

Marketing Assistant (Lottery and Private Lifeline) Progress Report

1. The starting point

When I joined the organisation on May 4th 2021, the Melton Community Lottery was making £10,545.60 annually and had 45 active local good causes.

However, many of the good causes signed up to the lottery were failing to sell many tickets or to promote it to their members. There could have been many factors being the lack of tickets being sold, including the pandemic and the causes and wider community having a limited knowledge surrounding the lottery.

2. What I have done so far

Since starting at the organisation I have:

- Undertook research into all the current good causes signed up for the lottery and created an Excel Spreadsheet with all their information in one place. By doing this, I have found which platforms each organisation uses so I can then utilise this information when deciding which marketing materials to initially send to them
- Created a spreadsheet detailing which good causes currently signed up to the lottery are selling tickets, how much they are making and if their sales are up or down from the previous month. This will make monitoring ticket sales easier in the future, and will also help show which good causes need more help with marketing the lottery.
- Sent an email out to all of the current good causes signed up introducing myself, asking what they wish to gain from the lottery and telling them how I can help
- Created initial promotional material dedicated to each individual good cause
- Received some responses to which a meeting with one good cause has been arranged and promotional material has been sent to others
- Created a range of infographics and flyers aimed towards educating and engaging potential participants with the lottery
- Researched other community lotteries in the area to better understand how they market their lotteries
- Researched and gathered contact details of other potential good causes in the area that I believe would benefit from the lottery
- Created a promotional flyer aimed at potential good causes informing them of the benefits of the lottery.

Below are just some of the promotional materials that I have created since starting in the role, with the first two targeting the community and the last image targeting potential new good causes:



3. What I am aiming to do

3.1. Keep the good causes engaged

Keeping the good causes already signed up to the Melton Community Lottery engaged will be vital in ensuring its success. There are many ways in which I plan to do this during my time with the council, including:

- Creating and sending promotional materials tailored to each individual cause. This will ensure that each cause feels like time and effort has been spent looking after their needs. Additionally to this, promotional material will be made for a variety of different mediums, such as flyers and social media posts, meaning that the good causes themselves do not have to spend time or resources creating them.
- Creating a Melton Community Lottery event where good causes can show to the public, in the way of stalls or some other means, what they do and why they should support them. This event would be mutually beneficial for both the lottery and the good causes as awareness will be raised by both.
- Keeping in constant contact with them. Following up with current good causes will ensure that the dialogue surrounding the lottery is always present in their minds. Additionally to this, I will direct the good causes to the marketing page of the lottery website.
- Making contact with local media organisations, such as the Melton Times, with the aim of having a case study of sort published about a good cause that has been particularly engaged with the lottery. This again would be mutually beneficial to both the lottery and the good causes involved.

- Get in contact with Melton Borough Council and ask if they can share the posts of good causes who post about the lottery. This would be mutually beneficial for both the good causes and the council.

3.2. Recruit new good causes

Recruiting new good causes is going to be just as pivotal in ensuring the lotteries continued success as keeping existing good causes engaged. There are many ways in which I plan to do this, including:

- Constantly researching potential good causes in the area. This will mean that the potential reach of the lottery is as wide as it can be.
- Making sure that potential new good causes are aware of the benefits of the lottery, such as how it can mean they are less reliant on community grants and other funding.
- Ensuring that each new good cause is thoroughly researched. This will ensure that the marketing material they receive will be tailored to them, meaning that they are more likely to be engaged with the lottery.
- Target different types of good causes. When reviewing the current good causes already signed up for the lottery I found that schools and parish councils did not frequently appear on the list. Going forward, I will be contacting local school, such as Birchwood, and parish councils with the aim of signing them up for the lottery as I believe it would be extremely beneficial for them.
- Ensure that causes from outside of Melton, but still within the lottery areas, are targeted. By doing this, I feel like more of a sense of community will be created surrounding the lottery.

3.3. Promote the lottery to the wider community

Promoting the Lottery to the wider community, and creating more knowledge surrounding it will also be crucial in its success. This is because I believe not enough people in the community are aware of the lottery and its benefits. Some of the ways in which I aim to promote the lottery to the wider community include:

- Giving each good cause the opportunity to post flyers on their noticeboards and posts on their social media. This means the lottery will have an extremely large reach and hopefully result in more participants.
- Constantly relaying the benefits of the lottery to the community. By ensuring that the wider community knows that 60% of good ticket sales goes back to good causes in the Melton, I feel that they will engage with the lottery more, meaning it becomes more profitable.
- Checking the lottery results every week. By doing this I will be able to see if any large prizes have been won, and if so will be able to contact the winner and ask for their permission to write about them and the good cause they have chosen to support. This positive exposure would ensure more engagement from the local community.
- Creating a Melton Community Lottery event for the both the good causes and the general public to attend will not only promote the lottery but would perhaps lead to the good causes gaining some new members. For this event, I plan to work with local media outlets to ensure that as many people are aware of it as possible.

- Additionally to this, I will be working with Ryan and a team of others on a separate event, The Melton Meetup, in which good causes that already take part in the lottery will be involved with. This will be a great opportunity for these causes to not only gain more participants for the lottery, but to also help them to get back on their feet after a challenging year.
- Target events, such as local markets, where a lottery stall can be set up. Setting up a stall at a local market, such as the one in Melton, or similar events is a great way of being able to talk face-to-face with the wider community about the benefits of the lottery.
- Informing participants that buying a lottery ticket online is a way to help the environment. This is because when making initial contact with current good causes, some responded saying they felt they would be able to sell more tickets if they came in a physical form, which is not an option for the lottery. To ensure that this is not a continued barrier to the lottery's success, I believe that informing participants that buying an online ticket is a way of helping the environment would be beneficial.

4. Social media presence

4.1. Changes one day after first social media post



Performance	Today	Yesterday	This week
Number of tickets	342	+6	+4
Number of supporters	208	+3	+2
Funds raised	£10,670.40	£187.20	£124.80

The initial first Facebook post I created generated a significant uptake in reach, which in turn led to an increase of nearly £125 per year generated for good causes by Melton Community Lottery.

4.2. Week 2 of social media presence

After 2 Facebook posts, one promoting the lottery to good causes and one promoting the lottery to the general public, with both posts reaching a significant number of people. These posts have shown how affective marketing on social media can be as they resulted in more tickets being bought and another good cause signing up. When a new good cause signs up for the lottery, I send them an email introducing myself and giving some information about what I can do to help them market the lottery, as well as send some promotional material they can use.

Hi there,

You're raising £10,826.40 for your community each year!



The lottery also recently saw a £250 winner. This win is an extremely useful PR tool as it can be used to not only promote the benefits of the lottery, but also the good cause associated with it. I have therefore contacted the winner and good cause directly to ask for testimonials which have been used to create an article on the lottery's website and a post on the lottery's Facebook page. These links can be shared by the good causes to show the benefits of the lottery.

Social media posts have been kept consistent throughout the week to ensure that the lottery stays in people's minds, for example, a post was created which informed followers of the page how many good causes are currently signed up for the lottery. These posts will be kept consistent, but I will ensure that the lottery does not post too regularly, as this could provoke a negative reaction amongst followers.

5. Local media

I have contacted the Melton Times, who have agreed to run an article on the lottery and its benefits for the wider community. This article should result in a wide reach for the lottery as the article will be posted both online and in the paper. This means that those who do not have access to the internet will be able to read about the lottery in the local newspaper. I am hopeful that once the article is published, and shared across different mediums such as social media, that there will be an uptake in tickets bought.

6. Week 3 of social media and increased marketing presence

I have been in contact with Melton Messenger, who have shared a post about the lottery on their social media, and agreed to include promotional material I have sent them in the summer editions of the directory.

I have also been in contact with My Melton about them sharing a flyer on their social media. They replied and asked for more information about the lottery as they, and some other organisations they, and some other organisations they have contact with, would potentially be interested in joining the lottery as good causes.

I have also contacted other organisations in Melton that I believe would be best suited to advertise the lottery, such as Melton BID and asked them to share information about the lottery on their social media pages. Additional posts have also been shared in Facebook groups such as Neighbourhood watch, which has over 17,000 members.

I have also contacted Melton Library and asked them if they would be able to display some flyers in the building. They have replied and said they would be happy to, but require some legal information first, of which I have provided.

Additionally, I have also contacted another potential new good cause, Above and Beyond.

<p>Hi there,</p> <p>You're raising £10,888.80 for your community each year!</p> <p>It's important to keep shouting about Melton Community Lottery so that everyone in your local community is aware of the good causes they can support. Use as many channels as you can - everything from social media to physical posters and mailing campaigns - to get your message out there.</p>	<p>This week</p> <p>+3</p> <p>+0</p> <p>£93.60</p>
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Since last week, the total raised by the lottery has increased by £62. This is a £343.20 increase since marketing for the lottery began.

I have added refreshed material to the PowerPoint which plays on the screen behind the main reception desk at Parkside. This means that when people come into the building and are waiting to be seen they will see information about the lottery.

In addition, I have also made contact with the radio station 103 The Eye about potentially updating the adverts which they run several times a day for the lottery. Making sure that adverts for the lottery are spread across many different platforms will be vital in its marketing as it will ensure that an extremely large number of people will have been exposed to the lottery.

7. Week 4 of social media presence

<p>Hi there,</p> <p>You're raising £11,232.00 for your community each year!</p> <p>It's important to keep shouting about Melton Community Lottery so that everyone in your local community is aware of the good causes they can support. Use as many channels as you can - everything from social media to physical posters and mailing campaigns - to get your message out there.</p>	<p>This week</p> <p>+11</p> <p>+4</p> <p>£343.20</p>	<div style="border: 1px solid #ccc; padding: 5px;"> <p>Insights See all</p> <p>Last 28 days: 14 May - 10 Jun ▼</p> <table border="0" style="width: 100%;"> <tr> <td style="padding: 2px;">People reached</td> <td style="text-align: right; padding: 2px;">3,757 <small>▲14350%</small></td> </tr> <tr> <td style="padding: 2px;">Post engagements</td> <td style="text-align: right; padding: 2px;">186 <small>▲18500%</small></td> </tr> <tr> <td style="padding: 2px;">Page likes</td> <td style="text-align: right; padding: 2px;">7 <small>▲600%</small></td> </tr> </table> </div>	People reached	3,757 <small>▲14350%</small>	Post engagements	186 <small>▲18500%</small>	Page likes	7 <small>▲600%</small>
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Post engagements	186 <small>▲18500%</small>							
Page likes	7 <small>▲600%</small>							

Since posting about the lottery in the neighbourhood watch Facebook group, ticket sales have increased by £343.20. This means that since I began marketing for the lottery the amount raised by the lottery each year has risen by £686.40. This significant increase shows how vital a consistent and coordinated social media presence is in regards to promotion of the lottery. It is also important for me to consistently check the insights on the lottery's Facebook page, as by doing this I am aware of

the times that posts are more likely to be engaged with as well as the demographics of individuals who see and interact with posts. This information will enable me to be able to marketing the lottery in specific ways as to suit these demographics in the future.

This week I have also written an article highlighting our new good cause, Unlock Your You, with information about what they do, how they can help people in the local area and how people can get in contact with them. This article has been shared on the lottery Facebook page and can also be shared on Unlock Your You's social media pages. This has proven to be mutually beneficial as since posting the article, ticket sales supporting this particular good cause have significantly increased, thus showing the importance of giving exposure to individual good causes.

Additionally since the information currently given in adverts appearing on 103 The Eye radio station contain the correct information and can continue airing as they are, a radio interview with the station has also been considered. This would be a way of using a different medium to gain a larger reach for the lottery.

I have also arranged to the lottery to have a stall at the upcoming Melton Meet-Up event, which I am involved with the organising of. This stall will be a great opportunity for attendees and good causes to get some more information about the lottery and hopefully sign up. The original date for this event was Wednesday 7th July, but since the announcement that COVID-19 restrictions will not be eased until after this date, the event is being postponed with the possibility of it taking place in early September.

8. Week 5 of active lottery promotion

You're raising £11,294.40 for your community each year!

It's important to keep shouting about Melton Community Lottery so that everyone in your local community is aware of the good causes they can support. Use as many channels as you can - everything from social media to physical posters and mailing campaigns - to get your message out there.

This week

+2

+2

£62.40

This week, the amount of money raised by Melton Community Lottery per year has continued to rise, with an extra £62.40 being raised. This means that since I started in my role as marketing assistant, the amount raised annually has risen by £748.80.

Having identifying the issue that some of the emails I have sent to individuals may have been sent to their 'junk' folder at the end of last week, I have since been in contact again with a number of both current and potential good causes. From this I have received some updated contact details for a few of the current good causes. To ensure that email don't get lost in 'junk' folders again, I will record emails that have been sent so that I can check up on them after a week or so if there have been no replies.

Additionally, I chased up Melton Library, who hadn't got back to me regarding being able to put up lottery flyers on their noticeboards. This has since been approved and flyers have been hand delivered to the Library so they can be put up. As well as this, I contacted Melton Museum who have also agreed to put posters up on their noticeboard, which were again hand delivered. Through

chasing up these emails The Melton Times also responded and said they will publish an article regarding the Melton Community Lottery in next week's paper (24/06/2021).

8.1. Highlighting specific good causes

After having seen the increase in ticket sales which followed an article posted on social media and the lottery website regarding a new good cause that had signed up, Unlock Your You, I have decided that highlighting good causes in this manner would be mutually beneficial. Therefore, I have sent emails to all current good causes informing them of this plan and asking them for some information about their good cause and how they help the local community for me to use in these articles.

As a number of good causes have responded, I have created a schedule of when to post these articles to the lottery website and social media. This is so that the social media page does not get too crowded with posts about good causes, as other posts, such as reminders of when the draws are taking place, are also beneficial in the marketing of the lottery. If too much is posted on social media it runs the risk of some individuals seeing it as spam and choosing to unlike or unfollow the page, meaning that the lottery has less of a reach. I believe that if this marketing technique is kept consistent then it will benefit both the lottery and the good causes involved in the lottery a great deal.

9. Week 6 of active lottery promotion

Hi there,

You're raising £11,325.60 for your community each year!

It's important to keep shouting about Melton Community Lottery so that everyone in your local community is aware of the good causes they can support. Use as many channels as you can - everything from social media to physical posters and mailing campaigns - to get your message out there.

There has continued to be a rise in the amount of money raised annually by the Melton Community Lottery. Since last week the total has risen by £31.20, meaning that since marketing for the lottery began, an extra £780 has been raised.

Another good cause has signed up this week, Friends of Brownlow. This takes the total number of good causes signed up to the Melton Community Lottery up to 48.

An article regarding the lottery also appeared in The Melton Times this week, therefore furthering the reach of the lottery.

10. Week 7 of active lottery promotion

10.1. Brownlow Primary School

Hi there,

You're raising £12,355.20 for your community each year!

It's important to keep shouting about Melton Community Lottery so that everyone in your local community is aware of the good causes they can support. Use as many channels as you can - everything from social media to physical posters and mailing campaigns - to get your message out there.

This week there has been a significant increase in the amount raised by the Melton Community Lottery as it has risen by £1029.60 since last week. This means that since active marketing for the lottery began, an extra £1810 has been raised. This increase is mostly down to the newest good cause, Friends of Brownlow, actively promoting the lottery on their Facebook page. This has shown that it would be beneficial for schools to be targeted when searching for new good causes. As the increase in ticket sales has been so high since Friends of Brownlow joined the lottery, I am going to dedicate a post to them on social media and the website, which I will then use as an example when targeting other schools in the local area.

10.2. National Bolt-On

This week the new National Bolt-On begins, giving players that chance to win the additional prize of a Luxury Forest Staycation, with the draw taking place on Saturday 28th August. To ensure that as many people are aware of this as possible, I have emailed all current good causes to inform them. I have also published a press release that will be shared on social media on the 1st July when the draw begins. The promotion of the bolt-on will continue until 28th August to ensure that it stays fresh in supporter's minds, whilst also introducing new players to the prize.

11. Week 7 of active lottery promotion

Hi there,

You're raising £13,010.40 for your community each year!

It's important to keep shouting about Melton Community Lottery so that everyone in your local community is aware of the good causes they can support. Use as many channels as you can - everything from social media to physical posters and mailing campaigns - to get your message out there.

Since last week, the lottery has continued to see a rise in ticket sales, rising by another £655.20. This means that since I started actively marketing the lottery, the amount raised annually has risen by £2,464.80. The large increase in sales in the last couple of weeks is down to two factors: Friends of Brownlow joining the lottery and actively promoting it on their social media channels; and the new National-Bolt on, which offers players the chance to win a holiday. I have created an article, which was uploaded to both the lottery website and Facebook page, welcoming them to the lottery so that those who are unaware of what they do in the community may learn about them so that they can support them when playing the lottery.

Leading on from the success Friends of Brownlow have had regarding ticket sales, I have emailed all other schools in the local area informing them of the lottery and the benefits it can provide them.

12. Week 8 of active lottery promotion

After a meeting with current good cause, Access All Areas, I have uploaded an article onto the lottery's website and Facebook page highlighting the good work they do in the community and encouraging players to support them when buying tickets to the lottery. I have also, upon their request, created and sent flyers which they can hand out to their clients.

I have also sent out an email to all current good causes reminding them of the National-Bolt on prize that the lottery is running until the 28th August, with additional promotional material for them to share however they see fit.

13. Week 9 of active lottery promotion

Insights

[See all](#)

Last 28 days: 25 Jun - 22 Jul ▼

People reached

4,837

▲13%

This week has seen a slight drop in ticket sales, with the total raised annually dropping by £62. This was expected and could be explained by the fact that good causes involved in the education sector, such as Friends of Brownlow are operating less as children have broken up for the summer holidays and the staff who would normally run the causes are on annual leave. This means that I will not focus on recruiting new good causes within the education sector until just before children go back to school, as that will be the time where these good causes will be most likely be looking for new fundraising opportunities, such as Melton Community Lottery. However, despite this drop in the number of ticket sales, the amount of people reached through the lottery's Facebook page continues to grow, meaning that more people are becoming aware of Melton Community Lottery.

This week I have focused on recruiting new good causes, creating a social media post and sharing it across a wide variety of pages to ensure that it gets the widest reach possible. I have also looked into the possibility of creating an incentive to encourage new good causes to sign up for the lottery.

I have also delivered updated posters to the Library. These posters include information about the National Bolt-On that the lottery is currently running.

14. Week 10 of active lottery promotion

This week I have continued to contact our current good causes, by emailing them a new promotional infographic titled 'how it works'. This resource is a quick and easy guide to how the lottery works, which can be sent to all of the good causes supporters. This was also posted on the lottery's Facebook page, where it reached a large amount of people. The amount of people it reached, and the fact that the size of reach continues to grow, is an indicator that the Melton Community Lottery is very much on people's radar.

I have also added QR codes to previous promotional materials I have made, as well as adding a QR code to any new promotional materials that I make, such as flyers and posters. The addition of these QR codes will make it easier for potential players to access the lottery website if they see posters, as they can just scan the QR code on their phones.

15. Week 11 of active lottery promotion

Hi there,

You're raising £13,135.20 for your community each year!

It's important to keep shouting about Melton Community Lottery so that everyone in your local community is aware of the good causes they can support. Use as many channels as you can - everything from social media to physical posters and mailing campaigns - to get your message out there.

Daily report - 05/08/2021



This week, after a slight drop in ticket sales, the amount raised by the lottery has increased by £124.80 since it dipped. Overall, this means that since I began promoting the lottery, the amount raised by the lottery annually has risen by £2579.60. This could be due to the increased amount of reach the lottery Facebook page has been recently gaining, thus showing that a continued social media presence is vital to the amount of tickets sold.

This week I have emailed a number of advertisers around the Melton area, including the Melton Times, who have agreed to run another article regarding Melton Community Lottery. This article, however, will focus on the luxury staycation nation bolt-on that the lottery is running until the end of August. I also sent the Melton Times some promotional flyers for them to use in the article. Another advertiser I have been in contact with is Melton Messenger, who have posted a flyer on their social media pages to promote the lottery. There were unable, however, to include information about the national bolt-on in the August issue of their magazine, as it has already been printed.

Additionally to this, I have made contact with venues such as Melton Leisure Centre, as I believe that advertising the lottery by putting up posters on their noticeboards will generate a lot of ticket sales. Melton Leisure Centre responded and have agreed to display posters advertising Melton Community Lottery at their venue.

I have also contacted all current good causes registered with the lottery to ask if they would like any posters or flyers sending to them, as I am aware that with the world opening up again, some organisations may be seeing more customer face to face and may wish to hand out flyers. This email generated a response from some good causes, who I have subsequently sent posters and flyers to.

As the news section of the lottery website hasn't been used much in the past few weeks, I wrote and published an article titled '5 reasons why you should play Melton Community Lottery' and posted the link to it on the lottery's Facebook page. I believe that this could help generate some ticket sales.

15.1. Promotion to the wider community

As the lottery is being fairly well promoted in Melton, it is also important to promote the lottery to the wider community, as it does not just cover Melton, but the Borough of Melton too. To do this, I have emailed all local parish councils and asked them if they would be able to display posters for the lottery in their village halls and any other public buildings they may have control over. Many of the parish councils have responded asking for flyers to either be sent to them via email or via post.

16. Week 12 of active lottery promotion



This week I have continued to promote the lottery to the wider community. I have done this by sending out a number of promotional materials, both via email and post, to parish councils across the borough. There have also been a number of parish councils who have said they would include the Melton Community Lottery in upcoming parish council meetings and events.

Additionally to this, I have continued to promote the lottery within Melton. I have done this by sending leaflets to venues such as Melton Regal Cinema.

I have also begun preparation to once again market the lottery to schools across the borough. This promotion will begin next week as it is just before the schools reopen in time for the new school term, so will give staff chance to market the lottery to new and existing parents of pupils. Promoting to schools is important as the success of Friends of Brownlow has shown.

To begin preparation, I have created an email template that I will send to all local schools. I have also made amendments to some previously created posters, to make them more targeted towards schools and parents.

The overall reach of the lottery on social media continues to grow. This shows that, not only are more people becoming aware of the lottery, but that the lottery is consistently coming up on the newsfeeds of local residents. Additionally to this, the number of post engagements is also continuing to grow. This shows that the lottery's consistent presence has meant that people are seeing the links as safe to click on, thus showing that a sense of rapport has been created.

17. Week 13 of active lottery promotion

Hi there,

You're raising £13,197.60 for your community each year!

It's important to keep shouting about Melton Community Lottery so that everyone in your local community is aware of the good causes they can support. Use as many channels as you can - everything from social media to physical posters and mailing campaigns - to get your message out there.

This week, the amount raised annually by Melton Community Lottery has continued to rise, by another £62.40, once again showing the importance of dedicated marketing pertaining to the lottery. The social media presence of the lottery is also continuing to rise, with engagement, people reached and the number of page likes all increasing, showing that more people in the area are becoming aware of it.

As it is nearing the start of the new school year, I have sent emails to all local schools informing them of the new and exciting opportunity Melton Community Lottery can be for them.

As the current National Bolt-On is coming to a close, I have sent emails out to all current good causes reminding them of how long their supporters have left to enter before the draw, along with some additional promotional material for them to share. Being in constant contact with the current good causes builds a sense of rapport and means that they are more likely to engage with the emails they receive. Additionally, in regards to the new national bolt-on prize, I have started to create a press release and draft email to send to all current good causes to inform them of the prize.

18. Week 14 of active lottery promotion

This week I have begun preparation for the launch of a new national bolt-on running from 1st September – 30th October, where players have the chance of winning £1000 worth of John Lewis vouchers, as well as the usual weekly prizes. I have created promotional material, such as posters and flyers, to be posted on the lottery's social media pages as well as sent to current good causes. I have also drafted emails to be sent to current, as well as potential, good causes just before the bolt-on is launched. I have also created a social media post to remind players that there is only a few days left on the current national bolt-on, where they have the chance of winning a luxury forest staycation worth £1000.

As well as begin preparation for the national bolt-on, I have also made and distributed a social media post with a poster attached, aimed at the recruitment of new good causes. This is because, even though it is important to keep in contact and create a rapport with current good causes, it is also equally as important to keep targeting new ones.

In addition, I have also sent out more flyers to parish councils that are in the area covered by the Melton Community Lottery.

19. Week 15 of active lottery promotion

The Facebook insights for the Melton Community Lottery page have continued to grow, with increases in the amount of people reached, engagement on posts, and the number of page likes. This shows that the lottery is continuing to grow and also shows the importance of having dedicated marketing personnel involved with the lottery.

Sunday 5th September marks the International Day of Charity 2021. To coincide with this, I have scheduled a social media post for this day to hopefully generate some more ticket sales and attract new good causes.

In addition to this, a promotional image and link for Melton Community Lottery is included on the home page for the new Melton Borough Council website.

This week I have also continued to aid in the planning of an even taking place next week, Melton Meet-Up, of which Melton Community Lottery is involved with. This event aims to inform local people of what is going on in the community now that COVID-19 restrictions have started to ease. I have helped distribute posters for the event, as well as share information about it on social media channels.

19.1. New national bolt-on

This week, Melton Community Lottery has launched a new national bolt-on prize. Any tickets bought between 1st September and 30th October will be in with the chance of winning £1000 in John Lewis vouchers, as well as the usual weekly prizes. To promote this additional prize I published a press release with all the information supporters and good causes would need. I also emailed all current good causes informing them of this additional prize and included the

link to the press release and some promotional material for them to share with their supporters.

In addition to this, I also created a Facebook post detailing the new promotion, which I then shared on various groups, such as Neighbourhood Watch, to ensure that the maximum reach was acquired. I also contacted advertisers in the local area, with many responding that they will advertise this additional prize, such as Melton Messenger, Melton Library and Melton Leisure Centre. This means that people will be able to see physical posters for the lottery as well as content online. Melton Times have also agreed to write both an online and print article regarding the lottery and the additional prize.

As well as contacting advertisers and promoting the lottery on social media, I have also contacted and sent out updated promotional material to parish councils in the borough. This is because it is important to not only focus on the residents of Melton, but its surrounding areas as well.