



**Your easiest route to  
administering a fundraising  
lottery in-house, with  
user-friendly software  
and intuitive support  
from our team.**

**It's not always easy to administrate  
a fundraising lottery within a fast-  
paced fundraising organisation.**

But if yours has the experience and  
resources in place to do so, our Pathway  
software and intuitive support scheme  
is the key ingredient.

Your easiest route to administering a fundraising lottery in-house.

**PATHWAY**

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### **User-friendly software designed with you in mind**

Sterling have more experience of designing and writing effective lottery administration software than any other company in the UK. Our Pathway software has been developed and perfected throughout 30 years of administering fundraising lotteries for a wide range of clients.

Through our own experience, we know the importance of a user-friendly platform where accuracy and efficiency are guaranteed.

### **A complete set-up service with no installations or IT upgrades required**

Pathway is provided as a bespoke, fully hosted service for multiple users. That means there are no complex installations, data security issues or IT enhancements for you to worry about. Before going live, we'll personalise your software according to your own lottery prize structure, standard communications, trigger points and all other variables.

### **Comprehensive training and support on-demand from expert lottery administrators**

We know that our Pathway software is one of the highest performing systems available for lottery administrators in the UK. But it's our ability to provide intuitive support that brings even greater benefits to our clients.

- During initial set-up, you'll receive two days of comprehensive Pathway training in your own offices.
- Throughout the lifetime of your lottery, your Pathway users will have access to intuitive support from experts who, like them, use the programme for lottery administration every day. On-going support is available by email, over the phone or face-to-face in our offices.

Explore our full range of services at [sterlinglotteries.co.uk](http://sterlinglotteries.co.uk) or for more information on Pathway give us a call on 01229 871380

## Inside our Pathway software.

The functionality of our Pathway software meets every demand of cost-efficient lottery administration – from banking members' payments to running the draw and informing prize winners. Take a look at some of Pathway's features.

### Data management

- Simple, secure and effective data inputting.
- Export facilities allow data to be migrated to other applications.
- Archiving of redundant data, with a built-in data retrieval system.
- User-friendly filtering, reporting and mail merging.

### Banking

- Import of standing order payments via online banking.
- Direct debit processing, including export of new DDIs and importing of payment files.
- Processing of a range of other payment methods, including credit/debit cards, cheques, cash and payroll deduction.

### Draw-running and winner notification

- Easy to operate Random Number Generator, approved by the Gambling Commission.
- Automatic generation of winners, winner letters and cheques.
- Automatic generation of media winners sheets and media emails.

### Member communications

- Automatic generation of standard member letters, reminder letters and 'dormant' member letters.
- Customisable letter content and trigger points for timely generation of each letter.

### Canvasser and collector data

- Automated cash collection rounds with automatic round sheet generation.
- Canvasser and collector data storage.
- Automatic calculation of commission and associated reports.

### Reporting

- User-friendly data sorting.
- Automatic production of custom reports and comprehensive management reports.

## Moving from another software programme? It's easy with Pathway.

Many of our clients have chosen Pathway over their existing lottery software packages. Our set-up service ensures a smooth transition, and no disruption to your valuable members whose details will be imported straight into your bespoke Pathway platform.

## Ready to find out more? Give us a call, today.

We know that investing in new software is a big decision, and we'll give you all the information you need to make the right one.

**Give us a call 01229 871380**

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