

Notes/Actions

Lottery Working Group Meeting

5th January 2021

- First groups to sign up to be used on the press release – groups tba
- Possibility of parish councils joining in future
- Launch event agenda:
 - Introduction by the Mayor Cllr Reynolds
 - Background by Cllr Saunders
 - Gatherwell presentation
 - Q&A session
 - Mayor closes session
- Send reminder for launch event LB
- Promotion to the public – Radio Kent, KMTV, newsletter, CommunityAd CW
- Targeted advertising on Facebook
- Playbook for product launch – from 1 line to 5 explaining why we are starting a lottery – all keep to the same message KB/JS
- Provide a regular update of those who have signed up LB
- Bolt on prizes – approach supermarkets, Motorline Canterbury, Cycle shop, developers
- Merchandise to be considered at a later date when events are taking place (such as The Hop Festival)
- Banners – contact developments for possible locations CW
- Date of next meeting Tuesday 9th February, 7pm