

**Choose the most cost-efficient
administrative solution for
your fundraising lottery.
The rest is pure potential.**

As a fundraising organisation, we're certain that your greatest strengths lie in promoting your cause and recruiting support. So our Vanguard service is designed to relieve you of all the administrative burdens associated with lottery fundraising, leaving you to concentrate on what matters most – your members and your profit.

Our experienced team have been administering lotteries for over 30 years. We have all the skills, technology and processes in place to offer the most complete, cost-efficient and seamless administrative solution available to lottery fundraisers today.

VANGUARD

Bespoke lottery administration services for medium to large fundraising organisations.

New to lottery fundraising?

Step by step we'll guide you through the necessary legislation, and design a fundraising lottery that's tailored for you.

Step one – understanding your organisation	Step two – designing your fundraising lottery	Step three – gearing up for your launch	Step four – supporting your promotional activity
Meet with us to discuss your plans, with no obligation. We'll discover your organisation's individual situation, and help you clarify the potential of your fundraising lottery. At this stage we'll also address any concerns you might have, and guide you through the legislative requirements.	Next we'll help you to decide on a membership scheme and prize structure for your lottery. These aspects of your lottery can be altered at any time, but must sit comfortably with your potential audience, and also with your organisation's attitude to financial risk. Our expertise lies in helping you find a profitable format for your unique situation.	Once you're happy with your lottery plans, we'll get the administration set up and ready to go, leaving you to start promoting your lottery's launch. Once the ball's rolling, every aspect of administrating your lottery, running your draw, communicating with your members and awarding their prizes will be handled by our experienced team. You'll be assigned a dedicated Account Manager – a contact you can rely on to know what's what.	Even before your lottery's launch, your promotional activity is key to its success. While this side of the lottery will be down to you, we'll offer continued and well-informed guidance throughout the lifetime of your lottery. We'll share success stories from previous campaigns, and help you make best use of the member data we collect on your behalf.

Already running a lottery? Or familiar with the processes involved?

Many of our clients previously administrated their fundraising lotteries in-house – some of them for many years. But by outsourcing their administration to Sterling, they've seen greater levels of cost-efficiency in terms of administration, and reaped the benefits of focussing their efforts entirely on promoting their lottery to new members. Just ask us – our aim is to help you arrive at the most profitable solution for your organisation.

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Inside your fundraising lottery.

How does the lottery work?

Your fundraising lottery would be subscription based. When a member joins the lottery, they receive a unique membership number. This number is entered into each draw – weekly or monthly depending on your unique lottery design.

How much do members pay, and how?

Your lottery's membership fee is yours to decide, but would usually be £1 or £2 for each draw entered. Individuals can enter as many times as they like, to receive additional membership numbers for a greater chance of winning.

Members would normally pay for their entry on a monthly, quarterly, bi-annual or annual basis. We can administrate payments by cash, cheque, direct debit, standing order, payroll or all major credit/debit cards – it's hassle-free for you and for your members.

Where does the money go?

All proceeds from your lottery are processed by us but paid directly into your organisation's bank account. We hold no money on your behalf, so your funds are within your control at all times. After our costs and your prizes have been paid, all remaining money remains in your account as profit for your organisation.

How do the prizes work?

Your lottery's prize structure is yours to decide, and can be altered over time to generate new interest and motivation in your audience. Your lottery's prize structure can also be designed to reduce financial risk.

Guaranteed Prizes: A fixed prize structure gives you complete control over the money paid out in prizes.

Variable Prizes: You might allow your prize fund to vary along with the proceeds of your lottery. This can help to maintain your percentage of profit, even if your lottery proceeds vary. It can also be a great motivator for your audience – the more players, the bigger the prizes.

Rollovers: Rollovers are a great way to generate excitement about your lottery. Rollovers are usually combined with Guaranteed or Variable Prizes.

Example prize structures used by new fundraising lotteries (prize funds can be altered as proceeds grow).

£1300 Guaranteed Prize Fund with Rollover

£1000 1st prize	£200 rollover (up to £10,000)	£10 x10
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£1250 Guaranteed Prize Fund

£1000 1st prize	£100 2nd prize	£50 3rd prize	£10 x10
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£1000 Guaranteed Prize Fund

£750 1st prize	£100 2nd prize	£50 3rd prize	£10 x10
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Variable Prize Fund (by percentage of lottery proceeds)

30% up to £1000	10% 2nd prize	£50 3rd prize x3
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Explore our full range of services at sterlinglotteries.co.uk or for more information on Vanguard give us a call on 01229 871380

Our Vanguard team and what they'll do for you.

Every last part of our service is carried out by our own permanent team, in our own offices in Barrow-in-Furness. We never sub-contract our services and are dedicated to transparency, for your peace of mind. Our administrative services are geared to the needs of each of our clients, but here are the main aspects.

For you.

A dedicated Account Manager

You'll be assigned a dedicated Account Manager, who will be your contact throughout the lifetime of your lottery. Our Account Managers work with specific lists of clients, ensuring they're always in the know when you pick up the phone or visit our offices to discuss any aspect of your lottery.

Set-up and legal guidance

Karl is our dedicated expert in all legal matters relating to running a fundraising lottery. With his help we'll guide you through lottery registration and legislation requirements, and will keep you up to date on any changes over time.

Launch materials and on-going promotional support

We have a wealth of experience of successful lottery promotion. Our team will actively support the launch of your lottery and provide promotional guidance throughout the lifetime of your lottery.

- Bespoke promotional materials for your launch.
- Launch ideas and on-going promotional guidance.

Data provision and Members software

All the valuable membership data associated with your lottery remains in your ownership at all times. To give you complete insight, we'll provide you with our Sterling Members software for two users. With filtering and reporting capabilities, the programme gives you access to all member information including payment histories and winning histories.

Accounting and management reporting

Our accounts team provide a complete bookkeeping service including production of a monthly profit and loss statement. We also prepare Statutory Lottery Returns on your behalf, and compile a comprehensive management report after every draw.

Draw-running and prize distribution

Our administrators use our own Random Number Generator software, approved by the Gambling Commission, to run your lottery draws.

- Results distribution to your organisation and to the media.
- Prize distribution and communication on your behalf.

For your members.

Secure data capture and payment processing

Our team handle capture of all new member data, as well as processing, banking and reconciliation of all payments made on joining. We are registered with the Information Commissioner's Office under the Data Protection Act 1998 and offer complete confidence in security of data.

Repeat payment processing

We handle processing, banking and reconciliation of all payments made by repeat members – by cash, cheque, direct debit, standing order, payroll and all major credit/debit cards.

On-going member communications

Our team handle all aspects of communication with your members. All communications are branded as your own, so your members won't know the difference.

- Membership management including updating of contact details and payment methods.
- Printing of new member communications, reminder communications and dormant member communications.
- Prize-winner communication and printing of prize cheques.
- Membership cancellations.

A dedicated Lottery Hotline

Your lottery will have its own Hotline number for your members to ring with any queries. This enables our hotline staff to access the information they need even before they pick up the phone. All hotline staff are fully trained and based in our own offices.

Let's make it happen.

If you're interested in our lottery administration services, the first step is to get in touch. Even if you're still in the early stages of planning, our experience can help you on your way to making profitable lottery fundraising a reality for your cause.

Richard (our MD) looks forward to meeting you.

Give us a call 01229 871380



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