



Sterling

Helping you make a difference

Fundraising Raffles

Who are Sterling

Sterling provides lottery and raffle administration and database services to a wide range of charities and other organisations throughout the UK. Sterling currently works with over 200 organisations across the country – between them, these organisations raise around £40 million per annum through lottery and raffle sales.

We are registered as an External Lottery Manager for both remote and non-remote payments with the Gambling Commission and are a member of The Lotteries Council.



Testimonials

“The Development Office at the RHS has been working with Sterling for several years now. The team always provides a professional, efficient and reliable service.”

Royal Horticultural Society

“In 2008 we took the decision to use our lottery partner Sterling Group to process the returning draw tickets, and have never regretted the decision. This is a valuable resource for the Association, the flexible support, knowledge and experience that we receive from Sterling make running this draw, cost effective, efficient and effortless.

I have absolutely no hesitation in recommending Sterling, to assist in running a raffle or draw. Their ‘can do’ attitude makes a huge difference and can mean the difference between success and failure. It is good to know that you have a trading partner you can trust.”

Neil Everall
Direct Marketing Manager
The RAF Association

“We started a Raffle Programme some four years ago and were helped all along the complicated Gambling Commission’s rules and regs...by Sterling.

Since then they have become our ‘experts’ in administrating our appeals, which have been very successful and always within reasonable budgets.

Running raffles these days is complex but without Sterling’s expertise and set-up...we would have given up years ago.”

Mike Espley
Network for Animals

Raffle Management Service

Under our Raffle Management Service we look after all the elements of your raffle – both outbound and inbound. You would have a dedicated experienced Account Manager who would be your key point of contact and who would ensure your raffle would run smoothly.

We work with a number of printers around the country in order to be able to source the best price and quality for your outbound mail. We liaise closely with the printer to ensure your tickets meet your requirements and are legally compliant.

The elements of your outbound campaign that we will undertake includes:

- Sourcing the best print price, quality and design.
- Schedule planning.
- Proofing of your raffle pack.
- Managing the printing to ensure deadlines are met.
- Using Mailsort wherever possible.
- Sterling's Raffle Software set up with your mailing list.

The Raffle Management Service incorporates the Inbound Response Service detailed below



Inbound Response Service

We handle all of the elements of your inbound campaign on your behalf. We have sophisticated barcode scanning facilities to allow fast, efficient and accurate processing and tracking of your responses.

We handle all of the banking of payments received, data capture and comprehensive reporting. Services include:

- Your freepost address can be set up to come directly to us or, responses can go via your office and be posted onto us if you prefer.
- Raffle Hotline at our offices if required – with an 0870 number specific to you and answered by our experienced telephonists.
- Importing of your mailing file into our specially designed Raffle Software (including ticket numbers).
- Receive and open responses in a secure environment.
- Recording of all sold and unsold tickets.
- Processing and reconciliation of all payments.
- Banking of monies – cheques, cash and postal orders.
- Process credit/debit card payments if you have this facility.
- Process donations – record, bank & thanks.
- Record Gift Aid declarations against donations.
- Send out batch letters – unauthorised payments, no payment enclosed etc
- Issue additional tickets where requested by supporters.
- Record amendments – address changes, deceased, gone aways, data protection etc.
- Capture email addresses – additional information
- Data capture new contacts – name, address etc, if required.
- Produce regular banking and returns reports.
- Run draw.
- Produce final report of sales.
- Notify winners if required.
- Produce a file containing all data captured.
- Undertake Gambling Commission/Local Authority Lottery Return.



Contact Us

If you require any further information please contact Sam Finan

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