



Sterling

Payroll Lottery Admin Service

The use of the Lottery Payroll Admin Service means that there is no routine administrative requirement for the lottery at your offices. The service can be tailored to a company who wish to collect money to donate to a nominated charity or good cause or to a charity who wish to market their lottery to employees of large companies.

In addition to including payroll processing systems we also include the processing of other payment methods to allow other supporters to join the lottery, some companies encourage friends and family of employees to join.

Initial Set up and training - Budget advice, Legal advice, Provision of a comprehensive lottery manual offering marketing tips.

Processing Payments & Running the draw – Processing of all payments made by lottery payroll deduction and other methods of payment if required. Data capture of new members, printing off all letters including new members, reminder letters and winners cheques.

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, completion of lottery returns

Lottery Hotline – set up of a 0870 national rate number for your lottery members to call if they have any queries – answered by our fully trained staff. Your own personalised answer machine service out of office hours



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Client Account 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 & Support – 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 lottery fundraising. We are also available during office hours Monday – Friday 9am – 5pm.

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 more detailed step by step breakdown of the lottery Payroll 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 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.
- The provision of other payment systems should they be required
- 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.



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- 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.