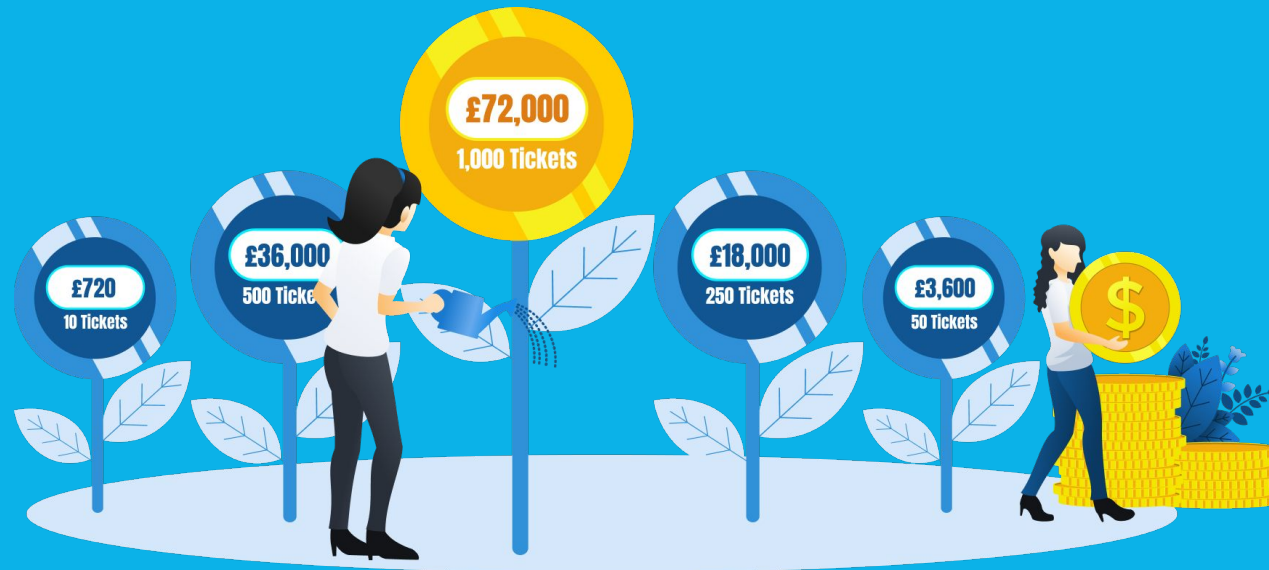




Marketing Guidance For The Fundraising Lottery Affiliates (Clubs)





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, beer mats, 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](#)



Marketing Material - Examples

- You can use the text and artwork on the following pages to promote ticket sales to your members and beyond.
- Please ensure you link out to your ticket sales page where possible. To get the link to your lottery page go to the Lottery section of your club website and copy the link.
- You can download the artwork directly from this document or [by visiting this page.](#)
- You CAN create your own marketing assets but you MUST follow the guidance in this document.
- If you require printed posters please email support@pitchero.com and include your name and address.



Marketing Material - Examples

[Text for emails/news articles/social media]

Your Club & Your Chance to WIN

We've partnered with The Fundraising Club Lottery, giving you the chance to win up to £25,000 while supporting our club!

For just £10 per month, you'll be entered into the draw. A portion of every ticket sold goes directly to help our club grow.

What you can WIN:

- 1st Prize: £5,000 + up to £20,000 Bonus Jackpot!*
- 2nd Prize: £2,000
- 3rd Prize: 20 x £50 winners

*1st prize winner has a 1 in 6 chance to win the additional bonus jackpot

All players also get a free Gourmet Society membership for discounts at big discounts at restaurants, bars, cinemas, theme parks & more.

>> Buy your ticket here: [INSERT CLUB URL](#)

Thank you for your support.

Strictly over 18s only.

*Terms and conditions apply. For advice and support, visit BeGambleAware.org



Marketing Material - Examples

[Text for emails/news articles/social media]

Your Club & Your Chance to WIN

The Fundraising Club Lottery supports **INSERT CLUB NAME**, providing monthly grants to improve club facilities for players and supporters.

For just £10 a month you could WIN up to a whopping £25,000 tax-free!!

Over 20 prizes are up-for-grabs in every draw - including a £5,000 first prize. What's more, if you scoop the BONUS jackpot, you can win up to a total of £25,000!

PLUS! Each player will also receive a FREE membership to the Gourmet Society, where you can claim big discounts at restaurants, bars, cinemas, theme parks & more throughout the country. (RRP £5.99 per month).

Strictly over 18s only.

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Marketing Material - Examples

[WhatsApp message with image]

WIN up to £25,000 and support your club!

We have joined The Fundraising Club Lottery a new exciting way to raise funds for our club.

For just £10 a month you could WIN up to a whopping £25,000 tax-free!

Over 20 prizes are up-for-grabs in every draw - including a £5,000 first prize. What's more, if you scoop the BONUS jackpot, you will win a total of £25,000!

PLUS! Each player will also receive a FREE membership to the Gourmet Society, where you can claim big discounts at restaurants, bars, cinemas, theme parks & more throughout the country. (RRP £5.99 per month).

To join the lottery, click here: [INSERT LINK TO LOTTERY PAGE](#)

Strictly over 18s only.

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PLAY THE FUNDRAISING CLUB LOTTERY

WIN & SUPPORT YOUR CLUB

3RD PRIZE
20x **£50**

2ND PRIZE
£2,000

1ST PRIZE
£5,000
+ UP TO £20,000 BONUS JACKPOT

£25,000 JACKPOT

Enter Now - Visit the Club Website & Click 'Lottery'

Terms & Conditions apply.
Please play responsibly. Visit BeGambleAware.org



Marketing Material - Examples

[Social media posts]



WIN up to £25,000 and support your club!

Play The Fundraising Club Lottery and support the club you love. Every ticket supports club development and you could WIN up to £25,000!

>> [CLICK HERE](#) to buy your ticket.

Thank you for your support.

Strictly over 18s only.
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Support the club and you could WIN up to £25,000!

Support the club and be in with a chance of winning this month's £25,000 jackpot by signing up to the Fundraising Club Lottery. Go to the club website and click Lottery.

It only takes 30 seconds to sign up and get your chance to win.

Thank you for your support.

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Marketing Material - Examples

[Social media posts]



Play for Your Club & Play to WIN! 🏆🎉

The final whistle doesn't mean the game is over! Keep the momentum going by joining The Fundraising Club Lottery. Every ticket you buy helps your club earn grants, supporting its future success.

👉 [CLICK HERE] to get your ticket today!

Thank you for backing your club. 🙌

Strictly over 18s only.

Terms and conditions apply. For advice and support, visit BeGambleAware.org



Could You Be the £25,000 Winner? 🏆💰

Support your club and take your shot at the £25,000 jackpot with The Fundraising Club Lottery!

It takes just 30 seconds to enter—grab your ticket today to be in with a chance to win!

👉 [CLICK HERE] to play now!

Thank you for your support. 🙌

Strictly over 18s only.

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