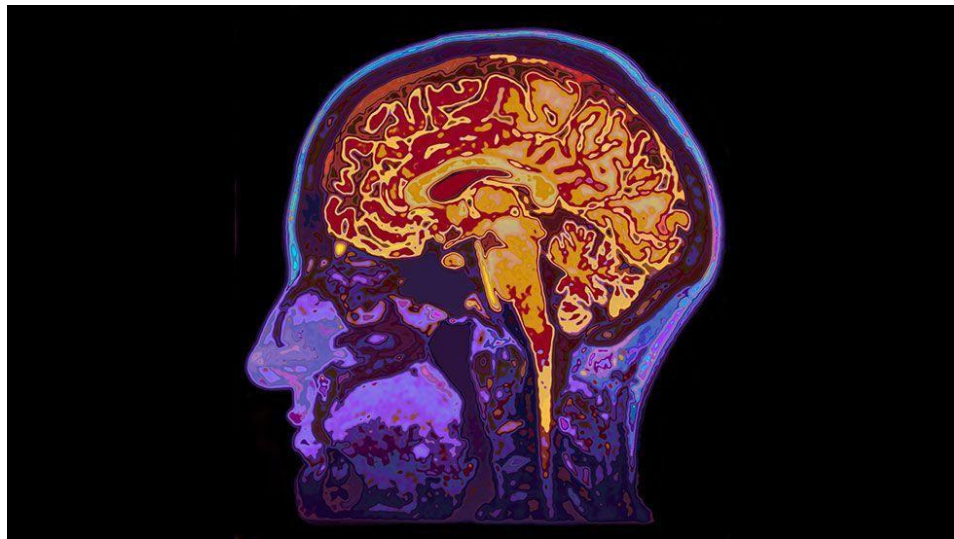


EHHAT.ORG
"Tara wouldn't be here today. They..."

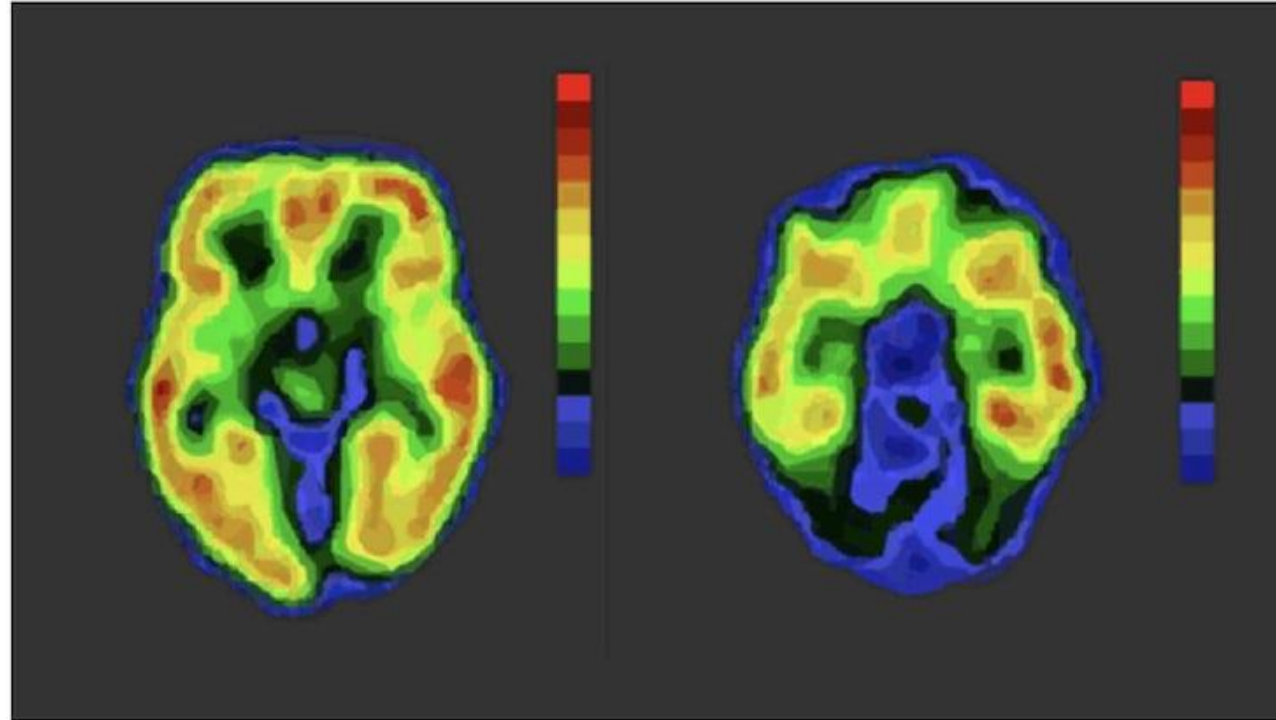
Sign U

Join Our Lottery for £2

Emotional experience



Network of memories
Behaviours
Motivators
Choice to ignore/buy



“...which of these two brain scans shows the brain of someone choosing their favourite brand?”

System 1



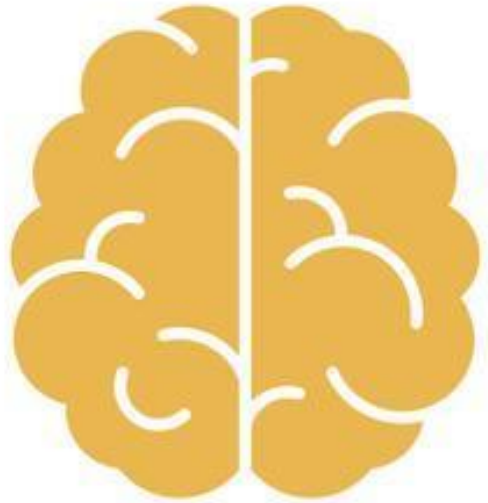
Fast, intuitive and
emotional

System 2



Slow, conscious
and effortful

System 1



Fast, intuitive and
emotional

**Decisions become 'no-brainers',
automatic and made with little
effort.**

**For lottery ads we want to create
impulsive, emotional responses,
instant gratification.**

Experience delivery

Meta's Andromeda update

- Previously a lot of time was given to building audiences.
- But now, geography and creative relevance is key to enable Meta to optimise – targeting has become redundant
- It means we should use hard controls where required (e.g geography, age etc)
- But avoid over fragmenting ad sets – just one is often ok.
- Give the system enough room to learn – time, budget and creatives*
- Judge success by sign ups and downstream quality (initiate check out, add payment info, add to cart) – **not just click metrics**
- Less reward for over managing audiences, more reward for better inputs.



Better signals matter more

- The use of a Pixel is a must, web visitor information improves matching quality inside Meta.
- Setting up Events such as InitiateCheckout and AddPaymentInfo are also key parameters to feed worthwhile signals into the platform – Meta links behaviour tracking when identifying new prospects to serve impressions to
- If you can, Meta also prefers the use of Conversions API (CAPI) as it creates a direct connection between marketing data and the systems that optimise delivery
- When in play you can expect a decrease in cost per result & can improve measurement accuracy.

Creative quality matters more

- Creative is now the new form of targeting – if you have persona's or services you provide, use these to convey relevance to the audiences in Meta.
- If someone is interested in X then serve creative about X, rather than going straight in with how big your jackpot is
- Based on how individuals interact with ads determines the next creative they see – so start broad with creative and then hone down into lottery specific messaging
- For lottery content ads should contain;
 - Strong trust cues
 - Visible impact
 - Social proof

Variance

- Creative variance is now the number one objective for Meta – it needs to be fed new creative, in some cases (large budgets) every 7-10 days
- By doing so, you're feeding the algorithm with additional touchpoints and data signals and as a result Meta rewards performance
- In addition, the role of organic content, posts to your Facebook page, are also now more key than ever.
- Converting page posts to ads provide significant social proof, through the engagement listed on the ad and because it looks genuinely authentic. These types of ads produce some of the lowest cost per results
- But there's some forward thinking required – organic posts need to speak about your lottery, it's impact and so on, and be running for enough time to have gained engagement

Real money gambling (RMG)

Permissions

- When working with charities we often see permissions to advertise gambling ads (Real Money Gambling) overlooked.
- To promote online gambling or gaming, advertisers need to request permission from Meta, and permission is granted to specific ad account IDs.
- It can take 10–14 days to be awarded, failure to do so will at the very least lead to ads being rejected, and at worse your account being suspended.
- Apply for RMG permission here;
https://business.facebook.com/latest/settings/authorizations_verifications/

Ad creative 101

Creative genetics

- When we create ads we define 7 key elements that help to bring the proposition of the charity to life.
- These elements are all measurable, defined and planned – so we can monitor and optimise based on their performance.

Two examples

- Speak to a specific audience
- Elicit trust through social proof

Speak to a specific audience

- An example here is to consider a persona, a group of people or region
- E.g particular service user groups, key locations, research areas etc
- From a copy pov the purpose is not to use overly broad language that tries to capture all potential audiences
- Visually we can bring this to life with elements that are recognisable

Speak to a specific audience

NAVY WINGS
Sponsored · 🌐

Play Navy Wings Weekly Lottery, keep these unique aircraft flying and inspire the next generation. Win up to £10,000 a week.



lottery.navywings.org.uk

Write a comment... 🗨️ 🎁 😊

VETERANS' LOTTERY - WIN UP TO £50,000!



Veterans' Foundation · 🌐 Sponsored

It only takes 30 seconds to join the V... more

Sign Up

Contact - For families with disabled children
Sponsored · 🌐

We're so thrilled to share that TWO more parent carers have just won £1,000 each in ou... See more



contact.org.uk

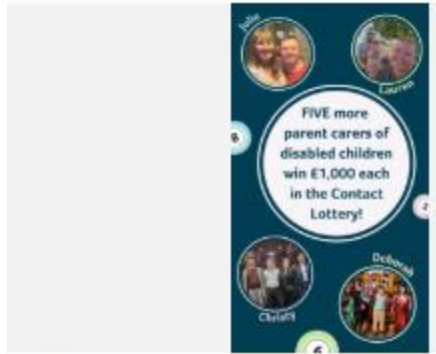
Join them from just £1 a week

Learn more

Contact - For families with disabled children
Sponsored

Another 5 parent carers of disabled children have won £1,000 each in the Contact Weekly Lottery in just under two months!

Deborah, Beth, Julie, Christy and Lauren all started playing our lottery to help other families like theirs – and they were all over the moon to hit the jackpot in ...



CONTACT.ORG.UK



Play for £1 a week

Add some fun to your Fridays

Sign Up

Elicit trust through social proof

- We're surrounded by reviews and social proof in our everyday lives, we want to ensure potential supporters are aware that what we're sharing is genuine, and that others are taking part
- If prize is the theme - show winners, testimonials and/or share lottery winners/winnings

 Guest favourite  One of the most loved homes on Airbnb, according to guests

4.95
★★★★★

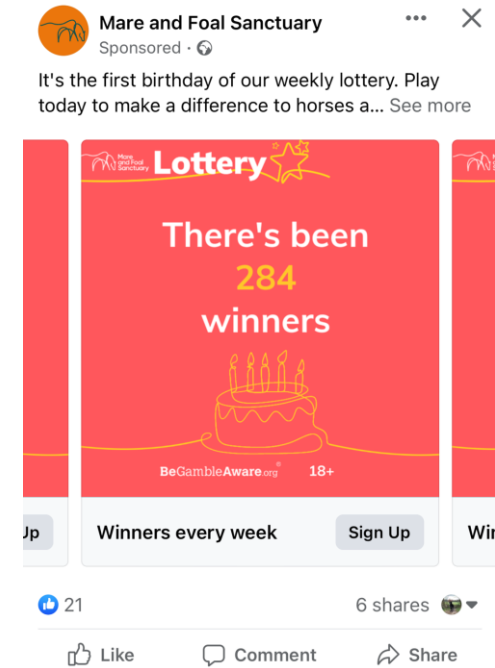
63
[Reviews](#)

Customer ratings by feature

Easy to use	★★★★★	5.0
Flavour	★★★★☆	4.3
Heat output	★★★★☆	4.2
Longevity	★★★★☆	4.2

[See all reviews](#)

Elicit trust through social proof



Kidney Research do this really well

Kidney Research UK
Sponsored · 🌐

Could you win £10,000 on our Weekly Lottery? That top prize PLUS other cash prizes are up for grabs each week. Enter now for £1 a play and you could be joining over 2,000 winners.



Weekly Lottery
It could be you next!

Play to free more lives from kidney disease.

lottery.kidneyresearchuk.org
Win on our Weekly Lottery
£1 a week could win £10,000!

Sign Up

Kidney Research UK
Sponsored · 🌐

Could you win £10,000 on our Weekly Lottery? That top prize PLUS other cash prizes are up for grabs each week – we've already given away over £30,000 worth of prizes! Enter now for £1 a play.



Weekly Lottery
It could be you next!

Play to free more lives from kidney disease.

lottery.kidneyresearchuk.org
Win on our Weekly Lottery
£1 a week could win £10,000!

Sign Up

Kidney Research UK
Sponsored

Join us in making a profound difference. With just £1 per week, you're not only supporting vital research but also entering our Weekly Lottery for a chance to win prizes from £5 to an incredible £10,000!



Weekly Lottery
Play today for just £1!

£1 a week could win £10,000!

Over **£200,000** of prizes have been won since the first draw

Play today for just £1!

lottery.kidneyresearchuk.org

GambleAware
www.gambleaware.org

© 2020 Kidney Research UK

Speak to a specific audience					
Copy lines score: 1	Imagery score 4	Copy lines score: 3	Imagery score 7		
Elicit trust through social proof (brand/winning)					
Copy lines score:	Imagery score:			Copy lines score:	Imagery score:
Copy lines score:	Imagery score:	Copy lines score:	Imagery score:	Copy lines score:	Imagery score:

Andromeda buying method

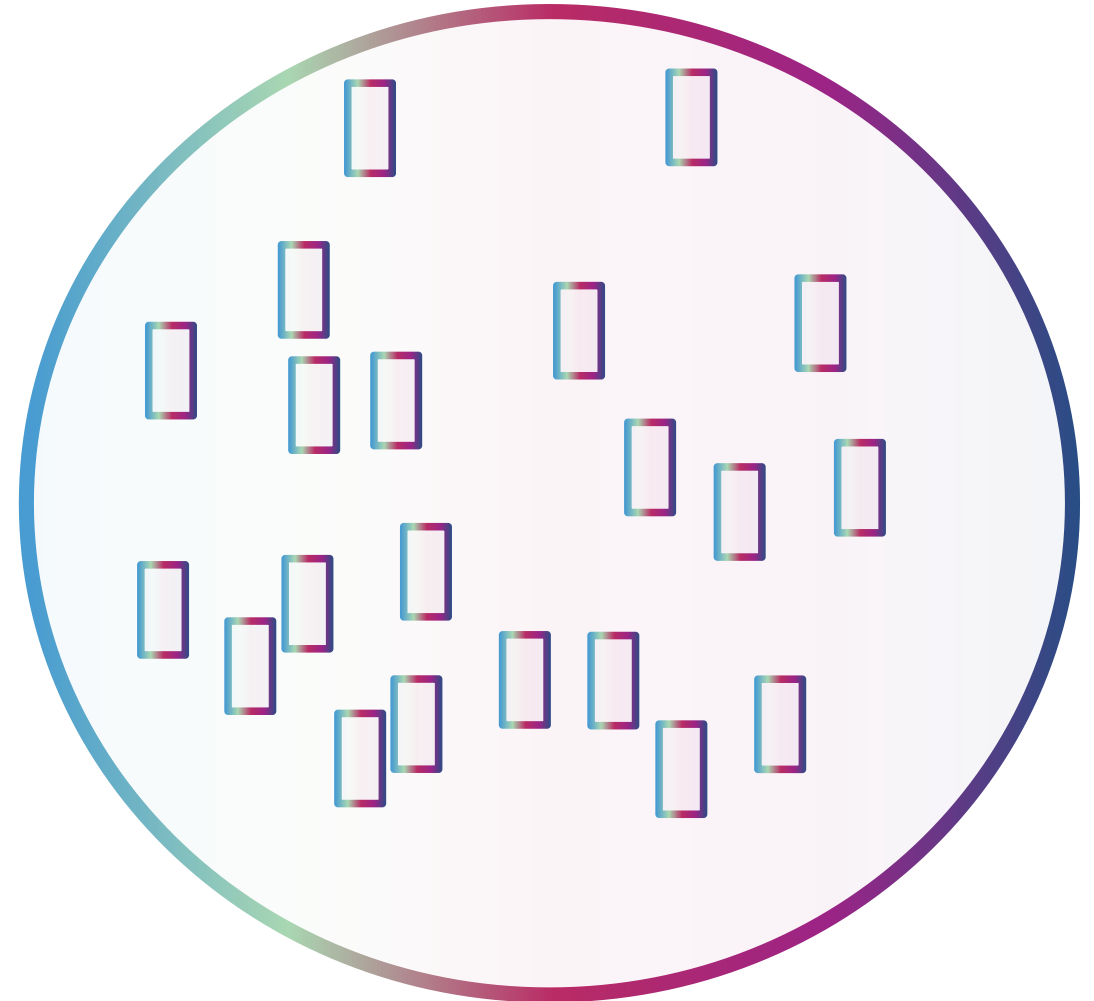
Starting point

- 1 x broad audience
- 1-3 x Ad sets
- 30+ age bracketing
- Location UK



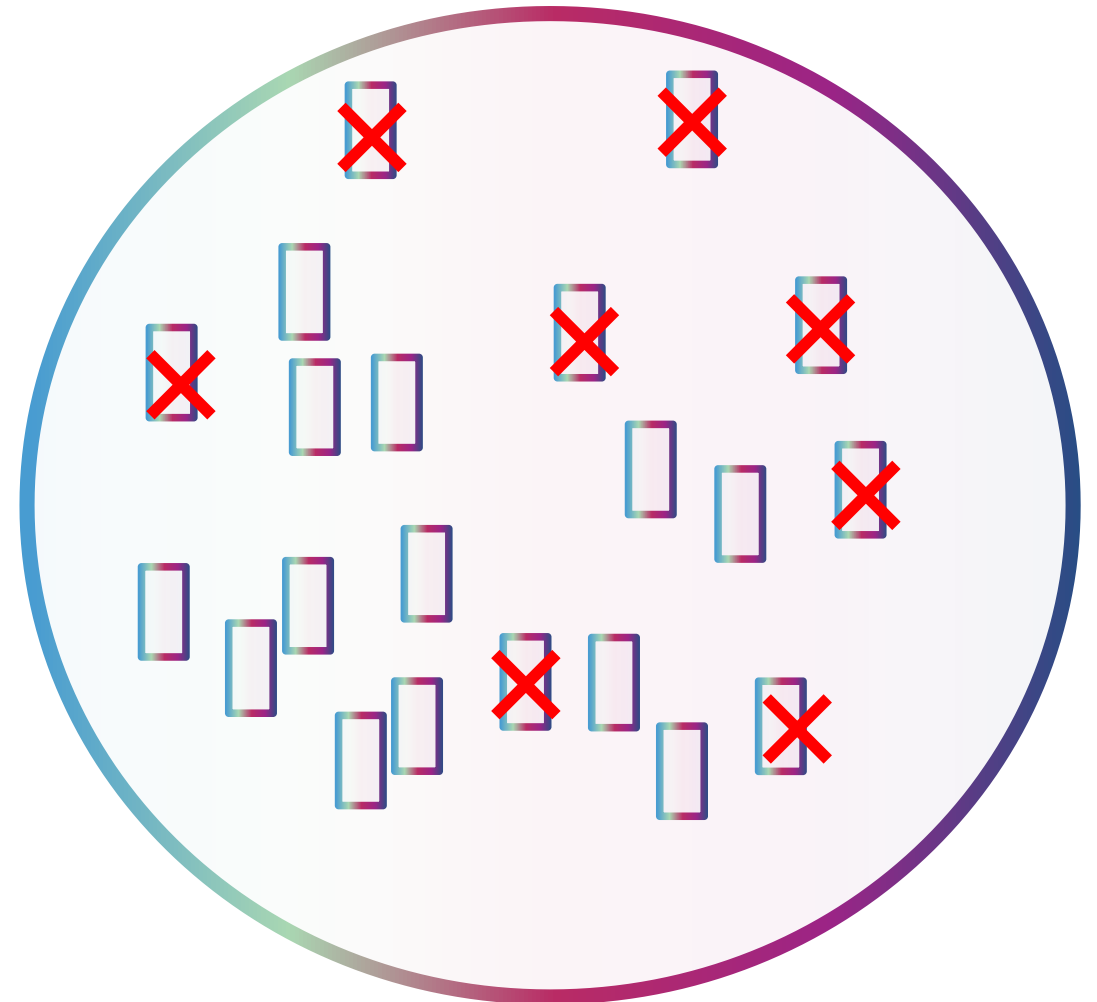
Ad overlay

- Launch with 21 ads
- 1 x ad for each pillar/stage
- In each case we want each ad to have a dominant pillar



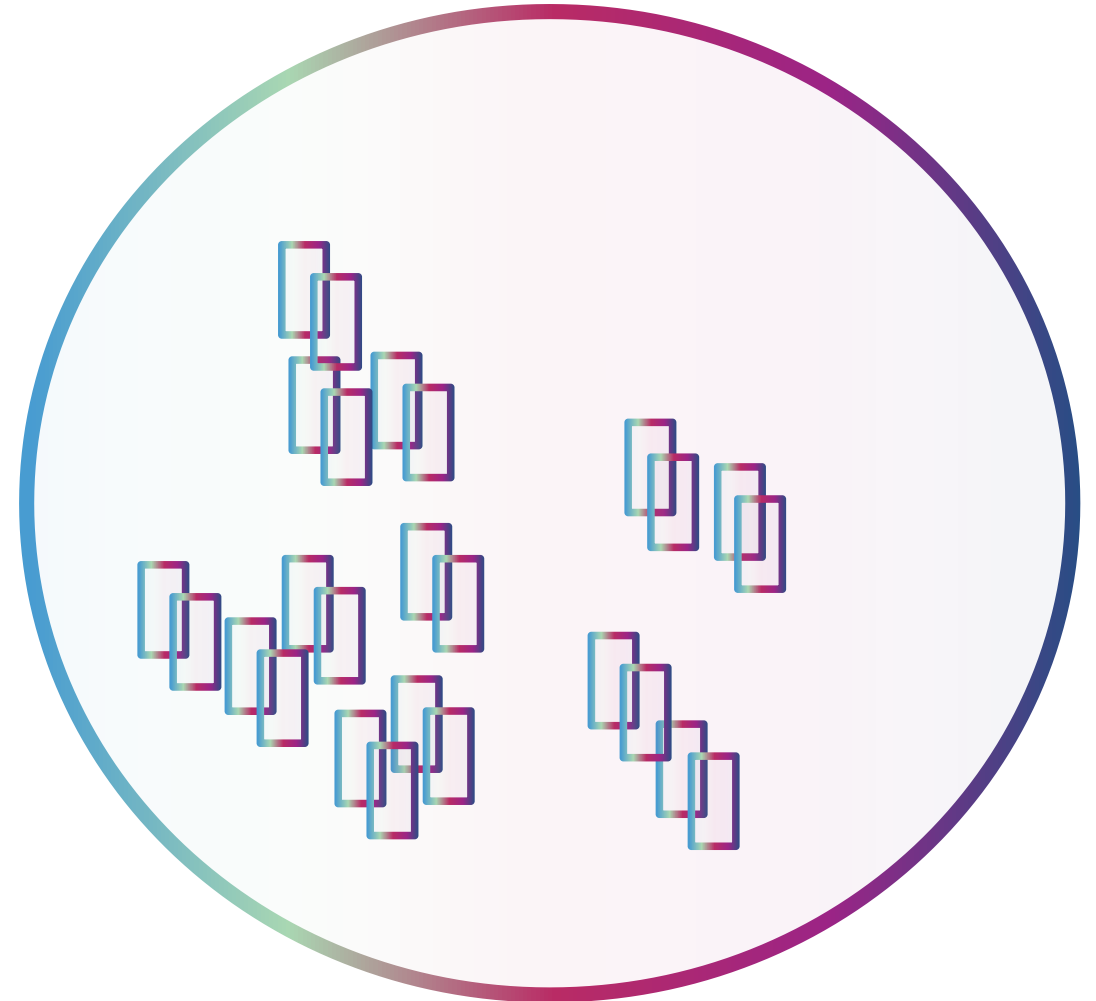
Analyse and replace

- After running for c7-10 days identify patterns of dominance via in campaign KPI's
- Score winners/losers by pillar + stage
- Stop under performers



Cluster optimization - repeat

- Using the top performers as our creative basis – from which to optimise
- We then top up the pool with ads to ensure we have 21 ads running
- Repeat, repeat, repeat



Value exchange

Value exchange

- This player recruitment tool is agnostic of RG product but works particularly well for lottery
- Value exchange is a transaction between two parties that results in each party receiving something of value, some kind of benefit.
- In our case a consumer sharing their information in return for a reward – a free item.
- In exchange, we have a legitimate opportunity to open a discussion.
- Supporters understand the relationship and that data is being shared.
- Additional benefits include the opportunity to ask supporters how they'd like to be communicated with in the future and significant new data being added to the database. These supporters may not convert right now but through nurture and invitation could become cash givers, regular givers or legacy prospects.

Campaign design

- When designing your campaign think about the below

Campaign theme

- Engaging and appealing to the 'power of one' – campaign speaks to potential supporters in a way that is relatable to your brand.
- But don't lead purely with brand.

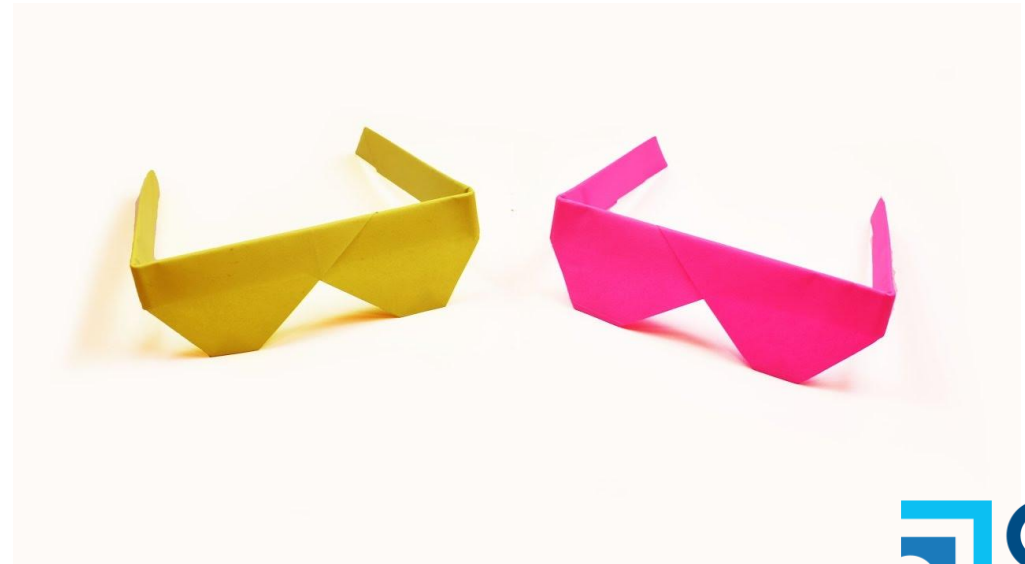
Product

- Concept a simple, to the point physical item that carries an underlying message – something new supporters can get excited about. Which is sent in the post.

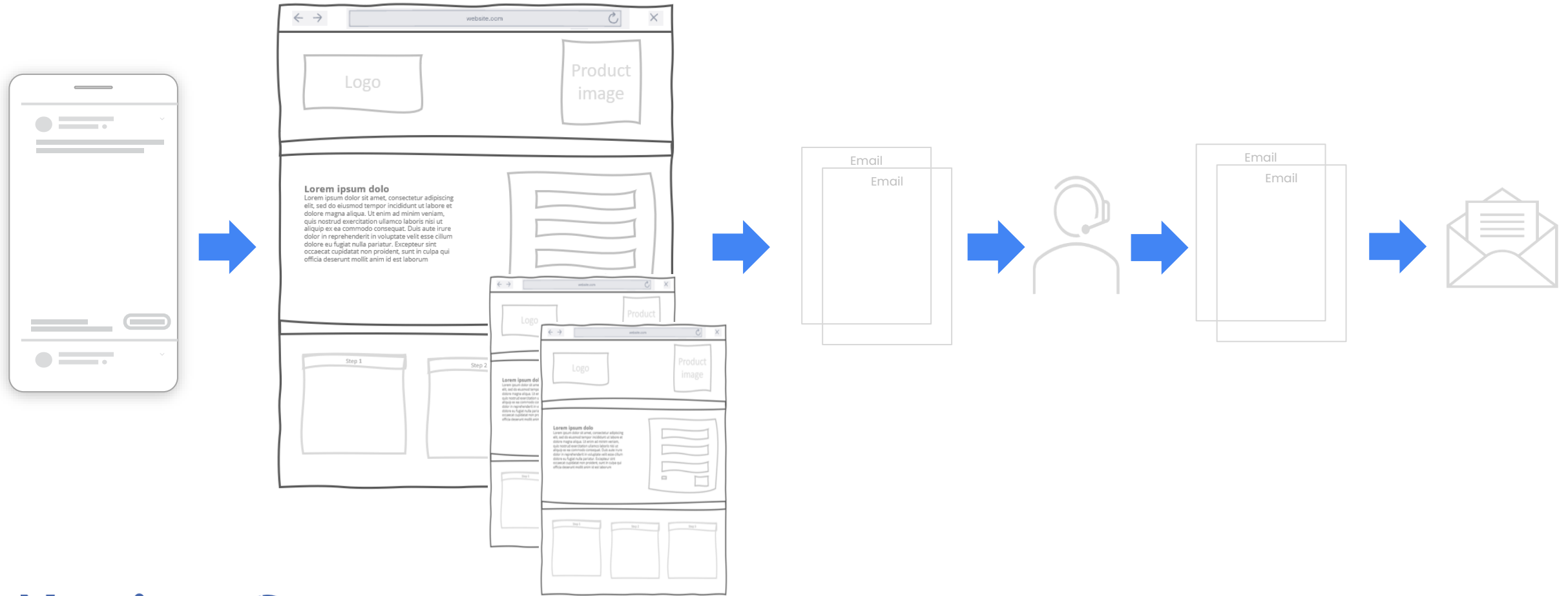
Telemarketing

- Utilise the power of the human voice to tell the story – supporters have opt'ed in and are expecting a call.

Simple product ideas



Valex journey flow



Top of funnel KPI's

	Actual Performance	Expected Case	Difference
CPM	£6.16	£10.00	£3.84
Impressions	1,569,277	966,365	602,912
CTR	2.70%	2.60%	0.10%
Link clicks	42,396	25,125	17271
Media budget	£9,664	£9,664	
Landing Page Views			
	36,514	22,362	14152
GPLPV	£ 0.26	£ 0.43	-£0.17
CVR % to Lead	24%	15%	8.73%
Leads generated	8,664	3,354	5310
GPL	£ 1.12	£ 2.88	-£1.77

Bottom of funnel KPI's

Completed Data	6970	100.0%
Bad Data	123	1.8%
Contactable data	6847	98.2%
No Contact rate	5287	77.2%
Contact rate	1560	22.8%
Positive contact rate	1111	71.2%
Conversion	156	10.0%
Total	6970	

Isolate the issue

Date (Start)	Date (End)	Completed Data	Bad Data	Contactable data	No Contact rate	Contact rate	Positive contact rate	Conversion	Bad Data	No Contact rate	Contact rate	Positive contact rate	Conversion
24/02/2025	02/03/2025	106	3	103	40	63	47	9	3%	39%	61%	75%	14%
03/03/2025	09/03/2025	166	7	159	70	89	67	10	4%	44%	56%	75%	11%
10/03/2025	16/03/2025	116	5	111	43	68	54	7	4%	39%	61%	79%	10%
17/03/2025	23/03/2025	81	3	78	34	44	34	7	4%	44%	56%	77%	16%
24/03/2025	30/03/2025	155	7	148	63	85	57	13	5%	43%	57%	67%	15%
31/03/2025	06/04/2025	352	8	344	247	97	78	15	2%	72%	28%	80%	15%
07/04/2025	13/04/2025	290	9	281	177	104	77	9	3%	63%	37%	74%	9%
14/04/2025	20/04/2025	514	7	507	437	70	55	6	1%	86%	14%	79%	9%
21/04/2025	27/04/2025	274	9	265	174	91	62	13	3%	66%	34%	68%	14%
28/04/2025	04/05/2025	368	11	357	264	93	69	12	3%	74%	26%	74%	13%
05/05/2025	11/05/2025	549	4	545	443	102	80	10	1%	81%	19%	78%	10%
12/05/2025	18/05/2025	344	7	337	241	96	79	12	2%	72%	28%	82%	13%
19/05/2025	25/05/2025	675	4	671	558	113	84	11	1%	83%	17%	74%	10%
26/05/2025	01/06/2025	429	2	427	347	80	50	1	0%	81%	19%	63%	1%
02/06/2025	08/06/2025	1073	15	1058	852	206	129	12	1%	81%	19%	63%	6%
09/06/2025	15/06/2025	1477	22	1455	1296	159	89	9	1%	89%	11%	56%	6%
16/06/2025	22/06/2025	1624	25	1599	1446	153	96	10	2%	90%	10%	63%	7%
23/06/2025	29/06/2025	357	5	352	243	109	82	5	1%	69%	31%	75%	5%
30/06/2025	06/07/2025	76	2	74	25	49	42	5	3%	34%	66%	86%	10%
07/07/2025	13/07/2025	70	8	62	17	45	34	2	11%	27%	73%	76%	4%

Make change and repeat

- By placing a mandatory check box this reconfirms the intent of the lead.
- This will very likely reduce daily lead flow, but intended outcome is to increase the intent and by virtue the contact rate.
- More contacts, more opportunity to convert = higher cvr rate and more players

**GET YOUR FREE KEYRING TODAY!
FILL OUT THE FORM BELOW...**



First name

Surname

Email address

Phone number

Tick here to confirm we can call you to obtain your delivery address. We are unable to accept addresses by email, text, or social media.



By submitting your details you agree to receive a telephone call and emails from CNWL NHS Health Charity, to confirm your details and to hear about our work and ways you can support us. Your data will be kept safe and will

Alternative use of Meta

- When running Valex campaigns you can use the ads function as a retargeting tool
- Targeting;
- Non converters: those audiences who engaged with VX but did not convert when called.
- 'Lookalikes': audiences that 'look-like' the audiences who converted via Value Exchange
- Interested audiences: those audiences who engaged with VX but did not answer

Key learnings for TVAA

- Distinct themes allowed to understand what messaging was resonating with audiences.
- 'Charity' theme – lowest CPA and highest volume of conversions.
- Graphical creatives or hybrid photos with overlaid text worked consistently well.
- Video format for engagement, image format for conversions.
- Seemingly low quality UGC images drove higher volume of conversions. Ads with less noise and more product resulted in higher CTR.

DEMAND

Thames Valley Air Ambulance Sponsored · 🌐

! Our service is busier than ever !

Last year, we were dispatched 3,293 times making it our busiest year on record. As an independent charity, every lifesaving mission is funded by you.

By playing our lottery for just £1 a week, you can help provide regular source of funding for our service. Your support today, will help us to reach the patients who need us, tomorrow. 🙏

18+ BeGambleAware.org

WE'RE BUSIER THAN EVER BEFORE

PLAY OUR WEEKLY LOTTERY AND HELP KEEP US FLYING

tvairambulance.org.uk
Play our lottery [Learn more](#)

18 1 comment

Like Comment Share

CHARITY

Thames Valley Air Ambulance Sponsored · 🌐

Did you know that 35% of our annual income comes from our weekly lottery?

As an independent charity, we receive no regular Government support. Every lifesaving mission is funded by people like you. Play our lottery for just £1 a week and help keep our charity at the frontline of saving lives. 🙏

18+ BeGambleAware.org

WE ARE YOUR LOCAL AIR AMBULANCE CHARITY

PLAY OUR WEEKLY LOTTERY AND HELP KEEP US FLYING

tvairambulance.org.uk
Play our lottery [Learn more](#)

195 12 comments 13 shares

Like Comment Share

EMOTION

Thames Valley Air Ambulance Sponsored · 🌐

When Liam broke almost every bone in his upper back, he feared he would never walk again. Within minutes, our crew were on scene to give him a fighting chance at recovery.

By playing the lottery every week, you'll keep our helicopter in the sky and our critical care response vehicles on the road, giving more patients like Liam the best chance when the worst happens. 🙏

18+ BeGambleAware.org

They saved me.

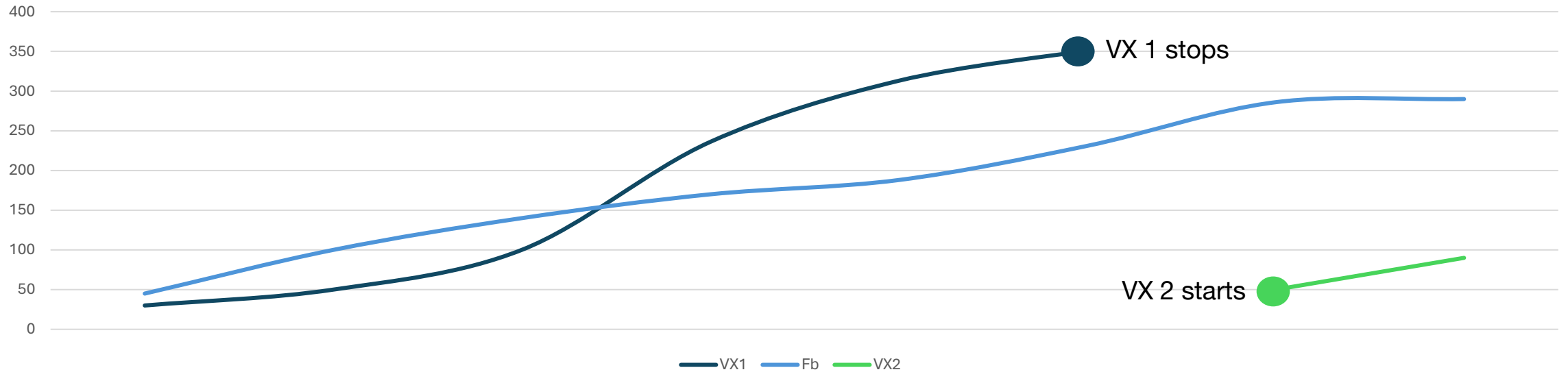
tvairambulance.org.uk
Play our lottery [Learn more](#)

470 18 comments 23 shares

Like Comment Share

Results

- In the first test this client achieved a total of 700 new players at a blended CPA of £35.66 across Meta Ads and Value Exchange

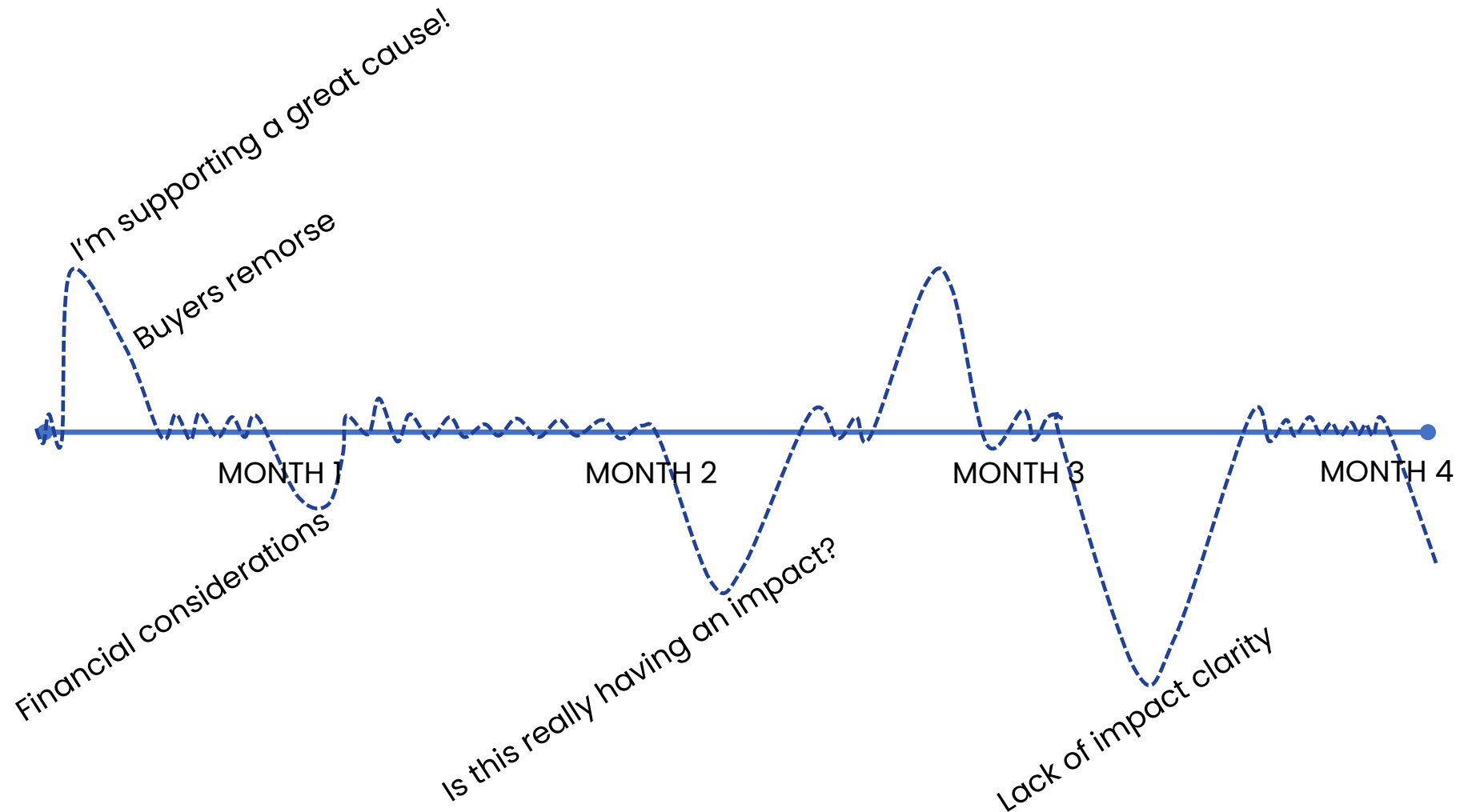


Break out

03

**Keep, grow
value and
avoid churn**

A typical lottery journey



Satisfaction = loyalty (Kano)

Kano zone	What it means	How it affects satisfaction & loyalty
Must-Be (Basic)	Expected “hygiene” factors. People assume they’ll be there.	Presence → they’re neutral. Absence → strong dissatisfaction and lost loyalty.
One-Dimensional (Performance)	“More is better” features. Customers consciously compare you on these.	Satisfaction grows in direct proportion to how well you do. If you slip, loyalty drops.
Attractive (Delighters)	Pleasant surprises users didn’t expect.	Delivering them creates a big jump in delight and word-of-mouth loyalty; absence doesn’t hurt.
Indifferent	Features customers don’t care about either way.	Provide or remove → little effect on satisfaction or loyalty.
Reverse	Things that some customers dislike if provided.	Adding them can lower satisfaction for those users.

Hotel check in experience



Hygiene factors – must be



Hygiene factors – delighters



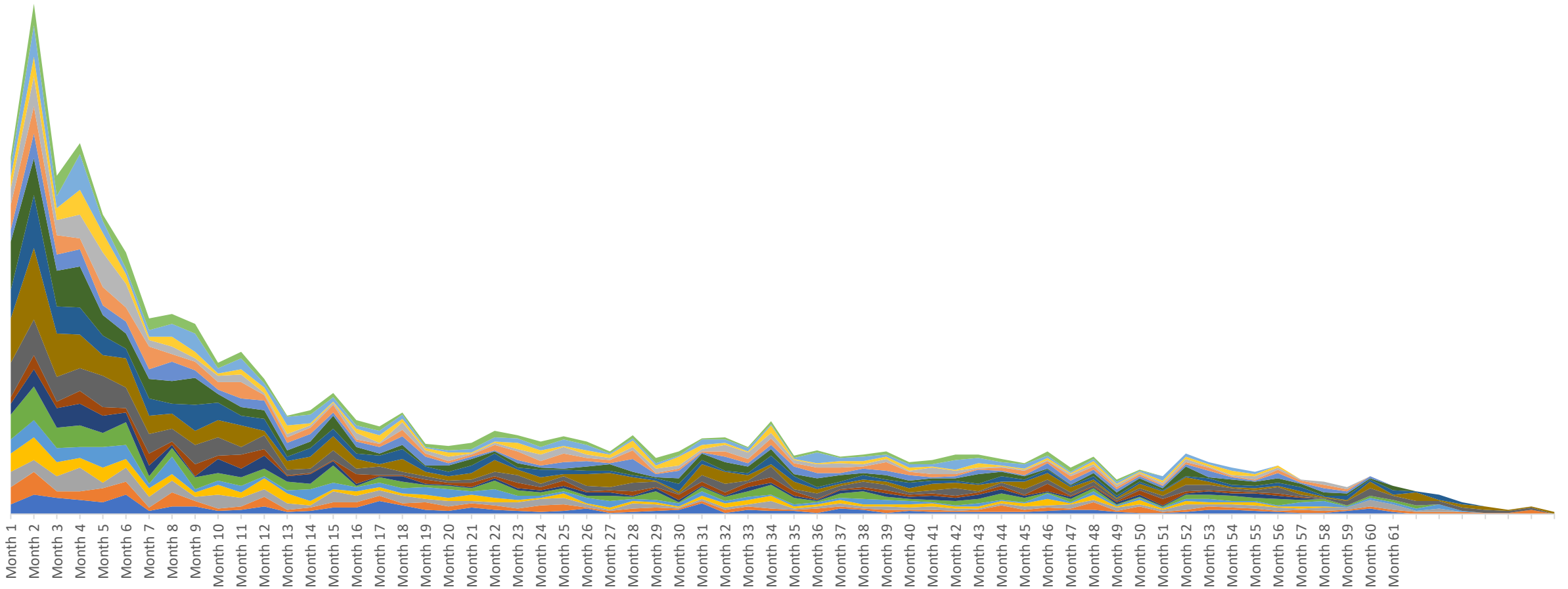
Delivering them creates a big jump in delight and word of mouth loyalty, but absence doesn't hurt.

Hygiene factors – reverse

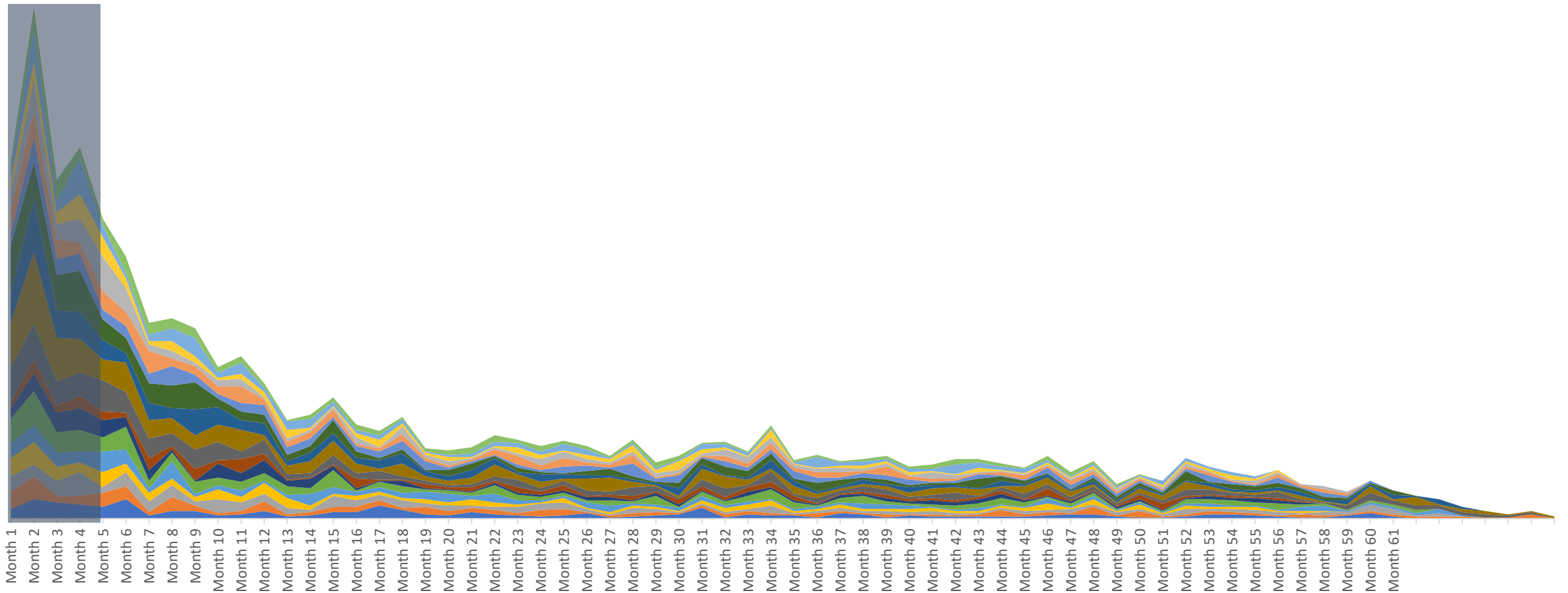


Simple attrition mapping by channel

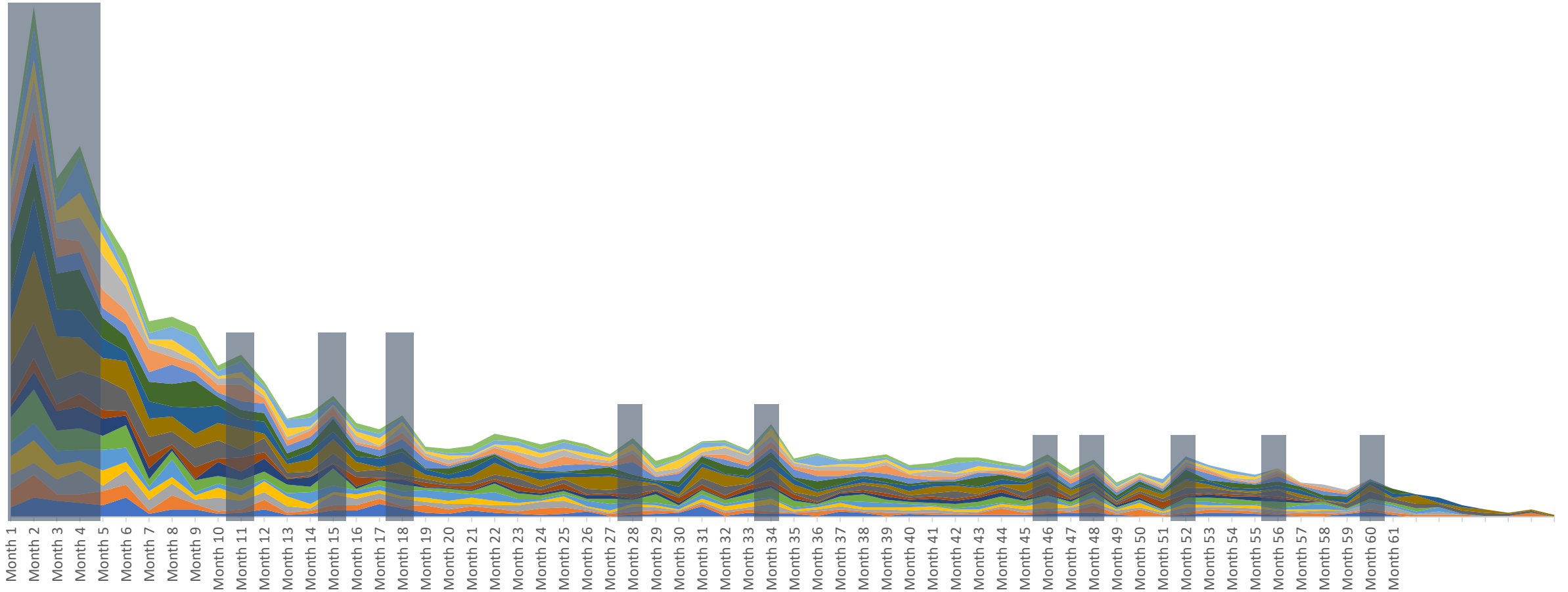
Group recruitment to month 0



Where does attrition impact most

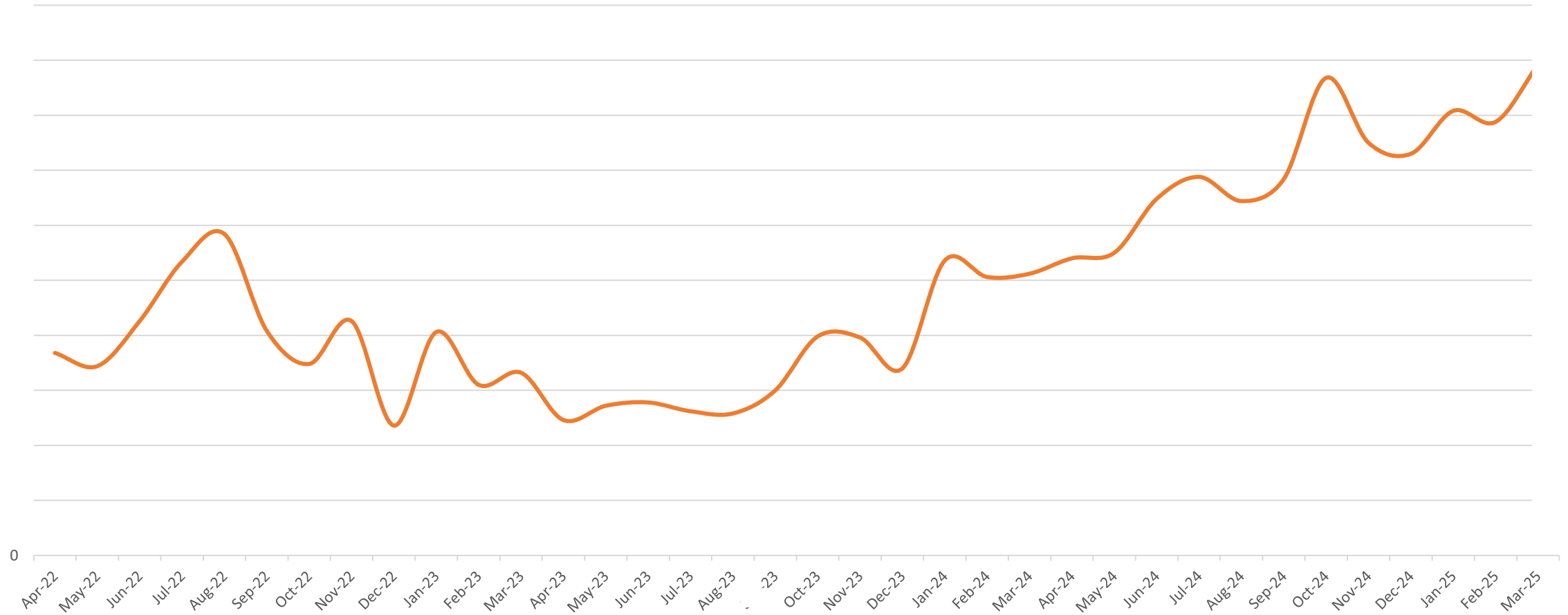


Any other trends?

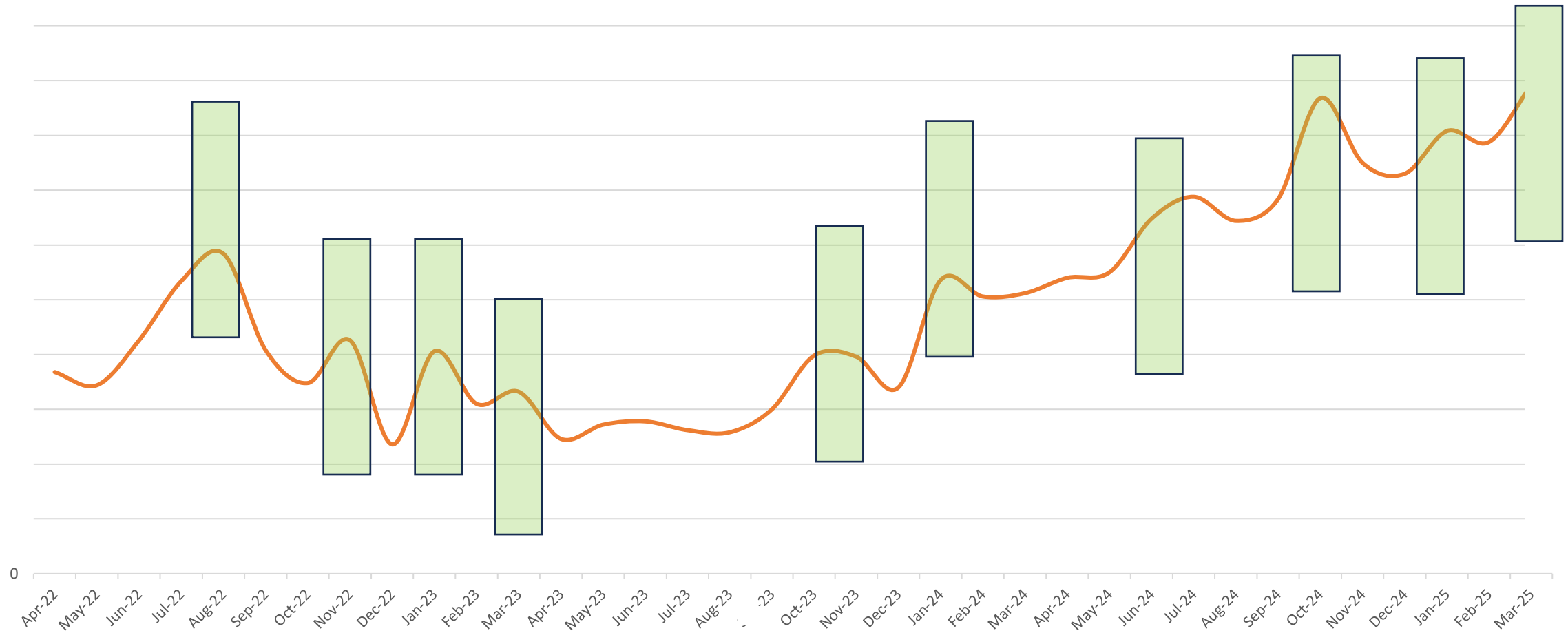


Simple attrition mapping by season

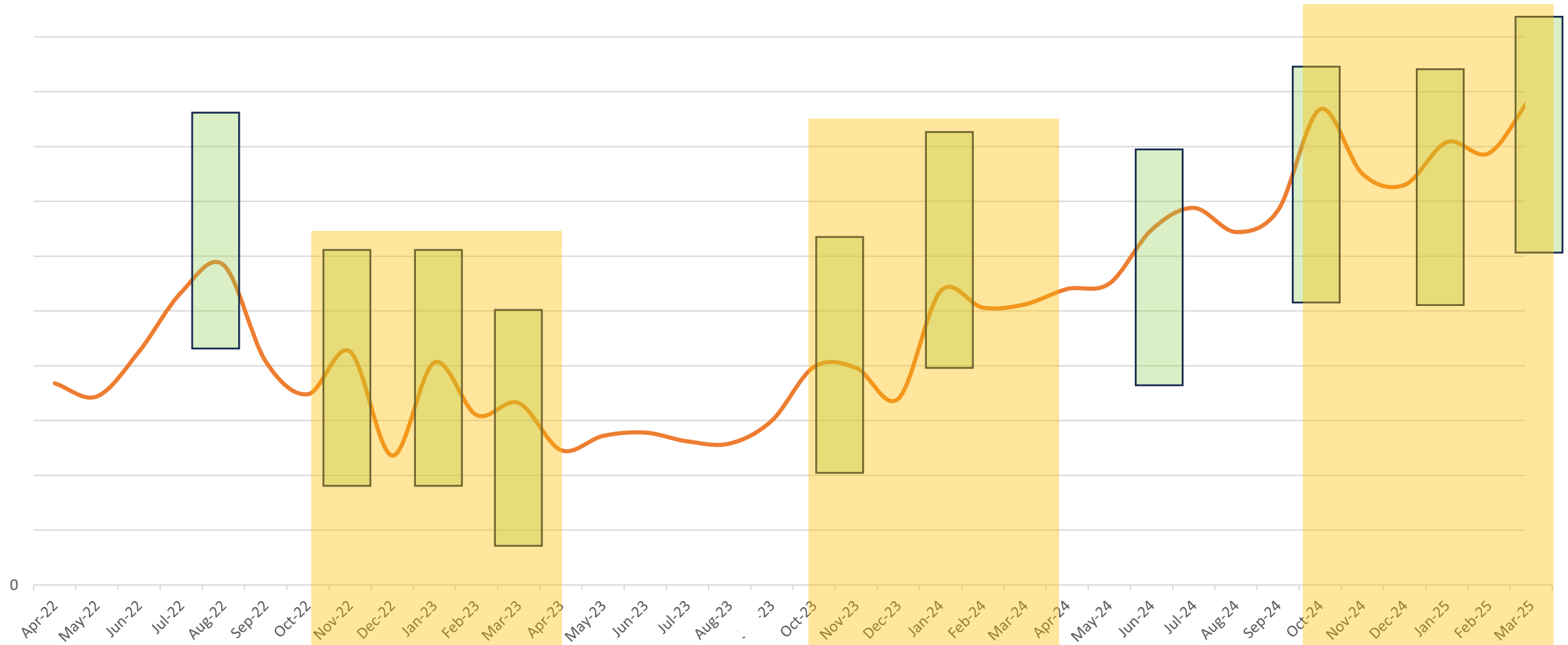
Start by mapping cancelations



Overlay attrition points



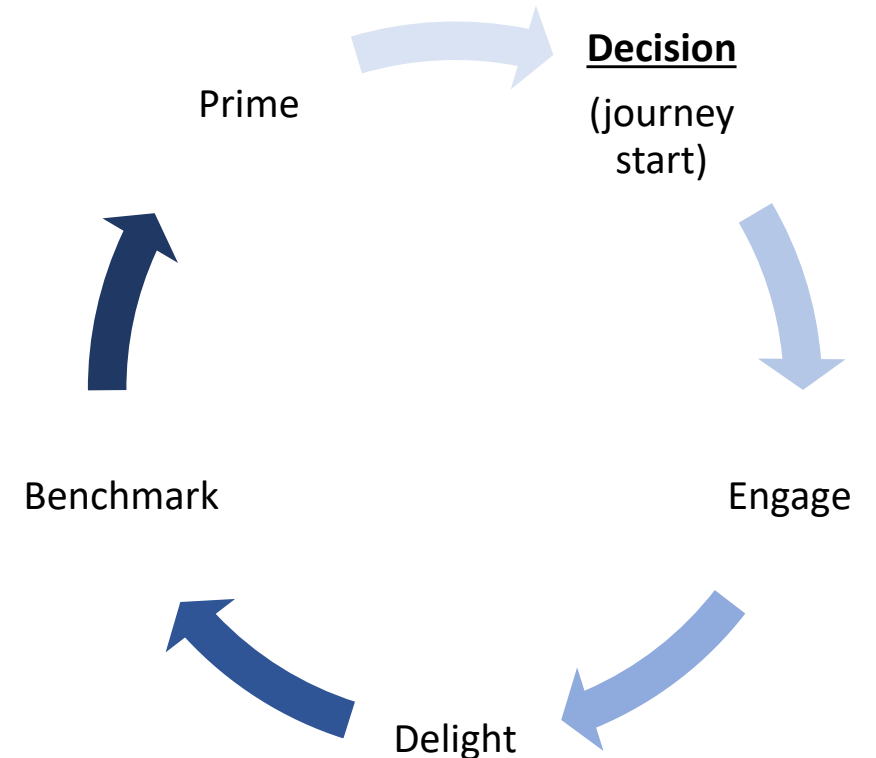
Cluster trends



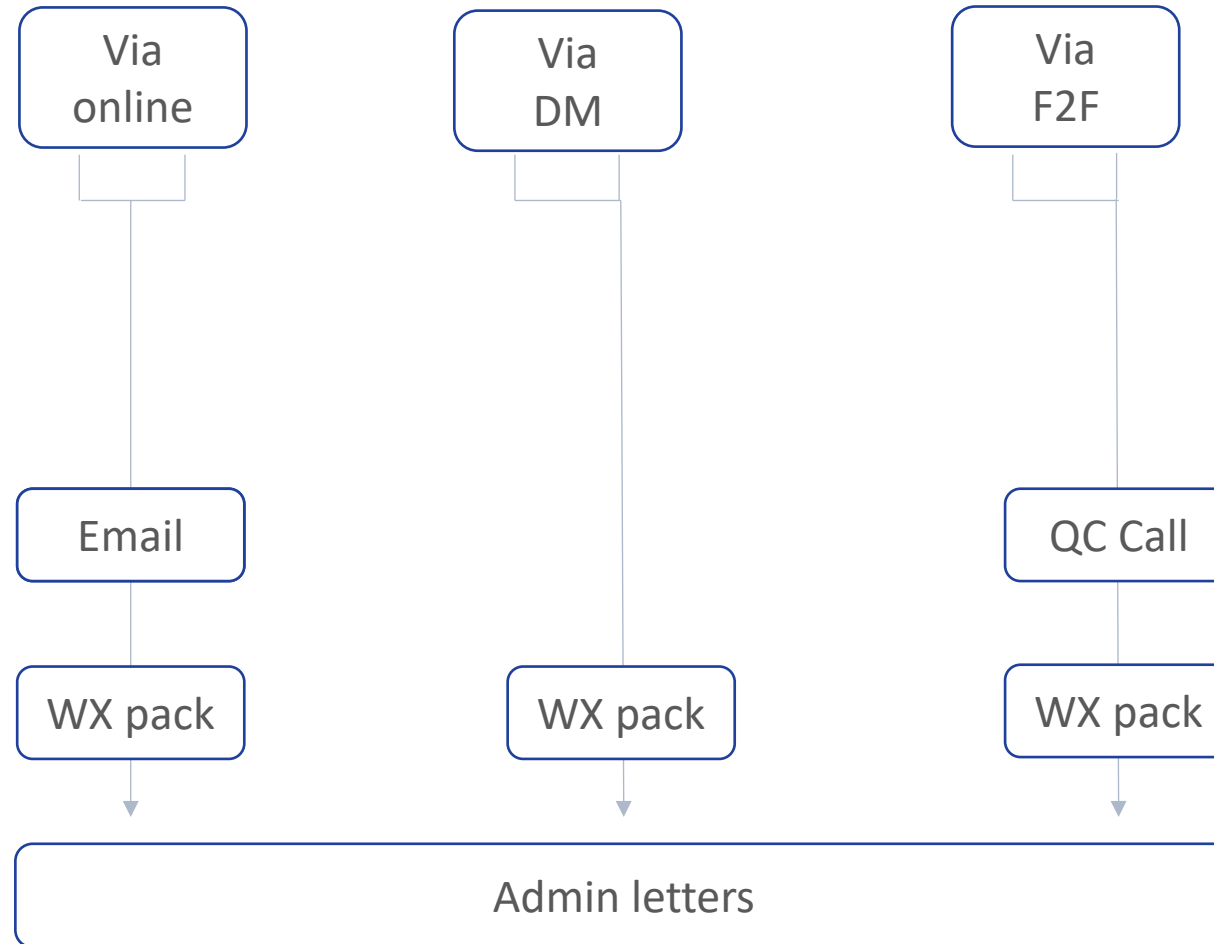
Welcome journey & nurture

Simple nurture framework

- Lottery as a form of supporting a charity is typically seen as arms length giving, individuals choose to support you with the additional benefit of getting something in return
- We should be mindful therefore of the style and approach to stewarding these supporters – not putting them straight into the organizational RG stewardship programme just because they give via direct debit
- Messaging is often lighter, and less frequent and our recommendation is for the first year, at least, to dedicate a journey specific to their relationship with you



Map the existing journey



Pull out key themes from lottery

- Identify key themes or messages you're using in your lottery recruitment comms
 - Players have engaged with this messaging and therefore congruence should apply to what they saw, and what they experience.
 - These key themes can then be overlaid on top of the simple nurture framework to create a robust plan.
-
- Celebration
 - Your role
 - Prizes
 - Journey
 - Community
 - Togetherness
 - Story (being part of)

Simple comms matrix

- When sending a stewardship communication – what are we sending, when and why?

Event	Timing	Comms message	Channel	Cycle stage
Sign up confirmation	On sign up	Confirming details received and being processed		Decision
Welcome pack	Within a week	Welcome and provide further information about the Lottery	DM (+ call if F2F)	Engage
Survey	Week 3	Why did you join?	Email	Engage
A year in review	Week 58 Draw 52	Remind them that the Lottery has a [lifesaving] impact and show them what difference they are contributing to Option to increase lines	Newsletter lead	Prime
Survey	Week 59 Draw 53	How are we doing?	Email	Prime

Time from sign up / Draw number

Day 0

Engage Day 7

Delight Week 3

Delight Week 5

Week 6

Week 7 – Draw 1

Week 10 – Draw 4

Benchmark

Channel level

Hybrid

DM only

Email only

Sign up date

Sign up email confirmation

Sign up email confirmation

Welcome pack (post)

Welcome pack (post)

Welcome pack (post)

Invitation to survey (online)

Invitation to survey (post)

Invitation to survey (online)

Welcome sequence

Lottery Hotline 01628 201 952
(Lines open 9am - 5pm Monday - Friday)

Home Play Now Prizes How to Play Rules Winners Visit Kidney Research UK

Welcome to the Weekly Lottery!

Play the Kidney Research UK lottery to help free lives from the restrictions, fear, anxiety and life-limiting nature of kidney disease. Together we'll achieve this by pursuing and pushing for medical breakthroughs.

For every £1 entry we'll allocate you a unique 6-digit number. Match three or more numbers and win one of our great cash prizes between £5 and £1,000. If you match all six numbers, you'll win an incredible £10,000!

You can play £1, £2 or £3 per week for more chances of winning. Simply click the "Play now" button to join by Direct Debit and ensure you never miss a draw. There is no need to claim as we will write to you if you win and pay any winnings directly to your bank account - easy!

Thank you for your support - and good luck!

PLAY NOW

Play more. Win more.

- Match three numbers in a row: Win £5
- Match four numbers in a row: Win £25
- Match five numbers in a row: Win £1K
- Match six numbers in a row: Win £10K

GambleAware

Call the National Gambling Helpline on 0808 8020 133
Open 24 hours, 7 days a week

Handy links

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Stay up to date

Let's Encrypt

Registered 20180220
FUNDRAISING REGULATOR

Lottery Hotline 01628 201 952
(Lines open 9am - 5pm Monday - Friday)

Kidney Research UK is a registered charity no. 253922. Scottish charity no. SC037046.
Kidney Research UK is licensed and regulated in Great Britain by the Gambling Commission under account number 6565.
Responsible person: Lucy Steevens, Kidney Research UK, Stuart House, City Road, Peterborough, PE1 1QF

Welcome to the Weekly Lottery

Dear Mr. Smith,

Thank you for supporting Blood Cancer UK by joining our brand new Weekly Lottery!

We will write to you in the next 21 days with your lottery number(s) along with confirmation of the date of your first draw, your Direct Debit payment schedule and a copy of the Direct Debit Guarantee. Please retain this information for future reference.

Draws will take place every Friday. All winners will be notified automatically so there is no need to claim and your winnings will be paid direct into your bank account we may also contact the £10,000 and £1,000 winners by telephone (if a number has been supplied).

Thank you for helping Blood Cancer UK to raise much needed funds. We really value your support. If you know of anyone who you think may also wish to have a chance to win one of our great prizes and support our good work, do please forward them the link <https://lottery.bloodcancer.org.uk>

Thank you so much for your wonderful support and good luck!
Everyone at Blood Cancer UK!

Blood Cancer Weekly Lottery is licensed by the UK Gambling Commission under the Gambling Act 2005. Responsible person Matthew White, 5-11, Theobalds Rd, London WC1X 8SH.

Please be aware all players must be aged 18 years or over. Receipt of this email means information has been provided that confirms you, the entrant, is over 18 years of age. If, for any reason you have received this confirmation and are under age please notify us immediately.

feedback@bloodcancer.org.uk

Welcome to the .ottery

Call our Weekly Lottery Hotline: 01628 201 952
lottery.kidneyresearchuk.org

PLAY TO FREE MORE LIVES FROM KIDNEY DISEASE

01628 201 952
Lottery Hotline
9am - 5pm Monday - Friday

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lottery@kidneyresearchuk.org
lottery.kidneyresearchuk.org

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Lottery number	£1	£2	£3	£4	£5	£6	£7	£8	£9	£0
Match three numbers in a row	£5	£10	£15	£20	£25	£30	£35	£40	£45	£50
Match four numbers in a row	£25	£50	£75	£100	£125	£150	£175	£200	£225	£250
Match five numbers in a row	£1K	£2K	£3K	£4K	£5K	£6K	£7K	£8K	£9K	£10K
Match six numbers in a row	£10K	£20K	£30K	£40K	£50K	£60K	£70K	£80K	£90K	£100K

PLAY TO FREE MORE LIVES FROM KIDNEY DISEASE

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lottery.kidneyresearchuk.org

BeGambleAware.org

X10 variants

- Integrated email welcomes and welcome calling can be switched on by channel/source

Post sign up



Upgraded welcome



Car sticker on first win



Impact postcard



Annual newsletter

Entry and Exit surveys

Hi *[FNAME]*

Thanks again for playing the Weekly Lottery. If you didn't get SUPER lucky and win a prize in your very first draw, don't worry – there's always next week! In the meantime, we'd love for you to complete this short and confidential survey.

[TAKE THE SURVEY](#)

Your responses will help us get to know you better so we can send you communications more suited to your interests. We'd really value your input so please do share your views – it should only take a few minutes!

Thank you so much again for playing the Weekly Lottery – you are helping to give real hope to people with

Best wishes,

Share your thoughts in our survey.

Hi *[FNAME]*,

We hope you're enjoying playing the Weekly Lottery – by playing you are helping give three people with a second chance of life every day.

So, on behalf of everyone at the charity, we'd love to say a warm thank you.

Some time ago, we asked lottery players like you about the kind of communications you'd like to receive from us and your reasons for playing. After getting lots of great feedback, we made some changes to make our emails to you as relevant as possible. A few months on, we'd love to get an update on your thoughts!

[TAKE THE SURVEY](#)

Take the survey above and you'll help us to keep improving what we send you. We hope you'll take a few minutes to answer a few confidential questions about what's working and what's not.

Thanks for your time and again for playing the Weekly Lottery. You help to make lifesaving happen. Best of luck in the draw!

Enhanced journey's

- Once the basics are in place and you start to measure effectiveness of the communications – open rates, impact on retention and survey results you can start to build more enhanced journeys
- These journeys can include using SMS and telephone but really we're referring to using attitudinal and behavioural scoring to monitor journeys and loyalty
- You can start to develop key drivers of loyalty such as 'involvement', 'satisfaction', 'difference I'm making' etc and begin to survey players to measure their feelings toward the brand/lottery and level of loyalty
- Creating a scoring mechanism in this way truly allows you to refine and optimise the journey's with a view to increasing scores and loyalty

Micro donation growth

Keep the change

- Keep the change, allows supporters to increase the value of their monthly gift each month with an additional donation.
- For example, if purchasing 1 entry at £4.34 per month, they can round their payment up to £5.00 per month with £0.66 treated as a donation.
- This also alleviates the issue of having to over explain the £4.34 calculation
- Adoption of KTC runs at c85% across all lotteries we manage, with one charity raising £100k in 18 months through £0.66 round ups!
- Telemarketing activity to non KTC players achieves a 70%+ activation rate with ROI in c3 months

My Choices	
Number of entries	1 per week
Monthly cost	£4.34
Donation	£0.66
Gift Aid	Yes
Total	£5.00

Breakout

Close