Are you using your lottery dashboard?

Dashboard? What Dashboard?

Did you know that we create your very own marketing leaflets just for you to download and use to shout about your lottery page?

The secret to fundraising for your cause is to never stop recruiting supporters. Not only do they promote the lottery for you but your cause gets talked about and promoted and you scoop 50p from every ticket they buy. It makes sense to encourage as many people as possible to play and support you. Your lottery dashboard has everything you need to promote your lottery story.

Every Good Cause is provided with their own lottery webpage. 'My Dashboard' helps you to monitor the number of supporters you have; track how many tickets you are selling and look at the number of winners your good cause has each week.

With a few simple clicks you can regularly promote your lottery page and encourage new supporters.

Forgotten about your dashboard page?

Here is a step-by-step guide to your dashboard and how it can help you!

Dashboard – When you first land on the Dashboard page, the name of your dashboard will be across the top along with any immediate actions for you to do. For example, it may say: Congratulations you've hit your ticket target! Make sure to set a new target.

Below this you will see how your Good Cause's page is doing. There is a week by week chart of ticket sales. Underneath, there are three boxes which show your ticket target (you can amend this yourself) – the number of supporters and the funds you are raising annually.

Below your summary is a button which allows you to **'Update Cause Information'** – you can use this to tell your supporters more about what you do and how you support the community in the area that your operate. Provide new updates and any interesting news.

Supporters button – The information on the supporters page provides details of all the people that are supporting your cause. You can use the supporters' details to:

- Chase supporters who haven't bought tickets - *we also chase them for you, but a direct plea from you will mean even more*
- Thank supporters for supporting your cause
- Give your supporters updates on how their support is helping
- Manage supporter benefits - free entry to events etc.

Leaflets button – in this section you will find lots of customizable leaflets for you to print off. It is super easy to use - you can even change the text to include your own messages. Either, download and print the leaflet we have designed for you or change the text to suit your key messages. Once you are happy with your design you can download and print your leaflet or download the image to use on your webpages, Facebook pages and in other collateral.

A new leaflet design is available every few months so that you can keep up the momentum for advertising your Good Cause lottery.

Marketing help – the information in this tab provides some hints and tips to help you make the most of promoting your lottery page.

Update cause – allows you to change the description of your good cause or add new information. It also allows you to change bank account information if needed.

Winners button - The winners button is just that. It provides details of your supporters that have successfully matched some numbers.

So your **DASHBOARD** is a very useful marketing tool and can provide lots of tools to help you to promote your good cause. If you have a great idea that we could add to the DASHBOARD why not let us know – we'd love to hear your ideas.

Don't forget. People won't support your lottery unless you tell them you are there so make sure you………….

Email - remember to direct supporters to your lottery page. Attach the URL and one of your leaflets to your emails.

Letters/Newsletters - remember to always mention your lottery page and include the web address. Why not pop one of your leaflets in with your letter or include in the newsletter.

Social Media – Build your support on-line. Facebook and other social media apps is a great way to keep your supporters in touch with your good cause.

Noticeboards - just print out one of your leaflets and pin it up. If you don't have a board, why not use Facebook instead?

Website links – does your cause have a website? If so, have a page dedicated to your lottery and share the link to your Facebook and Lottery page.

Face to face - nothing beats talking to your supporters directly. Whenever you are meeting, why not print off some leaflets and hand them out in person.

Finding supporters in the wider community
The most successful causes use the lottery as a chance to reach out to the wider community, raising more funds and widening your exposure to the community at the same time.

Some great examples of this are:
- Posting leaflets through local residents' letter boxes.
- Reminding supporters to spread the word to family and friends (anyone in the UK can support your cause).
- Use Facebook! Ask your community to share and like your Lottery page on Facebook. Regularly post updates about what you're doing with your funds etc.
- Print off the leaflets from your dashboard (see My Dashboard) and ask local businesses to help you advertise.
- Write a feature for your local newspaper and ask them to help you spread the word.

So now you now all you need to know about how to make your lottery a huge success. GOOD LUCK and HAPPY SHOUTING!