

Introducing

SHAPE MENDIP LOTTERY



www.shapemendiplottery.co.uk



What is Shape Mendip Lottery?

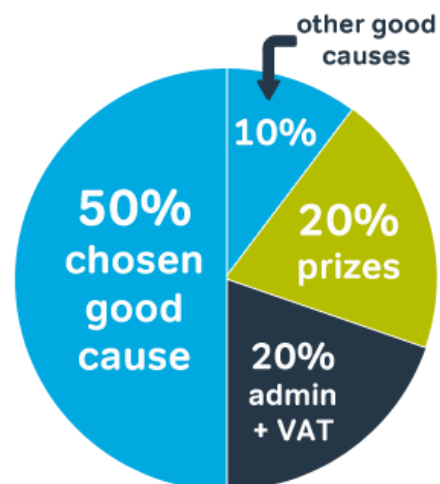
Shape Mendip Lottery is a weekly online lottery where all funds raised go to good causes that benefit the Mendip community.

How does it work for supporters?

- Shape Mendip Lottery is a **weekly online lottery** with the winning number for that week drawn at 8pm on Saturday night.
- Each ticket **costs £1 per week** and consists of 6 numbers. The more numbers you match in a draw the bigger the prize.
- Players **choose who their ticket supports**. They can either support the central fund (funds are dispensed to good causes by a committee) or they can choose a specific good cause to support.
- There are a range of **payment options**. Players can pay by:
 - Monthly via Direct Debit
 - Monthly via Debit Card (VISA, Mastercard etc.)
 - One off payment via Debit Card of either:
 - 3 months
 - 6 months
 - 12 months
- Players are notified by email when they **win**. To claim their winnings they log in to the site and choose to either have the winnings paid directly into their nominated account or donate their winnings back to the good cause.

How does the £1 (each ticket) get spent?

You can see how the pound is split in the figure to the right. As you can see 60% from every ticket sold goes directly to good causes!





What are the prizes?

Matching Numbers: You must match the first or last 2-6 numbers in a row to win! Odds of winning any prize 50:1

Match 6	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	Prize £25,000 Odds 1,000,000:1
Match 5	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	Prize £2,000 Odds 55,556:1
Match 4	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	Prize £250 Odds 5,556:1
Match 3	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	Prize £25 Odds 556:1
Match 2	<input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/> <input checked="" type="checkbox"/>	Prize 3 tickets Odds 56:1



How does it work for good causes?

Good causes that support the Mendip community can get their own page on the site. They will keep 50% of all tickets sold through their page.

- **Visit the site** and click 'Are you a good cause?' to find out more information and apply online.
- **Applying is easy.** It's all done online and takes a few minutes.
- Mendip District Council will **check each cause qualifies** and approve them. Once approved the cause will have their own Shape Mendip Lottery page and start selling tickets within 1-2 working days!
- All the good causes need to do is **market the lottery** to their supporters. We will even provide the marketing materials!
- Every month the cause will get their raised funds **paid directly** into their nominated bank account!

Frequently Asked Questions

Q. What information will I need to sign up?

A. We'll need some key pieces of information to get you registered as a good cause on the Shape Mendip Lottery. This will include your organisations name, key contact and role, address, telephone number and email. We'll also need you to confirm your eligibility (see terms and conditions for details). In order to pay you your money we'll need your bank details and you'll also need you to provide a logo for your organisation to include on the specific marketing materials we'll create for you. You can provide these at signup but they aren't required to get you registered.

Q. What kind of logo do I need?

A. We can accept logos in most file formats. Don't worry if you don't have one, we'll set you up with a default logo to start with and you'll be able to change it and any other details at any time.



Q. What organisations can sign up?

A. Any good cause operating within Mendip can apply! (NB some exclusions apply see terms and conditions for details)

Q. What materials do you provide to help me promote my lottery?

A. We provide your good cause with its own tailored communication materials. These will be professionally prepared PDF's which can be attached to e-mails that are sent out to your community. Our materials can also be printed and posted around the local area. We also provide you with your own dedicated webpages on the www.shapemendiplottery.co.uk website for your supporters to sign up, check results and see how much money is being raised.

Q. How do winners find out that they've won?

A. Every week, all winners will be advised by e-mail. The winning number will also be published on our website, Facebook and Twitter each week following the draw.

Q. How do we receive our share of ticket sales?

A. Your funds will be transferred directly into your bank account every month.

Q. How do I know how well my fundraising is doing?

A. Every week we send you an update which provides you with all the details. It tells you, how many supporters have chosen to direct their support to you, who they are, how many tickets are being sold each week, how much money has been raised etc. There is also a dashboard on the site which will provide real time statistics on your campaign!

Q. Who deals with any questions my supporters have?

A. We do. We have a dedicated support number (01749 321177) that deals directly with any queries your



supporters have.

Q. What administration do we need to do?

A. None! All you need to do is shout about your lottery!

Q. If my good cause gets 50p per entry, where does the other 50p go?

A. 10p is used to support other good causes within Mendip through the Central Fund. 20p goes to prizes and the remaining 20p is for administration of the lottery and VAT.

Q. Where does the Central Fund money go?

A. Central Fund monies will be allocated out to local good causes by an easy to apply for grants system. Causes will not need to have joined the lottery to apply. We will consult the sector before finalising how this will work.

Q. Can supporters use gift aid on the ticket price?

A. Unfortunately you cannot claim Gift Aid on lottery ticket purchases. We will be adding the ability to claim Gift Aid on winning donations soon.

Q. Are supporter's details safe?

A. Absolutely! We take the utmost care of all user data. The site itself is secured on ALL pages (not just the payment ones). All user data is stored safely and not passed to any third parties.

Q. What's the catch?

A. There isn't one. All you need to do is market your page to your community. The more you market the more tickets you sell. The council will help raise general awareness of the lottery, hold PR events and organise additional prizes. But it is up to you to make sure people joining choose your cause!



For more information

If you have any questions please get in touch. We are here to help.

Website

www.shapemendiplottery.co.uk

Email

support@shapemendiplottery.co.uk

Telephone

01749 321177