



Charity Fundraising Lottery Proposal

Run a Unity Lottery

This is a good option to choose if you are unsure of how your supporter base will respond to the idea of joining a lottery. You can change over to running your own lottery through our Lottery Admin Service at any time.

Unity Lottery is a lottery scheme which enables fundraising organisations to join together and benefit from economies of scale by joining with other organisations to provide an attractive prize fund. For every £1 paid by your lottery players you will receive 50p back as profit. The remaining 50p goes towards the prize fund, administration and tax costs.

Expected Profit

You will receive profits directly from the number of lottery players you recruit, therefore the more players you recruit to support you the more profit you receive.

Lottery Members	Profit per week	Profit per Year
100	£50	£2,600
200	£100	£5,200
500	£250	£13,000
1000	£500	£26,000
5000	£2500	£130,000

You will be issued with a profit cheque on a monthly basis, along with all the information you need to complete your lottery return.

Marketing your lottery

Promotional Leaflets – standard promotional leaflets have been produced, they can be overprinted with your logo, lottery promoters details and 60 words describing why you need support. We offer a promotional starter pack containing 250 leaflets and five posters for £58.75. We can arrange that for you, or we can provide you with a PDF for you to take along to a printer of your choice. You can design your own promotional leaflet, we just need you to keep the application form in our standard format and we would need to approve a proof before you go to print.

Posters – Standard posters are also available. These can be overprinted with your logo or company name.

Webpage - You will receive your own page on the Unity website www.unitylottery.co.uk with a downloadable form allowing your supporters to join your lottery and a link to your own website.

Marketing Advice – You will be given a marketing advice manual and receive frequent updates regarding your membership levels.

Playing Unity Lottery

On joining players are issued with a randomly generated six digit Unity Lottery number which will be unique to them whilst they are a member of Unity. It costs £1 to play each week, and players can pay for their lottery membership by direct debit or cheque on a monthly, quarterly, six monthly or annual basis.

The Draw

The draw takes place each Saturday and is based on a randomly generated six digit number. Unity has no influence over the winning number. For a full set of rules governing the draw please visit www.unitylottery.co.uk

The Prizes

Players have to match the winning number in the correct place in the sequence to win a prize. All players regardless of the organisation they are supporting have an equal chance, one in 63, of winning a prize.

6 digits in the correct place wins - £25,000

5 digits in the correct place wins - £1,000

4 digits in the correct place wins - £25

3 digits in the correct place wins - £5