

IMPORTANT: Marketing your lottery and compliance

Ensuring your lottery remains gambling compliant is essential for its ongoing success and for legal / gambling licence requirements. Here are some key points to get you started:

1. IMPORTANT: Read the Marketing Compliance Guide *before* promoting your lottery

Please read and review this document - <https://bee-ethical.com/MKGCOMPGUIDE> to familiarise yourself with lottery compliance requirements. Download a copy and keep it to hand.

2. Wording and logos (18+ / Gamble Aware)

Always include the 18+ symbol on emails, printed materials, social posts, and images. Use the following wording in a clear, legible font similar to your main text:

18+ years. Stay in control. Gamble responsibly. For support, visit BeGambleAware.org

You'll find both black and white versions with the email sent to you, plus a combined image with the logo and wording for easy use.

3. Disclaimer to explain the size of the prizes

In addition to the 18+ / Gamble Aware wording in point 2 above, you could also add the following disclaimer to all of your social posts / email wording etc (or use this if supporters ask about prizes and how you are funding them):

We work with a trusted lottery partner who supports charities and not-for-profits like ours. They manage the draws and award the prizes, so that we can focus on making an impact.

4. Prize wording (Big Monthly Draw + Fab Fridays)

Core rule: always “a chance to win”

Always refer to **“a chance to win”** when promoting prizes. There is no guarantee a supporter will win.

Name the draws consistently

- The monthly draw is called **“The Big Monthly Prize Draw”**.
- The weekly draws are called **“Fab Friday draws”** (four per month).

Simple approved wording to explain lottery prizes:

One £10 monthly lottery ticket gives you five chances to win.

This includes One Big Monthly Prize Draw with prizes of up to £25,000, plus four weekly Fab Friday draws with a top prize of £250.

More detailed wording to explain the lottery entry:

As long as your £10 monthly payment is received by the closing date for the month's Big Monthly Prize Draw (closes on the 20th of the month), you are automatically entered into:

- The Big Monthly Prize Draw for that month, AND
- The four Fab Friday draws in the following month.

Fab Friday draws take place on the first four Fridays of each month. Entry is linked to the monthly payment cycle. Full terms and conditions apply.

Explaining the individual prizes:

Every month you'll have a chance to win one of these prizes:

Big Monthly Prize Draw (once a month)

- 1st Prize: £5,000 + a possible £20,000 bonus draw jackpot (1 in 6 chance)
- 2nd Prize: £2,000
- 3rd Prize: 20 x £50 winners

Fab Fridays (4 weeks, every week)

- 1st Prize: £250
- 2nd Prize: 2 x £100
- 3rd Prize: 5 x £50

You do not need to opt in, pay anything extra, or change how you play.

What not to say (Fab Friday wording)

Avoid phrases such as:

- "Enter this week's draw"
- "Sign up for this Friday's draw".

Bonus prize vs rollover

How to explain the difference:

- We don't do rollovers. A bonus prize (such as the £20,000 jackpot) is an extra prize on top of the main draw.
- Unlike a rollover, the bonus does not build up or carry forward if it isn't won – it is available to be won outright every time a draw takes place. If you win first prize in the Big Monthly Draw, you then have a 1 in 6 chance to win the £20,000 bonus prize – taking potential the total prize win to £25,000.

5. Shocking/distressing images/claims

Avoid using shocking or distressing images or claims (e.g. distressed children or animals).

Be mindful of public sensitivities at all times.

6. Lottery promotion and children

Never use anyone under 25 to ask people to play the lottery. Only use under-25s if your cause directly benefits children (ask us for more information).

Avoid imagery, cartoons, characters, or icons that could appeal to under-18s.

7. Gourmet Society approved wording

Here is some recommended/approved wording you can use when you refer to the Gourmet Society membership:

Every lottery player gets FREE Gourmet Society Membership (normally £5.99 per month). You can save 25% off dining at thousands of restaurants nationwide, just by showing your Gourmet Society membership details, and you can also access discounts of 50% on pizza delivery, 30% off cinema trips and up to 40% on days out. Everybody wins when you play our lottery!

8. Need support?

If you have any questions, we're happy to help – please get in touch – marketing@bee-ethical.com