

The background of the slide is a photograph of three women with long dark hair, seen from behind, embracing each other in a warm hug. They are wearing light pink t-shirts. The scene is brightly lit, suggesting an outdoor setting.

Gatherwell

Putting the ♥ into lotteries

**A presentation to
West Lindsay District Council
Ben Speare
17.05.18**

Who we are and what we do

Who are we?

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

Our mission

Founded by the 3 directors in 2013 with the mission of helping good causes by **raising money within the community for the community.**



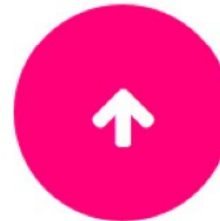
Community based fundraising

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

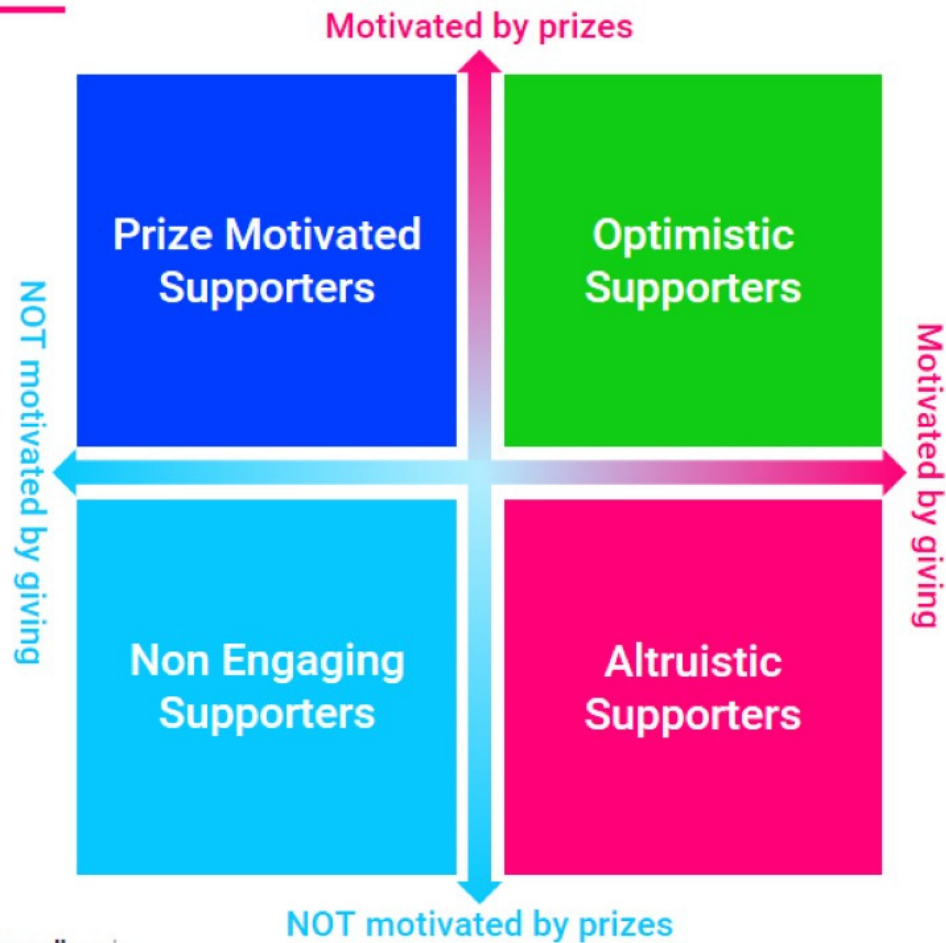
Maximise participation by accessing all sectors of participants (prize motivated to altruistic).



Market leading campaign support

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

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.

Vale Lottery

Launched in November 2015. The Vale Lottery is 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 100 good causes now signed up for their own page, with money raised already going to support their work. Ticket sales still rising daily.



Satisfied customers

Overwhelming customer satisfaction feedback from good causes and supporters.

www.gatherwell.co.uk

The screenshot shows the Vale Lottery website homepage. At the top, there is a navigation bar with the Vale Lottery logo, 'Buy tickets', 'Are you a good cause?', 'Log in', and a 'MENU' icon. The main header features a large image of an elderly man and a younger man, with the text 'Welcome to Vale Lottery'. Below this, three key messages are displayed: 'Win up to £25,000!', 'Support local causes in Aylesbury Vale', and 'Only £1 per week!'. A 'Support The Vale' button is positioned below these messages. The 'Latest Draw' section shows the winning numbers '9 9 4 8 7 3' for the draw on Saturday, 14 January 2017, with a link to 'Click here for more details'. The 'How it works' section is divided into three steps: 1. 'Choose your 6 numbers' (illustrated with a lottery ball graphic), 2. 'Win up to £25,000!' (illustrated with a person holding money), and 3. 'See your community shine' (illustrated with a house and sun). A 'Join Now' button is located at the bottom of the 'How it works' section. The 'Latest news' section is partially visible at the bottom.

Buy tickets Are you a good cause? Log in MENU

V A L E
LOTTERY

Welcome to Vale Lottery

Win up to £25,000! Support local causes in Aylesbury Vale Only £1 per week!

Support The Vale

Latest Draw
Sat 14 January 2017

9 9 4 8 7 3
Click here for more details

Winner! Mr M (Tring)
1st Ivinghoe and Pitstone Scout Group
Won 3 extra tickets!

How it works

- 1 Choose your 6 numbers
- 2 Win up to £25,000!
- 3 See your community shine

>> It only takes seconds to join! [Join Now](#)

Latest news

Vale Lottery In Numbers

105
Draws

Everyone is happy!
The community is onboard, causes are happy and players are happy.



150+
Causes

We already have over 150 active causes signed up with more joining everyday. New causes can be online raising money is less than a day!



2750+
Tickets

2750 tickets/ week and growing. Most of these are recurring payments so this is a stable source of revenue.



£86,000+

Raised per year for good causes

Genuinely new funds raised within the community for the community



Next...

More causes, more tickets and better prizes!

Gatherwell - A growing network of Local Authority Lotteries





How it works

How The Lottery Works

Weekly Online Lottery (e.g. www.valelottery.co.uk)

Weekly online lottery with a draw every Saturday at 8pm. The more numbers you match the bigger the prize!

How It Works

Supporters



Tickets - £1 a week

Each ticket costs £1 per week and consists of 6 numbers. Player's can choose numbers or do a lucky dip.

Choose a cause

Each ticket can either support the Central Fund (many causes) or a specific good cause listed on the site.

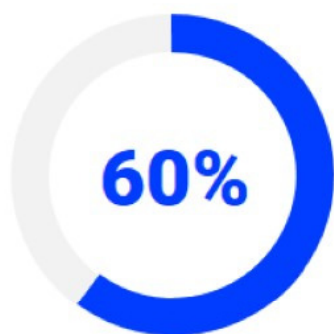
Payments

Supporters can pay by Direct Debit or payment card. Either a monthly recurring payment or a 1/3/6/12 month payment upfront.

Winning

Winners will be notified via email and are paid directly into a nominated account or they can donate their winnings to the good cause.

Splitting The Pound



Good Causes

60% of all ticket sales goes to good causes!

50% to the individual cause selling the ticket

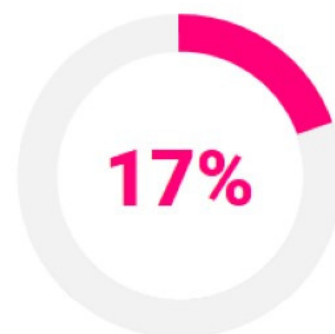
+

10% to the central fund



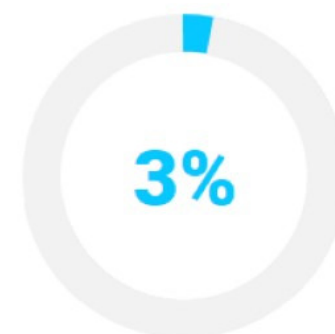
Prizes

20% of all ticket sales go back to the supporters as prizes!



Gatherwell

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



VAT

Gatherwell costs are VATable

Prizes!

Odds of
winning a
prize are
1 in 50

Number of matches	Matching patterns	Odds	Prize
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

i

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

Bolt-on Prizes

- In addition to the core lottery proposition it is possible to run additional 'bolt-on' prize draws.
 - These can be used at any time to encourage participation (particularly useful at launch, e.g "sign up before the first draw and you will be entered into a separate prize draw to win an Ipad!")



How The Lottery Works

Visit The Site (www.valelottery.co.uk)

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 take a few minutes.

Get Approved

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

Market To Supporters

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

How It Works Causes



Raise Funds

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

Bespoke Marketing Materials

Motivating Headline

Spring into action!

Join Vale Lottery and help our cause grow!

V A L E
LOTTERY

Carers Bucks

Good Cause Logo

Seasonally Relevant

- ✓ 50% of all tickets sold from our Vale Lottery page go to us!
- ✓ A further 10% goes to other good causes in the Vale!
- ✓ Tickets only cost £1 per week and can win prizes up to £25,000!
- ✓ Anyone can join, not just Vale residents!

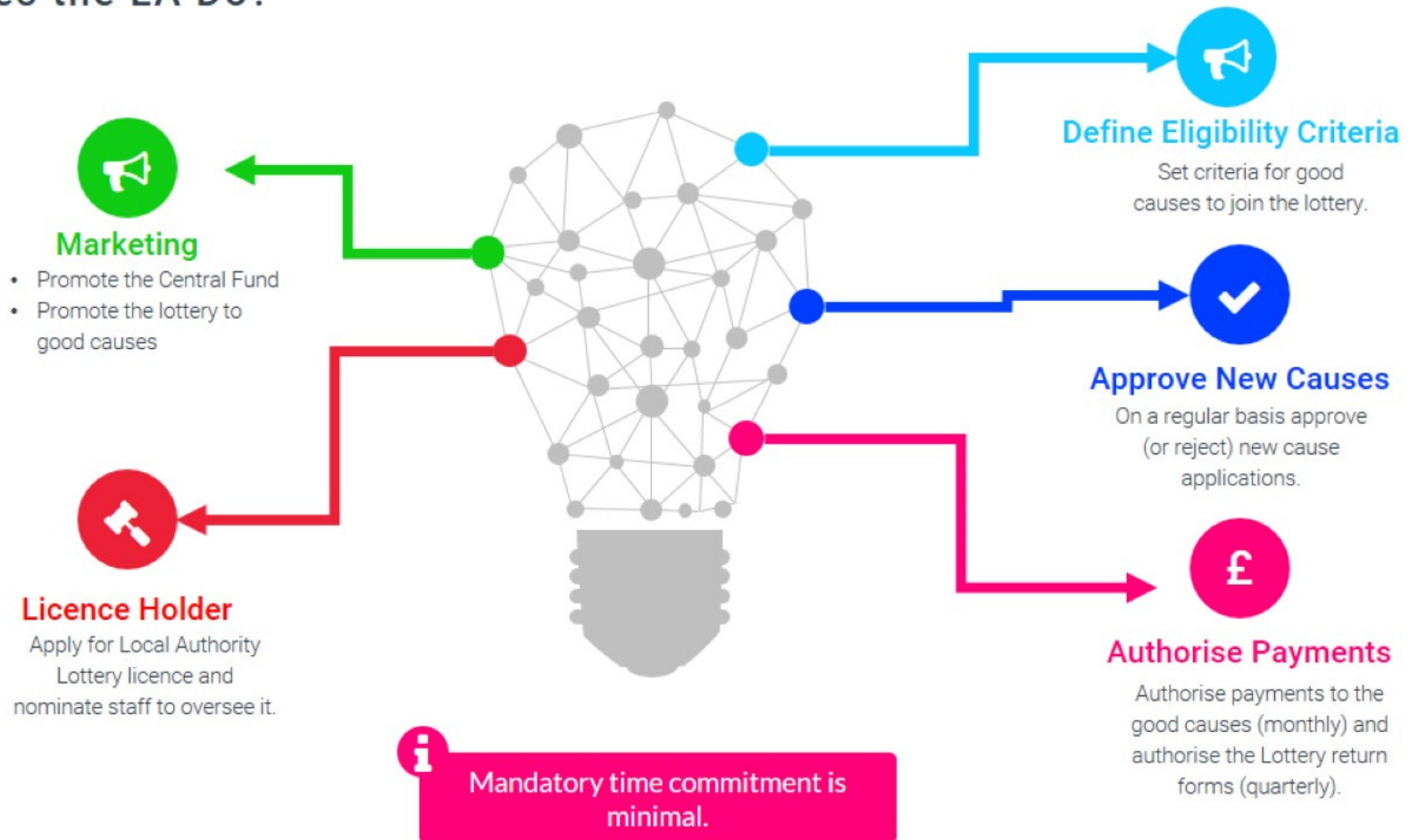
Easy Search Term

To Start Supporting, visit:
www.ValeLottery.co.uk
And Search For:
Carers

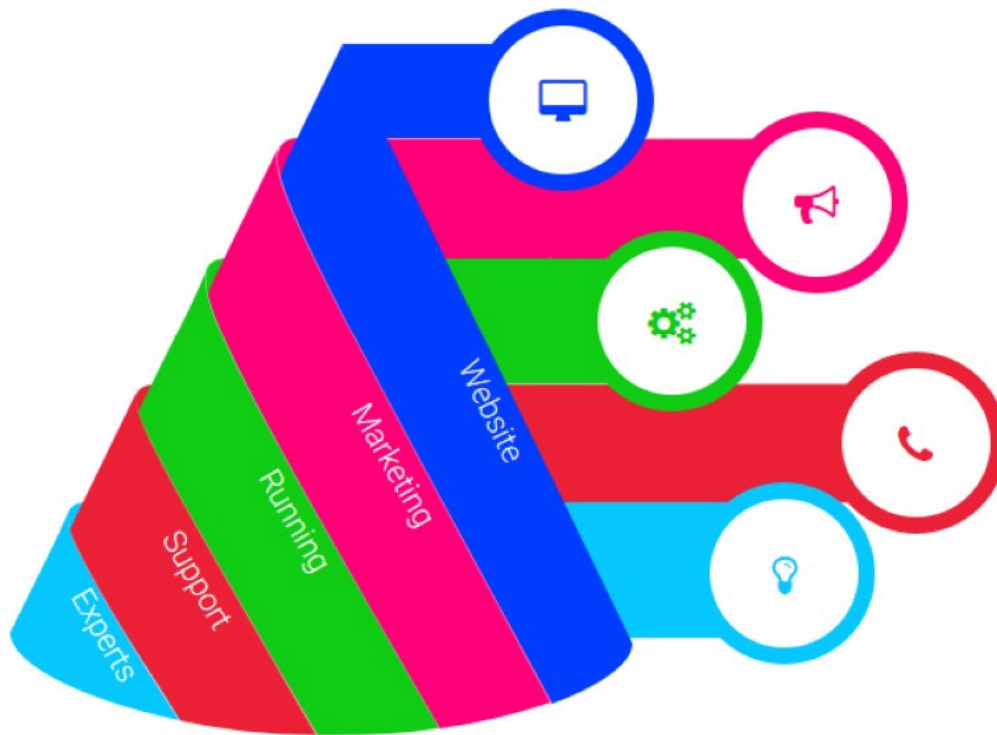
QR code for Smartphones

Supporters must be 16 years of age or older

What Does the LA Do?



What Does Gatherwell Do?



Website



Marketing



Running The Lottery



Support



Your Lottery Expert

What Does Gatherwell Do?



www.gatherwell.co.uk



Website

- Bespoke website designed in partnership with you
- Powered by the Gatherwell LAP 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 compliant site
- 99% uptime SLA, monitored 24/7
- Responsive website
Viewable on all devices (mobile, tablet and desktop)

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
- Bespoke good cause marketing materials:
 - Printable and Digital leaflets
 - Image files for use on social media
 - Branded for each good cause with their own logo, name and other details
 - Unique links and QR codes which point to the cause's page
- Marketing assistance for all other campaigns:
 - Social media campaign management
 - Artwork provisioning for promotional banners, car livery, magazine articles etc

Spring into action! **V A L E** LOTTERY **Carers Bucks**

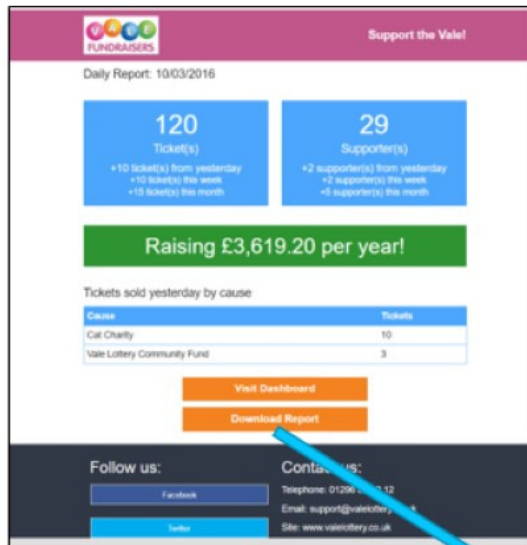
Join Vale Lottery and help our cause grow!

- ✓ 50% of all tickets sold from our Vale Lottery page go to us!
- ✓ A further 10% goes to other good causes in the Vale!
- ✓ Tickets only cost £1 per week and can win prizes up to £25,000!
- ✓ Anyone can join, not just Vale residents!

To Start Supporting, visit:
www.ValeLottery.co.uk
And Search For:
Carers

Supporters must be 16 years of age or older

What Does Gatherwell Do?



Running The Lottery

- Payments
 - Payment methods to suits all preferences (Direct Debit 57%, Debit & Credit 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
 - Full 'bolt-on' prize capabilities (e.g. win a car/iPad/theatre tickets)
 - 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

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



What Does Gatherwell Do?



Your Lottery Expert

- We are on hand to help you with everything and anything related to the lottery
 - In the initial phases of the lottery this includes help and support gaining the required Gambling Commission licence.
 - We provide personalised training to the management licence holders.
 - As your lottery partner, we'll be working with you to drive ticket growth and also be on hand for advice and support on anything related to the lottery.
 - As our network of LA's grows there will be opportunity for LA's to share best practice and advice through user forums as well as creating development ideas for the platform.

Timeline to a launch

Go! Green light to proceed

Once we get the green light to proceed we'll create a project plan



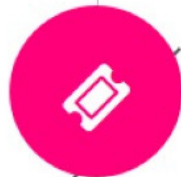
Week 1

Establish Branding requirements and Initiate the Gambling Commission (GC) License application



Weeks 2-12

Progress GC application, Website development, payment accounts, Telephone number



Weeks 12-18

Website Testing, payment account integration, GC Licence issued
Plus Launch Event for Good Causes



Week 20

Launch website and marketing to public - Start selling tickets!



Week 26

First Draw and the Lottery is LIVE!



Cost of a launch



- Gatherwell Setup Fee - **£3,000 + VAT**
 - Website design, hosting, maintenance and development.
 - Payment gateway investments (dedicated Direct Debit and payment card accounts)
 - Dedicated support telephone number, email & social media accounts
 - Marketing strategy support and generic design creation
 - Gambling License application support
 - Training for licence holders
- Gambling Commission Licence – **£692 /year + (application fee £244) ***
- Lotteries Council Membership – **£350 /year + (application fee £25)**
- Launch marketing investment – **est minimum £3000 /year** (as much or as little as you want!)
 - Bolt on launch prizes
 - Good Cause launch event
 - PR & press events
 - Focused above the line marketing e.g press, radio, refuse vehicle branding, etc.
 - Social media campaigns



Putting the ♥ into lotteries

We're excited to help your local
good causes flourish

Questions?

