



BPRCVS: *Helping Hands Lottery*

NEWSLETTER

Monthly Message

Welcome to our brand-new lottery newsletter.

It's been a strong start to our Helping Hands Lottery since we launched with our first draw on 6th December 2025.

Thank you to all the groups who have registered and to all the players supporting local good causes - you can see the impact the lottery is having below.

We're always looking for more good causes to join in and begin raising money for their group/organisation, and remember... it's completely **free** and never costs you a penny!

Registration is really easy and you can get started raising money within just a day or two of registering.

Help spread the word about Helping Hands Lottery and let's raise a handful of money for our local groups and organisations supporting the communities of Burnley, Pendle and Rossendale.



OFFERING A HELPING HAND TO LOCAL COMMUNITIES

On track to raise

£13,135.20

(current annual cumulative based on current ticket sales)

£3,102.60

Funds already paid out to local good causes

34

Groups registered as good causes

421

Active weekly tickets

150

Active players

£125.00

Cash prizes paid out to players

5,171

Total tickets sold

189

Total historic players

SPOTLIGHT

We recently spoke with one of our participating organisations about their experience using Helping Hands Lottery, and here's what they had to say...



1. How easy was it to register and set up your lottery page?

Helping Hands has been really easy to set up and start using!

2. What's been your best method of raising awareness and selling tickets?

We found the best way to sell tickets was to reach out directly on our mailing list to long time supporters of Horse + Bamboo, as well as an initial social media post to tell our followers about the new lottery.

3. What have your supporters said about the lottery?

Supporters seem really positive about the lottery! It's a different and fun way to donate to us that might win them some prizes as well.

4. If you've used the dashboard on the backend, what benefits has this provided you, if any?

Very easy to use dashboard!

5. Why would you recommend Helping Hands Lottery to other groups and organisations?

Helping Hands Lottery has been really easy for us to set up and we've been so impressed with how many supporters we have gained on there.

The donations coming into us monthly is brilliant and Helping Hands taking on all the admin of emailing / keeping in touch with the supporters, really means it's no additional work for us.

6. What other platforms allow you to raise money this way for no cost?

We haven't found any other no cost platforms that are raising the same amount of funds so quickly and regularly for the charity.



TOP TICKET-SELLING TIPS

Here are some top tips to help you sell more tickets and raise even more money!

Promote, Promote, Promote!

You can access marketing materials from your dashboard, so use them unless you're a bit of a design buff and can create your own.

Get the word out there - add it to your website, include in all newsletters, post regularly on socials, add it to your wider marketing materials.

Facebook Ads

You could spend a little bit of money to bring in much more with a well designed Facebook ad or post boost.

Reach Out To Supporters

Visit the 'supporters' tab in your dashboard and you can see the players who have given permission to be contacted about the lottery. Thank them for their support and how the money raised is being used, and of course you can also prompt those who don't have any active tickets to continue their support.

Refer A Friend Scheme

Encourage your supporters to refer their friends and family to help support your cause. They'll also have a chance to win a prize in the 'Refer A friend Draw'. You can find information to help you promote this by visiting the 'marketing hub' in your dashboard.

Don't Forget The Super Draw

Every month there is an extra free draw with some fabulous prizes which can entice increases in ticket sales.

Email Signatures

Put a link to your lottery page in your email signature.

Don't Forget About The People You Already Know!

Players can be from your own group/organisation so get staff, volunteers, trustees, clients, members, service users to buy tickets, but don't forget about friends and family too - everyone (18+ of course) can play!



MORE INFO



Scan the QR code to visit our dedicated Helping Hands Lottery website for more information about how it works, to register, and to buy tickets.

When we launched the lottery we created a number of materials to help people understand what the lottery is, how it works, and what the benefits of being involved in the lottery are for local groups and organisations, and players. Check out the BPRCVS website to access these materials:

<https://bprcv.co.uk/helping-hands-lottery.html>

Tell Your Supporters!

Win a £1,000 IKEA gift card in our May Super Draw

Perfect for refreshing your home and garden for summer. Enter before Saturday 30th May for your chance to win, or choose a £1,000 cash alternative. Every ticket supports a great cause.

Terms and conditions apply



Enter our
Super Draw
Win a £1,000 IKEA Gift Card
OR £1,000 CASH PRIZE



CONTACT FOR INFO & SUPPORT

www.helpinghandslottery.co.uk
support@helpinghandslottery.co.uk
01282 532235
@bprcv

Thank you for supporting your local community through the Helping Hands Lottery. Every ticket makes a difference!