



**Workplace lotteries are the future of corporate social responsibility. Reap the many rewards for your business, without the hard work or the worry.**

Does your company want to help something good happen in the world? Are you keen to reinforce the values of your business or brand? Perhaps you're looking to engage and reward your employees? Or maybe you're dedicated to fulfilling your corporate responsibilities and generating far-reaching PR stories in the process?

A Workplace lottery will help you achieve all these objectives and more. The hard part is making it all happen, when surprise, surprise... you've got a business to run. But thanks to our Workplace lottery services, you can reap all of the rewards with none of the administrative burden to your business.

Our experienced team have been designing, planning and administering fundraising lotteries for over 30 years – externally and for all kinds and sizes of different organisations. We offer the most complete, cost-efficient and seamless administrative solution available to lottery fundraisers today. From guiding you through legislation and dealing with data, to running the draw and reporting the finances, we'll make your lottery happen. All you'll need to do is promote the game to your workplace community, then tell the world about the valuable funds you've raised.

Our Workplace lottery administration service for companies with strength in numbers.

Workplace

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## New to Workplace lotteries?

Step by step we'll guide you through the necessary legislation, and design a Workplace lottery that's tailored to your business and employee environment.

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### Step one – understanding your business

Meet with us to discuss your plans, with no obligation. We'll discover your organisation's individual situation, and help you clarify what you hope to achieve from your workplace lottery. At this stage we'll also address any concerns you might have, and guide you through the legislative requirements (such as lottery registration).

### Step two – designing your Workplace lottery

Next we'll help you to decide on a membership scheme and prize structure for your workplace lottery. These aspects of your lottery can be altered at any time, but must sit comfortably with your potential audience, and also with your company's financial approach. Our expertise lies in helping you find the optimum format for your unique situation.

### Step three – gearing up for your launch

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 administering 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.

### Step four – supporting your promotional activity

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.

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

Many of our clients previously administrated their workplace 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 suitable solution for your organisation.

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## Inside your fundraising lottery.

### How does the lottery work?

Your Workplace lottery will 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.

Your lottery members’ payments are processed easily via payroll – it’s hassle free to keep on playing and stay in for a chance to win.

### 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 out, all remaining money is profit for your chosen cause.

### How do the prizes work?

Your lottery’s prize structure is yours to decide, and we’ll plan this carefully to suit your specific requirements. Getting your prize structure right can help to ensure that your company is happy with the finances, while also maintaining regular prizes alongside regular profit to your cause.

Your prize structure can be altered at any time, so it’s fine to start with small prizes and build things up as your membership grows. There’s no need to take any risks.

**Guaranteed Prizes:** A fixed prize structure gives you complete control over the amount of money paid out in prizes, and the level of profit to your cause. You’re free to adjust this according to your priorities.

**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 to the cause, even if your lottery proceeds vary. It can also be a great motivator for your audience – the more players, the bigger the prizes.

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

#### £3000 Guaranteed Prize Fund

<b>£1500</b> 1st prize	<b>£750</b> 2nd prize	<b>£500</b> 3rd prize	<b>£250</b> 4th prize
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#### £1250 Guaranteed Prize Fund

<b>£1000</b> 1st prize	<b>£100</b> 2nd prize	<b>£50</b> 3rd prize	<b>£10</b> x10
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#### Variable Prize Fund - 50% of proceeds\*

<b>40%</b> 1st prize	<b>7.5%</b> 2nd prize	<b>2.5%</b> 3rd prize
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#### Variable Prize Fund - 25% of proceeds\*

<b>20%</b> 1st prize	<b>3.5%</b> 2nd prize	<b>1.5%</b> 3rd prize
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\*The variable prize structure is broken down into percentages of the proceeds from each lottery.

## Case Studies.

### Pets at Home – more than 5000 employees in 300 stores nationwide.

Amy at Pets at Home liked the idea of a lottery to support the company’s own charity – Support Adoption for Pets – but was unsure how much support the lottery would receive. But with administration outsourced leaving plenty of time for promotion, 2062 members had already signed up before the first lottery draw. Two years later, member numbers had doubled again.

“The number of people taking part is increasing every month... Early signs show that the scheme is well supported by colleagues, who are excited at the opportunity to win cash prizes but at the same time raise money for a great cause.”

**Amy Wilson, Charity Manager, Pets at Home**

### New Look – a UK fashion brand with over 1000 stores nationwide

At the end of 2010, New Look came to us enquiring about an internal lottery to raise funds for the company’s own Charity Foundation. By January 2011, we were running the first draw.

“With Sterling’s help, each of our draws has run smoothly and on time. The draw is rapidly becoming embedded in our company’s culture. To date, we have 2000 players who pledge nearly £6000 every month – with more joining every week. We have always found Sterling to be friendly, professional and informative and they have played a crucial role in the success of our Lottery.”

**Steve Arnell, Technical Services Manager, New Look**

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

## Our Workplace team and what they can do.

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 Workplace 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 Workplace 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 Workplace lottery and provide promotional guidance throughout the lifetime of your lottery.

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

#### 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.
- 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 joining payments and repeat payments. We are registered with the Information Commissioner's Office under the Data Protection Act 1998 and offer complete confidence in security of data. All membership data associated with your lottery remains in your ownership at all times.

#### 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 get started today.

Your first step is to get in touch with us. Quickly and easily we'll identify your requirements and get the ball rolling. Richard (our MD) looks forward to meeting you.

**Give us a call 01229 871380**

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