



## **East Staffordshire Community Lottery**

### **Marketing & Communications Plan 2024**

- **Background**

In November 2022 the Council made the decision to establish a Community Lottery to support the fundraising efforts of local community groups and voluntary organisations. East Staffordshire Borough Council joined over 120 Councils and Community and Voluntary Service (CVS) organisations who already had a local community lottery or were in the process of starting one. Gatherwell Ltd, the sole operator of Council Lotteries, were appointed as the External Lottery Manager to manage the Lottery on the Council's behalf.

In summary, a Community Lottery provides a way for local residents to “give back” to their communities through incentivised giving with opportunities available for local groups (referred to as ‘good causes’ for the purposes of the lottery) to promote locally as their fundraising mechanism.

Tickets for the lottery are purchased online through our standalone website <https://www.eaststaffordshirecommunitylottery.co.uk/> (managed by Gatherwell) and cost £1 each with 60p from each ticket sale directly benefiting local ‘good causes’.

The Council supports the promotion and marketing of the lottery. This plan will expand the current marketing and communications efforts, increasing the profile of the East Staffordshire Community Lottery as a fundraising tool for local community and voluntary organisations.

- **Audience**

Community groups and voluntary organisations in, and working to support residents of, East Staffordshire. These groups are referred to as ‘good causes; for the purposes of the Community Lottery.

- **Key Messages**

To cut through the clutter and connect with a target audience, messages must be clear, memorable and meaningful. Over time, the consistent and frequent use of these messages with specific audiences will enhance credibility and strengthen the relationship with these groups.

- The Community Lottery is a free and simple to use fundraising platform for local good causes
- 60% of proceeds from ticket sales will directly benefit the local community and voluntary sector in East Staffordshire
- A unique fundraising opportunity for the sector potentially benefiting a wide range of organisations, small and large
- Providing a valuable, additional income stream with even a small number of tickets sales
- Putting residents and local community organisations in the driving seat. People can choose to get involved, who they want to help raise money for and see the local benefit of their participation.

### **Portfolio**

- Communities and Regulatory Services, Cabinet Member Cllr Simon Slater and Head of Service, Mark Rizk

### **Communication Channel(s)**

- Local Media press releases
- Social and Digital Media
- Website
- Email marketing and engagement
- Partner Organisations
- Elected Members

### **Targets for Year 2 of operation (July 2024-July 2025)**

- Promote and celebrate the successes of the Community Lottery following its first year of operation
- Introduce a regular programme of social media promotion designed to encourage new 'good causes' to join the lottery
- Continue targeted promotion of the lottery via e-shots to local community groups and organisations
- Produce a best practice guide to support 'good causes'
- Provide updated content for inclusion on the Council's corporate website including details about how the proceeds from the central good causes fund (East Staffordshire Community Fund) will be distributed.
- Launch and promote the East Staffordshire Community Fund

## Implementation Plan

Target	Detail	Timescale	Cost
Increase engagement with current 'good causes'	A feedback survey will be circulated to registered 'good causes' to understand how the Community Lottery is being used. Feedback will then be used to help support longer term plans	Q1 24/25	
Promote and celebrate the success of the Community Lottery	Produce PR and Social Media comms to provide an update on the first year performance of the Community Lottery  Provide an update to members to include in the Member briefing/member intranet	Q2 24/25	£0.00
Social Media Promotion	Increased social media promotion will see additional content produced and shared on a regular basis. Working with colleagues in Comms produce simple messages which can be scheduled for monthly inclusion across the Council's social media channels	Introduce in Q2 24/25 and then ongoing	£0.00
Targeted promotion via email	Targeted promotion to community groups and organisations to promote the community lottery as a fundraising platform. Inclusion of the community lottery in email funding updates sent to VCSE groups and partner organisations.	Ongoing	£0
Produce a good practice/useful information guide for 'good causes'	Produce a good practice guide to support new and existing 'good causes' with their community lottery journey. To include advice shared by current 'good causes'	Q3 24/25	£0
	Consider options for a more interactive guide along the lines of a promotional video	Q1 25/26	
Updated web content	Produce content to include in the community funding section of the Corporate website	Q2 24/25	
East Staffordshire Community Fund	Add details of planned method for distribution of funds raised through the East Staffordshire Community Fund to the website	Q3 24/25	Utilising funds raised through the Community Fund element of the Lottery
	Review funds at the end of Year 2 of operation and decide on timescales for launch of the new small grants scheme and criteria	Q2 25/26	



