



Frequently Asked Questions at Good Cause events

- 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 **Community at Heart Lottery**. This will include your organisation's 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 we'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. **Your logo should be supplied (as a minimum) 300dpi and at least 350px wide saved as a JPG or PNG.** Our preferred file format is a Vector file (either an .ai file, eps or svg. 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. Good causes operating within Broadland can apply. Please see terms and conditions below for full 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 PDFs 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 Community at Heart 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 and email address that deal directly with any queries your supporters may 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 Broadland through the Central Fund. 20p goes to prizes and the remaining 20p is for administration of the lottery and VAT.
- 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.



Community at Heart Lottery – Terms and Conditions.

Your organisation must:

- Provide community activities or services within Broadland, which are of benefit to the residents of Broadland
- Have a formal constitution or set of rules
- Have a bank account requiring at least two unrelated signatories
- Operate with no undue restrictions on membership

And be either:

- A constituted group with a volunteer management committee with a minimum of three unrelated members that meets on a regular basis (at least three times per year)
- A registered charity, with a board of trustee

Or

- A registered Community Interest Company, and provide copies of your Community Interest Statement, details of the Asset Lock included in your Memorandum and Articles of Association, and a copy of your latest annual community interest report

You will be asked to commit to using the marketing materials provided and other means of communication to achieve at least 20 ticket sales within four weeks of being provided a page on the site.

We will not permit applications from:

- Groups promoting a particular religious, faith or political belief or activity
- A campaign that does not directly relate to the provision of community activities or services within Broadland
- Organisations that do not do work within the boundaries of Broadland
- Individuals
- Organisations which aim to distribute a profit
- Organisations with no established management committee/board of trustees (unless a CIC)

We are also unable to accept applications that are incomplete.

The council reserves the right to reject any application for any reason without offering an appeals process.

The council will reserve its rights to not accept or cease to license any organisation with a minimum of seven days' notice for any reason. If fraudulent or illegal activity is suspected cessation will be immediate.