



Our zero risk lottery with 50% profit guaranteed

Clubdraw Lottery Application Form

Thank you for choosing to join Clubdraw!

To make sure we're able to get you set up and raising funds quickly, please follow these four key steps:

- 1. Read our terms and conditions**

- 2. Complete all sections of this application form**

- 3. Sign the declaration at the end of the document**

- 4a. Return this form with the required attachments to us via post**
Or
- 4b. Scan and send your form to us via the email address below**
Or
- 4c. Fill out an online application at www.join.clubdraw.co.uk**

Need Assistance?

Call us on 0370 050 9240 or send an email to:

enquiries@sterlinglotteries.co.uk

What Next?

We'll confirm receipt of your application and proceed to set up your lottery. This generally takes up to 4 working weeks, and then you're ready to go. We have lots of ideas to suggest for promoting your lottery!



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Section A: Your cause's details

Organisation details:

Organisation name:	
Charity number: (if applicable)	
Registered address:	
Postcode	
Telephone number	

Trading company info (if applicable):

Company name:	
Registration number:	
Address: (if different)	
Postcode	
Telephone number	



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Contact Details (for Sterling to contact regarding the lottery):

Main Contact name	
Position	
Address (if different from organisation)	
Postcode	
Telephone number	
E-mail address	

Promoter Details (the person responsible for promoting the lottery):

Name:	
Position	
Address (if different from organisation)	
Postcode	
Telephone number	
E-mail address	



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Section B: Payment of your proceeds

To start making payments of your lottery proceeds to you via bank transfer we'll need your bank details and authorisation.

Bank details for your profit to be paid into:

Account Name	
Account Number	
Account Sort Code	
Bank Name	
Bank Branch Address	

Authorisation to pay:

I confirm that the above account details are correct for where Clubdraw should pay our lottery profit each month.

Organisation	
Name	
Job position	
Date	
Signature	

Note: You are responsible for completing lottery returns and returning them to your registering authority.



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Section C: Lottery Information

Lottery Licence Information:

Registering Authority:

Registration Number:

I have enclosed a copy of my licence information

Please note: If you are registered with the Gambling Commission you will need to purchase an online lottery license if you wish to offer online payment options.

Organisation or Lottery Logo:

Please enclose a CD or e-mail enquiries@sterlinglotteries.co.uk containing a clear high-resolution image of your logo in jpeg format. This can be your general logo or one you design specifically for your lottery. Don't worry if you want to change it later, we can update this for you at any time you like.

Call for support:

Please provide a brief paragraph describing your organisation and why your work is important. This will be included on your 250 free promotional leaflets. If you need some hints and tips on making it punchy and persuasive just ask us!
Don't worry about it being perfect, it can be worked on in future.

(max. 60 words)



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Letters to Players:

Supporter 'Thank You'

When we write to your players, we'll include a sentence to thank them and remind them why you need their continued support. Please complete the following sentence with your own personalised Supporter 'Thank You'.

"Thank you once again for your support. It is important to us because..."

(max. 20 words)

Signed By:

All the letters we send are signed by a representative from your organisation.

Some organisations choose the lottery promoter while others chose a fundraising manager or director – it's up to you!

Signatory's Name:

Signatory's Job Title:

Signature Image:

Please ask the person named above to sign in the white space below – this is the signature which will appear on the bottom of your letters



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Section D: Your Clubdraw Webpage Details

We'll create a dedicated webpage on www.clubdraw.co.uk for you using any information below. If you would like to include any images, please provide them in jpeg format via email or CD. You can have a maximum of 3 images. Your logo will also be included.

Website URL:

We can link to your own website, so your players can find out more about what you do.

Webpage Content

You can also supply a further 200 words to appear on your webpage.

Please write your webpage text / additional text below, continuing onto a separate sheet or overleaf if necessary. Again, we can work on this text later and update it at any time you like.

If you would like us to use the same Call for Support text you've already supplied for your Clubdraw Player Leaflet in Section C please leave this blank.



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Section E: Promotional Material

Clubdraw Promotional Leaflets

You will receive 250 free general Clubdraw Player Leaflets when you set up a Clubdraw Lottery, personalised with your info, just to start you off.

Please confirm below your requirement of these 250 free leaflets.

- Yes, I would like my 250 free Clubdraw leaflets!**
- Not Yet, I would like to discuss my leaflets with you first**
- No thanks, I do not need 250 free leaflets.**

Promotion Consultation Requirements:

Once you've signed up you can enjoy a one-to-one with a member of our team to talk about promoting your lottery – session free of charge!

- Yes, I would like a promotion consultation.**

Sterling / Clubdraw Newsletter:

If you'd like to receive our free newsletter, exclusive to our clients, bursting with lottery promotion ideas, hints and tips (plus the occasional special offer!) please provide your email address below:



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Section F: Application Declaration

1. I / We hereby apply to participate in the Clubdraw lottery, and agree to the Terms and Conditions as stated in this Clubdraw Agreement.
2. I/ We agree to notify Clubdraw immediately in the event that there are any changes in any of the above information.

Authorised signatory	
Print name	
Position	
For (organisation)	
Date	

Please ensure you have...

- 1. Completed all the relevant sections of the form**
- 2. Enclosed proof of your lottery licence registration**
- 3. Enclosed a signature to appear on your lottery letters**
- 4. Organised or provided payment of our £199 setup fee via**
- Enclosed a cheque (payable to "Clubdraw")* **OR**
- Payment via BACS to:*

Sort Code 20-04-68

Account Number 80708275

Date of BACS

Reference used

- Please send me an invoice for the Clubdraw setup fee.**



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YOUR APPLICATION IS NOW COMPLETE!

We cannot wait to work with you on your lottery! Once we've received and checked over your application, we'll be in touch to discuss next steps. Please allow 4 weeks for applications to be processed.

Return Address:

FAO: Ashleigh Fell

Clubdraw
Suite 6, Furness Gate
Furness Business Park
Barrow-in-Furness
Cumbria
LA14 2PE

Lottery Promotion:

New players can join your lottery from the minute it's been processed. Here are some ideas while you wait to give you a head start:

Lottery Brand:

If you fancy having a specific brand/logo for your lottery and don't have one already, check out the designs by other lotteries. It can be a simple tweak to your general logo and colour scheme, or something new entirely!

Donor Data:

Have a think about your donor data. If you haven't run a lottery before, you might want to revisit your colder segments when your lottery is launched. After all, it might just be the incentive to give that they need.

Lottery Launch:

An event is a great opportunity to springboard your lottery. Check your fundraising events calendar and make sure your lottery is featured at as many of them as possible!
