



Marketing Guidance For The Fundraising Lottery Affiliates (Clubs)



Introduction

Marketing any gambling products, including lotteries, is a highly regulated operation with multiple bodies issuing guidance under the umbrella of the Gambling Commission.

- The Fundraising Club (TFC) operator's licence is at risk if any Affiliate (Club) inappropriately markets the lottery which would be potentially disastrous for all clubs' fundraising.
- As such, TFC will provide the marketing materials for Affiliates to use in marketing the lottery.



Material

In terms of marketing material, Affiliates MUST NOT:

- Undertake any social media advertising unless the material follows the guidance in this document.
- Undertake any email marketing campaigns unless the campaign follows the guidance in this document.
- Produce any leaflets, posters, beermats, merchandise etc promoting the lottery unless the material follows the guidance in this document.

We recommend that you use the marketing assets found further on in this document. If you have any questions or need help, please contact support@pitchero.com.

As regards players signing up for the lottery this will be done via the online sign up page or where available the approved Bee Ethical Ltd tablet or sign-up app.

Players can also sign up by phone/writing/email to Bee Ethical Ltd.

Where sign-ups take place face to face with Affiliates and their supporters the Affiliate must not under any circumstances accept cash, cheque or credit card payments. Any face to face sign ups should be via the approved tablet or app.



Raising Awareness

The above relates to formal marketing and materials. The principles also apply when Affiliates speak to their supporters about the lottery and a general guide for how those interactions take place is as follows.

TFC and its Affiliates will ensure that all efforts are:

Legality and Honesty:	<ul style="list-style-type: none">• Adhere to legal standards.• Uphold principles of decency, honesty, and truthfulness.
Accuracy and Social Responsibility:	<ul style="list-style-type: none">• Avoid misleading content.• Present information accurately without exaggeration or omission.• Demonstrate social responsibility in advertising practices.
Limitations and Qualifications:	<ul style="list-style-type: none">• Clearly state any limitations or qualifications, especially regarding special offers, rewards, bonuses, or incentives.
Harm and Offence:	<ul style="list-style-type: none">• Avoid causing harm, serious offence, violence, or anti-social behaviour.
Protection of Vulnerable Individuals:	<ul style="list-style-type: none">• Avoid exploiting the vulnerabilities of children, young persons, or other susceptible individuals.
Appeal to Children and Youth:	<ul style="list-style-type: none">• Not likely to appeal to children or young persons, and refrain from association with youth culture.
Media and Age Restrictions:	<ul style="list-style-type: none">• Not directed at those aged under 18 through media selection or context.
Representation of Age:	<ul style="list-style-type: none">• Exclude individuals who appear to be under 25 from gambling-related content.
Socially Responsible Portrayal:	<ul style="list-style-type: none">• Avoid portraying, condoning, or encouraging socially irresponsible gambling behaviour.
Avoid Misleading Perceptions:	<ul style="list-style-type: none">• Do not suggest that participation in a lottery can solve personal, professional, or educational problems.
Ethical Considerations:	<ul style="list-style-type: none">• Do not exploit cultural beliefs or traditions about gambling or luck.



Further Clarity

- Not to be marketed/promoted/sold to anyone under 18 years.
- Children U18 not to be involved in any promotion or marketing of the lottery.
- Marketing communications must neither suggest peer pressure to participate nor disparage abstention.
- Marketing communications for lotteries must not be likely to be of strong appeal to children or young persons, especially by reflecting or being associated with youth culture. They must not include a person or character whose example is likely to be followed by those aged under 18 years or who has a strong appeal to those aged under 18.
- There are additional requirements if fundraising by mail, or telephone so Affiliates should avoid that until further advice has been given.



Regulatory Framework

Promotion/Marketing of lotteries is regulated by:

The Gambling Act 2005

The Gambling Commission guidance

Licensing Conditions Code of Practice (LCCP) [Licence Conditions and Codes of Practice](#)

The Betting and Gaming Council – Industry Group for Responsible Gambling (IGRG) Code (edition 7) [IGRG | Betting & Gaming Council](#)

The Fundraising Regulator Code of Practice [Code Fundraising Practice October 2019.PDF](#)

Code of Non-broadcast Advertising and Direct and Promotional Marketing (CAP code) and the Code of Broadcast Advertising (BCAP code), including

- CAP - 08 Promotional marketing;
- CAP - 16 Gambling;
- CAP - 17 Lotteries;
- BCAP - 17 Gambling; and
- BCAP - 18 Lotteries.

[Non-broadcast Code - ASA | CAP](#)

[Broadcast Code - ASA | CAP](#)