



St Raphael's Hospice Lottery

Use of external companies and self employed individuals for the administration of the lottery and for recruiting new lottery players via direct mail; telephone marketing and door to door canvassing.

- **Each year the St Raphael's Hospice Lottery has a turnover from members contributions of over £250,000, from which the cost of running the lottery and paying the prizes are taken, leaving a net surplus which is the profit that goes to the Hospice in the region of £80,000 to £100,000 a year. We hope it will be more in the future, but that depends on expanding the number of members.**

St Raphael's uses a number of external companies and self employed individuals to assist us in the administration of the lottery and for recruiting new players. We do this, because it is cost-effective and helps raise the most money for the charity via our Lottery.

- **We use Sterling Lotteries Management Ltd based in Cumbria for the administration of the lottery. This means that the draw, which is held weekly on a Friday is conducted entirely independently of the hospice or any of our staff or supporters. Sterling maintain the membership records, send reminders on our behalf to supporters when their membership becomes due. They deal with the administration of direct debit payments and also send out the winners cheques each Friday to the lucky**

winners. They compile the financial records for each draw, and after agreeing them with us, submit those records to the Gambling Commission. We pay Sterling an agreed fee to undertake all this work on behalf of the Hospice, without which we would have to run all of the administration and draw ourselves. <http://www.sterlinglotteries.co.uk>

- We use NRG Direct Mail, based in Shrewsbury for mailing information to supporters, and have used their services for a direct mail approach regarding lottery membership. Each direct mail campaign is costed individually. <http://www.nrgdirectmail.co.uk>
- We use QTS (Quality Telephone Services) based just outside Exeter for telephone marketing for our lottery through their professional callers. This is mainly for the recruitment of new lottery players and they have run several successful campaigns previously, and during 2012. QTS are paid on a “per call” basis the sum of £3.75 meaning per contact made. From these calls we reasonably expect to recruit a good proportion of new players, who will then contribute £52 a year (the cost of an annual lottery subscription). <http://www.qtsfundraising.co.uk>
- We also utilise the services of a number of self employed individuals as door to door canvassers to call on local residents, tell them about the hospice lottery and invite their support. We pay door to door canvassers on a commission only basis, £30 for each new member recruited. There are 380,000 people in the area the hospice services, so about 150,000 households. So please bear with us, it will take them a while to call on everyone!

We have also used other methods in the past such as door to door leaflet drops and newspaper advertising, but find that these result in a very small number of enquiries and new members, compared to the above.

For any queries please contact the St Raphael’s Hospice Lottery Promoter and Director of Fundraising, Mr Keith Witham. St Raphael’s Hospice, Fundraising Department, London Road, North Cheam Sutton SM3 9DX Tel: 020 8335 4576 or email: fundraising@straphaels.org.uk