

Faversham & District Community Lottery

12-Month Communications Plan

The Faversham & District Community Lottery is a great opportunity to do two things at once: give people the excitement of a potential win while raising money for good causes across our community.

The aim of this plan is to increase lottery sales over the next 12 months by making the lottery more visible, and easier for local people to get behind.

Trying to keep things simple and memorable communications should repeat the following three themes.

- **Win:** remind people that there is a genuine opportunity to win.
- **Give:** show how ticket sales benefit local organisations and good causes.
- **Belong:** position playing the lottery as a small but positive way of supporting the place we live.

This gives us enough variety to keep communications fresh without constantly reinventing the campaign.

What we want to achieve

Over the next 12 months, we should look to:

1. **Increase awareness** of the lottery across Faversham and the surrounding district.
2. **Recruit more regular players** and increase ticket sales.
3. **Keep existing players engaged**, reducing the number who stop playing.
4. **Demonstrate the community benefit** by regularly showing where the money goes and who it helps.

We should track sales against previous months and years to achieve a view on whether the communication strategy is successful. This can be done through the Lottery portal.

Who are we talking to?

Our strongest potential audience is likely to be **people who already support local organisations and good causes**. They already have a reason to care and support both their own good cause and the other causes within the lottery.

We should also reach **community-minded residents across Faversham and the district**, people attracted by the **chance to win**, and our **existing lottery players**, who can become some of our best advocates.

Local businesses, community organisations, clubs and venues can help us reach all of these groups. Faversham is lucky in that community networks are strong.

The 12-month plan

The proposal is to have a different emphasis each month, supported by regular communications throughout the year.

Month	Theme	Main activity
September	Love Local, Win Local	A strong autumn campaign re-introducing the lottery, how it works and why playing supports the community.
October	Meet the Good Causes	Tell the stories of local groups benefiting from lottery funding.
November	Could It Be You?	Focus more strongly on prizes, winners and the excitement of taking part.
December	Give Local This Christmas	Link the lottery with seasonal giving and supporting the local community.
January	Start a Good Habit	Encourage people to make supporting local good causes part of their New Year routine.
February	Love Faversham	Celebrate what people love about the area and the organisations that make it special.
March	Where Your Money Goes	Publish a simple impact update showing money raised, groups supported and what has been achieved.
April	Spring into Action	Run a concentrated recruitment drive for new players.

Month	Theme	Main activity
May	Community Champions	Celebrate volunteers, organisers, supporters and participating organisations.
June	Summer of Community	Link lottery promotion with community events, fairs and summer activities.
July	Imagine Winning	A lighter, prize-focused summer campaign supported by winner stories where possible.
August	Look What We Did Together	Thank players, report the year's impact and prepare for the next autumn campaign.

Keeping the lottery visible

The monthly themes give us something fresh to talk about, but successful communications depend on consistency.

A sensible rhythm based on social media algorithms would be around three social media posts each week.

This can be backed up by updates in the Town Council Newsletter and press releases if any big wins occur.

As mentioned above we should also make better use of the communications networks that already exist.

Participating good causes could receive a simple containing a ready-to-use image, social media copy. This makes it much easier for organisations to promote the lottery to their own supporters without creating extra work for them.

Tell stories, not just statistics

One of the strongest opportunities is to show people what their ticket actually helps to achieve.

Rather than repeatedly saying that the lottery “supports local good causes”, we should introduce those causes and the people behind them.

A photograph, a few sentences and a simple explanation such as “**Lottery players helped us to...**” is likely to be much more memorable than a general promotional message.

Statistics still have an important role. Once a year we should bring everything together and say clearly how much has been raised, how many organisations have benefited and what that support has enabled them to do.

That combination of real stories and clear numbers helps build trust as well as encouraging participation.

Making the most of the budget

This does not need to be an expensive campaign.

Most activity can use the Council's existing channels and, importantly, the audiences of participating organisations, community groups and local partners.

If there is a modest advertising budget available, it would be better to concentrate it around a few bigger moments rather than spreading it thinly throughout the year.

We can also test different messages. Some people will respond to the possibility of winning, while others will be much more motivated by helping local organisations. Testing both will tell us where future effort and budget are best spent.

How will we know if it is working?

Communications activity is useful, but ultimately the important measure is whether more people are playing and more money is being raised for local causes.

A short monthly dashboard should therefore track:

- active players and tickets;
- new players;
- players stopping or cancelling;
- money raised for local good causes;
- visits to the lottery website and, where available, conversion to ticket purchase;
- where new players have come from;
- email/newsletter performance; and
- social media reach and engagement.

Where possible, different campaign links or QR codes should be used so we can see whether players are coming from a good cause, an event, a poster, social media or another source.

Recommended next steps

Subject to the Committee's agreement, the next stage would be to:

1. Confirm the current baseline for players, ticket sales and income generated for good causes and how that has grown over the last 12 months.
2. Develop the Love Local, Win Local campaign as the first major communications push.
3. Create a simple communications toolkit for participating good causes.
4. Identify local organisations, businesses and community venues willing to help promote the lottery.
5. Review progress after three months and adjust the campaign based on what is generating ticket sales.