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Wealden Community Lottery promotes ‘refer a cause’ scheme

Wealden Community Lottery is promoting a new ‘refer a cause’ scheme to help local good causes kick start their fundraising for 2024.

The scheme will run from January to March 2024 and works by players referring a good cause – charities, community groups or organisations – to the Wealden Community Lottery, which have not yet signed up. The referral scheme will be promoted across multiple lotteries that are operated or managed by Gatherwell, the external lottery provider, and draw entries will be collected across all lottery websites where this referral scheme is promoted.

Current players of the lottery will be contacted via an email with a link, which they can share with their chosen good cause to encourage them to sign up to the lottery - players can refer as many causes as they wish to.

There will be three draws held at the end of January, February and March where players participating in the ‘refer a cause’ scheme will be entered into the draw to win £1,000, along with a donation of up to £1,000 for the cause they referred.

In just nine months, the Wealden Community Lottery has raised a total of £40,655.60 for good causes and central fund combined. Some 80 good causes have signed up and are raising funds on a monthly basis with more than 1,360 winners, totalling combined cash prizes of £7,650 and a total of 3,609 free tickets have been won. Since the new year there are 968 players participating in the lottery.

Tickets cost £1 with at least 50% from each ticket sold goes to support one of Wealden's good causes.

Councillor Kelvin Williams, Alliance for Wealden (Liberal Democrat), and lead councillor for Public Health, Wellbeing and Asset Management, said, "I am amazed at how well the Wealden Community Lottery is performing and the statistics speak for themselves. It is a great initiative and with so many local good causes already signed up and making a difference to their local community, with help from the local community.

"I am hoping that this referral scheme will encourage more local organisations who may not know about the lottery to do the same. We have had some great case studies and feedback from good causes signed up who are able to make changes in just nine months after the launch."

To support a local good cause and to start playing the Wealden Community Lottery, visit www.wealdencommunitylottery.co.uk To refer a good cause and to check terms and conditions, visit: <https://www.wealdencommunitylottery.co.uk/refer-a-cause>

Notes to editors:

Good causes not only benefit from receiving 50% of the profits from ticket sales from their page they also receive a host of bespoke marketing materials and support as well as their own Wealden Community Lottery web page.

Good causes can sign up at any time for free to start raising money in the first week, it's so easy to do – simply visit <http://www.wealdencommunitylottery.co.uk>

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