



Sterling

Lottery Admin Service

A summary of the service provided is detailed below. The use of the Lottery Admin Service means that there is no routine administrative requirement for the lottery at your offices. This leaves you free to focus on lottery recruitment and growth.

Initial Set up and training - Budget advice, Legal advice, Provision of a comprehensive lottery manual including banking information, marketing advice and launch ideas.

Processing Payments & Running the draw – Processing of all payments including those made by standing order / direct debit, cheque, credit card, payroll and cash. Printing of all new members, reminder, cancellation and winner's letters and cheques.

Running the draw and distributing results to media organisations. The facility to provide single draw tickets for entry into your lottery.

Data capture of new member's details. The provision of Sterling Members software for up to two users, this contains all members' details, payment and winning histories with full filtering and reporting capabilities.

Accounts – Complete bookkeeping service, production of monthly profit and loss and balance sheet, preparation of lottery returns.

Lottery Hotline – set up of a 0870 national local rate number for your lottery members to call if they have any queries – answered by our fully trained staff.



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Client Support

Sam Finan Sterling's dedicated Client Account Co-ordinator and Karl Wild our Business Manager will be on hand to assist you in setting up your lottery and to answer any queries you may have once your lottery is up and running.

They will arrange a meeting with you at your office and work with you to plan a timeline for the launch of your lottery. They will provide you with samples of promotional material and offer practical assistance and proof reading of your marketing texts.

Information Provision– In addition to the initial set up and training advice provided, you will receive a monthly marketing bulletin containing useful advice to help you promote your lottery. We hold an annual open day giving you the opportunity to network with other lottery managers and to meet our staff who will be administering your lottery.

We send out an email newsletter every quarter to keep you updated with what's happening in the world of fundraising. We are available during office hours Monday – Friday 9am – 5pm to offer support and assistance in any way we can.

Reporting – You will be provided with an annual performance report and a global comparison report which allows you to benchmark your lottery against other lotteries of a similar size.

A full breakdown of the Lottery Admin Service can be found below:

- Advice and assistance with pre first draw budgets and business plans
- Advice on lottery registration
- The provision of marketing advice and guidance on an ongoing basis.
- Data capture of new members information.
- Capture of new member source information and analysis thereof.
- The amendment of member details within the lottery software when requested / appropriate.
- The provision of a cheque payment processing system.
- The entry into the lottery software of payments made by members who pay by cheque and the processing of related documentation.
- The provision of a direct debit payment processing system.
- The entry into the lottery software of payments made by members who pay by direct debit and the processing of related documentation.
- The provision of a standing order payment processing system.
- The entry into the lottery software of payments made by members who pay by standing order and the processing of related documentation.
- The provision of a cash payment processing system.
- The entry into the lottery software of payments made by members who pay by cash and the processing of related documentation.



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- The provision of a card payment processing system.
- The entry into the lottery software of payments made by members who pay by card and the processing of related documentation.
- The provision of a payroll deduction payment processing system.
- The entry into the lottery software of payments made by members who pay by payroll deduction and the processing of related documentation.
- Processing of all 'standard letters, i.e.
 - New members letters
 - Winners letters
 - Cancellation letters
 - Low credit letters
 - Dormant letters etc.
- Running the draw.
- Processing prize winners list.
- Distribution of results to media organizations.
- Provision of Sterling Members Software for up to two users.
- Single draw tickets facility available for entries into the lottery.
- Calculation of commissions and bonuses to lottery collectors, agents and representatives.
- Production of Member data files as either a text or comma separated variable file.
- Provision of lottery and management reports on a weekly basis.
- Bookkeeping
- Production of monthly profit and loss statement.
- Production of monthly balance sheet.
- Preparation of Lottery Returns, sending of such prepared Returns to the Client for signature and subsequent transmission to the registering authority.
- Personal 'Lottery Helpline' for members' enquiries operated during the Company's office hours.