



GivingLottery

Powered by TheGivingMachine

Cause
Welcome Pack



Welcome to the GivingLottery

This pack gives you everything you need to run a successful cause lottery.

Who we are: TheGivingMachine is a registered charity (1159320) with a vision for all good causes to access regular, unrestricted funding for a sustainable future.

We operate the GivingLottery, hold the required gambling licence, and complete all reporting.

The GivingLottery is a free-to-join fundraising lottery for not-for-profit organisations. Players can win up to £25,000 from £1 a week, and causes receive 40% of ticket sales.

With 25 players, you could raise over £1,000 a year.

Our webinar, [What makes a successful cause?](#) may be helpful.

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What can supporters win?

- Supporters have the chance to win prizes of up to £25,000 for just £1 per week.
- Each month there is also an additional bolt on prize which is included in the cost of the ticket.
- Every ticket has 6 numbers and a 1 in 50 chance of winning a prize every week!
- That's better than the National Lottery and the Health Lottery.

See our prize breakdown below:

Number of matches	Prize	Matching patterns	Odds
6	£25,000	✓✓✓✓✓✓	1,000,000:1
5	£2,000	✓✓✓✓✓✗ ✗✓✓✓✓✓	55,556:1
4	£250	✓✓✓✓✗✗ ✗✗✓✓✓✓	5,556:1
3	£25	✓✓✓✗✗✗ ✗✗✗✓✓✓	556:1
2	3 extra tickets	✓✓✗✗✗✗ ✗✗✗✓✓✓	56:1



How to Promote Your Cause Lottery

Consistent promotion is the key to growing your Cause Lottery. Regular, clear reminders help keep your lottery front of mind.

Create an Annual Communications Calendar: Planning ahead makes promotion easier, more consistent, and less time-consuming. Aim to schedule lottery promotion little and often, rather than in big bursts.

Create Seasonal Campaign Ideas: Giving your lottery a seasonal “theme” keeps your messaging interesting and relevant.

How Often Should You Promote Your Lottery? Keep messaging varied and value-led. People need to see something several times before taking action.

- Social media: 1 post per week
- Email newsletters: Once a month/quarter
- Website: Permanent visibility
- Printed materials: Wherever you list ways to support you.

How to Keep Messaging Fresh: You don’t need new words every time, just a new angle. Think of it as telling the same story, but from different perspectives.

- Rotate between impact, affordability, ease, and fun
- Use different formats (images, videos, stories, testimonials)
- Ask questions (“Have you joined yet?”, “Did you know...?”)
- Share supporter stories or quick stats
- Highlight prizes alongside cause impact



How to Promote Your Cause Lottery

Template Reminders & Ready-to-Use Copy: Having pre-written messages saves time and makes consistency easier.

- **Short social media reminder:**

Support our cause for just £1 a week by joining our cause lottery. You could win cash prizes while helping us make a real difference. [Join here]

- **Impact-focused message:**

Our Cause Lottery helps fund vital work all year round. One small weekly entry = long-term support for our mission. Play today: [Link]

- **Email newsletter snippet:**

Support us all year round.

By joining our Cause Lottery, you're helping us plan for the future, with the chance to win weekly prizes too.

- **Event or seasonal reminder:**

This [season/event], support our work in a simple way. Join our Cause Lottery and help us continue making a difference.

Tip

Consistency beats creativity every time. You don't need to say everything, you just need to keep showing up.

Take a look at the creatives available in your lottery dashboard, plus we have more additional images for you to use [here](#).



How to Convert Supporters Into Lottery Players

Your supporters already care about your cause, the goal is to help them see your Cause Lottery as a simple, meaningful way to support you regularly, with the added bonus of a chance to win.

Use Messaging That Resonates With Supporters: Focus on why it matters, not just what it is. Speak like you would to an existing supporter – warm, honest, and impact-led. “Support us every week” is often more powerful than “Play our lottery”.

Explain the Impact Clearly: Supporters are more likely to join when they understand exactly how their ticket helps. Be clear about what the lottery funds support and why regular income is important to your cause.

Encourage Small, Regular Giving: The strength of a Cause Lottery is its affordability and consistency. Positioning the lottery as a low-pressure option makes it accessible to more supporters.

Frame the Lottery as “Support First, Fun Second”: Your Cause Lottery is primarily about supporting your mission – the prizes are a bonus. I.e “By joining our Cause Lottery, you’re helping us continue our work every week, with the chance to win cash prizes too”..

How to Convert Supporters Into Lottery Players

Small, consistent actions have the biggest long-term impact.

Ten Simple Ways to Drive Ticket Sales

1. Add a clear lottery call-to-action to your website
2. Mention the lottery in every email newsletter
3. Pin a lottery post to your social media profiles
4. Share one impact story linked to lottery funding each month
5. Include the lottery link in email signatures
6. Promote at events, talks, and community activities
7. Ask existing lottery players to share with friends (they'll also be entered to win a £200 Amazon gift card!) Get the link in your lottery page.
8. Use seasonal prompts (Christmas, summer, awareness days)
9. Add lottery info to supporter welcome emails
10. Regularly remind supporters that joining only takes minutes

Your supporters already believe in your cause. Your job is simply to show them that your Cause Lottery is one of the easiest ways to help week after week.



Building a Strong Supporter Journey

A strong supporter journey helps players feel valued, informed, and connected to your cause, not just entered into a draw.

Welcome Emails for New Lottery Players: First impressions matter. A warm, timely welcome email reassures supporters that they've made the right decision. Send the welcome email as soon as possible after sign-up and include a thank you for joining.

Stewardship Touchpoints That Build Trust: Stewardship thanks supporters and keeps them informed, without asking for more. Send thank-yous, impact updates, seasonal messages, and "you make this possible" reminders to show lottery players they're part of your ongoing story.

How to Keep Lottery Players Engaged Long-Term: Long-term engagement comes from feeling connected. Share real stories, highlight milestones, use friendly, human language rather than formal fundraising copy, vary content between impact, gratitude, and gentle reminders.

Re-Engaging Lapsed Supporters: Some supporters may pause, cancel, or disengage. A gentle re-engagement can bring them back. Keep messaging positive and non-judgmental, remind them of the impact they helped create, highlight what's new or what's changed, reiterate how easy it is to rejoin. Re-engagement works best when it feels like an invitation, not a sales push.



Using Social Media Effectively

Social media is one of the easiest and most effective ways to promote your Cause Lottery. You can share regular reminders, show impact, and reach both existing supporters and new audiences, without a big time commitment. One lottery-related post a week is enough to stay visible.

Post Ideas Specific to Cause Lottery: Lottery content works best when it's simple, positive, and impact-led.

Post ideas you can rotate regularly:

- "Did you know?" posts about how the lottery supports your cause
- Weekly or monthly reminders to join
- Impact snapshots funded by lottery income
- Supporter thank-yous and shoutouts
- Behind-the-scenes moments your lottery make possible
- Prize reminders (without over-selling)

Creating a Simple Social Media Content Plan: A content plan helps you stay consistent without needing new ideas every week.

An example of a simple monthly plan:

- **Week 1:** Impact story or stat
- **Week 2:** "Just £1 a week" reminder
- **Week 3:** Supporter thank-you or behind-the-scenes post
- **Week 4:** Prize reminder or seasonal message

This structure keeps your feed varied while regularly highlighting your Cause Lottery.



Using Social Media Effectively

Reuse captions: See page 6 for examples

Graphic Ideas: Keep visuals simple, clear, and friendly. Try “Support us for £1 a week,” an impact stat or quote on a photo, a thank-you to players, or a “Join our Cause Lottery” banner. Stick to one message per graphic..

Using Stories and Reels for Quick Wins: Stories and Reels are ideal for informal, low-effort content and they perform well.

Ideas for Stories:

- Quick impact updates
- Event-day reminders
- Polls (“Did you know you could support us for £1 a week?”)
- Countdown stickers before draw days
- Thank-you shoutouts

Ideas for Reels:

- A 10–15 second “why we’re grateful” message
- A behind-the-scenes clip
- A simple text-led Reel explaining how the lottery helps

These formats don’t need to be polished, authenticity works best. Social media promotion doesn’t need to be loud, simple, consistent reminders focusing on impact will perform well.



Offline Promotion Ideas

Offline promotion is a powerful way to reach supporters who may not engage online. Simple, visible reminders can make a big difference, especially at events and within your local community.

Posters, Flyers & Fundraising Packs: These help keep your Cause Lottery front of mind wherever supporters interact with you. Use a clear headline (e.g. "Support us for just £1 a week"), explain how the lottery helps, easy to follow join instructions (QR code or short link) and friendly, impact-led language.

Where to use them:

- Community centres, shops, and noticeboards
- Events, open days, and talks
- Reception areas or waiting rooms
- Fundraising packs and supporter toolkits

Using Events to Recruit New Lottery Players: Events are a natural opportunity to talk about your Cause Lottery, supporters are already engaged and supportive.

Ways to promote at events:

- Mention the lottery during welcome or closing remarks
- Include lottery info in event programmes or handouts
- Display a poster or banner
- Use QR codes on tables or signage
- Have a short, simple explanation ready for conversations

Simple event pitch: If you'd like to support us all year round, our Cause Lottery is an easy way to help - just £1 a week, with the chance to win prizes.



FAQs for supporters

Q: What is GivingLottery?

A: GivingLottery is a weekly lottery brought to you by the charity, TheGivingMachine. When you buy a £1 ticket, 60% of the funds are donated to charity and you will be entered into a draw to win cash prizes.

Q: How do I play?

A: Select the 'Play' button, find a good cause to support and then follow the instructions. You can pay for tickets by Direct Debit or debit card.

Q: How much do tickets cost?

A: Each ticket costs £1 a week. You can buy more than one ticket for each draw. At least 60p from every £1 ticket you buy will go to good causes. The remainder is spent on prizes and on the administration of the lottery. Players on a monthly subscription will pay £5 per ticket per month. For months with only 4 lottery draws, the player will receive additional entries into either that month's Super Draw or the final draw in their payment period.

Q: What information will I need to sign up?

A: Signing up is easy. We just need your name, email address, and postal address. We also need your date of birth to validate you are over 18. We take care to protect your data.

Q: What's the purpose of picking numbers?

A: Many people have favourite or memorable numbers and some feel particular numbers are luckier than others. We allow you to choose your own numbers. If you don't want to choose your own numbers you can click the 'choose for me' button.



FAQs for supporters

Q: What are the odds of winning a prize?

A: Each ticket has a 1 in 50 chance to win a prize each week.

Q: How do winners find out they've won?

A: Every week, all winners will be advised by email. The winning number will also be published on our website and Facebook each week following the draw.

Q: How will I receive my winnings?

A: Your winnings will be paid directly into your nominated bank account or you can choose to donate your winnings back to the good cause fund.

Q: How do I pay?

A: You can either set up a monthly recurring payment plan via Direct Debit or payment card or pay for a block of 1, 3, 6 or 12 months of weekly tickets on a non-recurring basis. There is no commitment to stay in the lottery and players can choose to leave at any time. Unfortunately, we can't accept payments for a single week as payment processing costs would impact the amounts we could provide to prizes and the lottery fund.

Q: Who deals with any questions I may have?

A: We have a dedicated email address for any queries - support@GivingLottery.org.uk

Q: Can we play as a syndicate?

A: You can play as a syndicate. Please find more information [here](#).



Case Study



Schnauzerfest

“We are a grant giving charity who offer financial assistance to rescue organisations around the UK and Ireland. We also support dogs if insurance cover is not available or doesn't cover the costs of treatment.”

How they use our services

Schnauzerfest have a successful lottery on the GivingLottery.

Their journey in numbers

Since joining the GivingLottery in February 2021 they've raised over £36,000. They have 177 supporters playing with 516 weekly tickets.

How the unrestricted funding helps

This has provided a lifeline to many dogs in need, and has covered the vet bills for not only rescue dogs, but also for those whose insurance has not covered their bill.

“We chose the GivingLottery because 60% of the ticket price goes to good causes and it is very user friendly.”

JANETTA HARVEY, FOUNDER

Case Study



OneKind

“Effects positive change for animals through high-profile campaigns, political lobbying, investigations, public education, and promoting compassionate living. To shape the cultural and legislative landscape to seek justice for animals.”

How they use our services

OneKind have benefitted from both our Shop&Give and the GivingLottery platforms since joining in 2020.

Their journey in numbers

They have raised £19,000 on the GivingLottery with 107 supporters playing 262 tickets.

How the unrestricted funding helps

This has a very significant positive impact on the lives of Scotland’s animals that OneKind and their members and supporters can continue to be immensely proud of.

“A lottery had been on our list for a long time and the GivingLottery was a great way for us to start a charity lottery.”

LAUREN BUCHANAN, FUNDRAISING AND COMMUNICATIONS OFFICER



GivingLottery

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Building a GivingNation

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