



**No risk - No fees - No admin**



**Help your fundraising grow**

### How does it work?



Sign up and get **your own page** on the lottery website



Send your supporters to your page to **buy tickets**



Your good cause keeps **50%** of all ticket sales!



Players can **WIN** prizes up to the **£25,000 jackpot!**

### Why should you join?



There are **NO** costs to you, ever.



Regularly updated **marketing materials**



Access to your own **online dashboard**



Funds paid directly to your bank **monthly**

w: [www.easthertslottery.co.uk](http://www.easthertslottery.co.uk)

e: [support@easthertslottery.co.uk](mailto:support@easthertslottery.co.uk)

t: 01279 912 777

**Scan the QR code to find out more and sign up! ➔**







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## How it works

The East Herts Community Benefit Lottery is a weekly online lottery. All funds raised go to good causes that benefit the local community in East Herts. The draw takes place every **Saturday night at 8pm**.

Each ticket costs **£1 per week** and consists of six numbers. The more numbers you match in a draw the bigger the prize you win! There is a 50:1 chance to win prizes up to the **£25,000 jackpot**.

Players choose who their ticket purchase will support. They can either support the Community Fund (funds are distributed to the local community) or they can choose a specific good cause to support.

There are a range of payment options. Players can play monthly via **Direct Debit** or credit/debit card so they never miss a draw. They can also make a **one-off payment** via Debit Card for 1, 3, 6 or 12 months.

Players are notified by email when they win. To claim their winnings, they log in to the lottery site and choose to either have the winnings paid directly into their nominated account or donate their winnings back to the good cause they support.

## 60% from every ticket sold goes directly to local good causes!

Good causes receive 50p from every ticket purchased via their lottery page. A further 10p is distributed to other local good causes via the central fund. 20p goes towards the prizes which can be won by supporters every week and 20p covers the cost of running the lottery and VAT.



## How can your good cause join?

**Applying is easy** - it's all done online and takes a few minutes. East Herts Council lottery team will check each cause qualifies with the 'cause conditions' and approve them. A full list of criteria can be found on the website.

Once you're approved the sky is the limit - you can go and sell as many tickets as you wish to start raising unlimited funds for your cause! We provide all of the marketing materials you need to spread the word to your community via Facebook, Twitter or leaflets, plus there are additional special offers throughout the year. All you need to do is shout about the lottery to your supporters.

There is a dedicated support team to help answer any questions you or your supports may have.

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