

Unity Application Form

Thank you for choosing to join Unity!

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 carefully

2. Complete all sections of the application form

3. Sign the declaration at the end of the document

4.a Return the form to the freepost address provided

OR

4.b Scan and send your form to us via the email address below

OR

4.c Fill out your information in our online application form

– visit www.join.unitylottery.co.uk and click on “Join us online”

Need assistance?

Call us on 0370 050 9240 or send an email to info@unitylottery.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!

Section A - General Information

Organisation details

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

Trading company info (if applicable)

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

Contact details

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

Section B - Financial Information

At the end of each month you will be sent a profit cheque along with the information you need to complete your lottery return form.

Please make cheques payable to...	
Contact name (to receive financial information)	
Position	
Address (if different)	
Postcode	

Note on Lottery Returns

You are responsible for completing lottery returns and returning them to your registering authority. Information needed for your returns is included on the back of your monthly profit cheques.

Section C - Lottery Information

Small Society Lottery License Information

Registering Authority	
Registration Number	
Lottery promoters name and address	

Please enclose a copy of your Small Society Lottery Registration

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 to your supporters.

Organisation or Lottery Logo

Please enclose a CD or e-mail info@unitylottery.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)

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

Section D - Website Content

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

Link to your website

We can link to your own website, so your players can find out more about what you do. If you'd like to include this, please provide the web address below.

Text for your Unity webpage

You can also supply a further 200 words to appear on your Unity 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 Unity Player Leaflet in Section C please leave this blank.

Section E - Promotion Starting Points

Free leaflets

You receive 250 of our general Unity Player Leaflets when you set up a Unity Lottery, personalised with your info, just to start you off.

Please confirm below your requirement of these 250 free leaflets.

- Please send me my 250 free leaflets to start off my lottery promotion!
- Put my leaflets on hold for now, I want to talk to you about them first.
- Thanks for the offer, but I do not require the 250 free leaflets.

Promotion consultation

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 am interested in the promotion consultation – please contact us!

Informational 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:

Section F - Declaration

I / We hereby apply to participate in the Unity lottery, and agree to the Terms and Conditions as stated in this Unity Agreement.

I/ We agree to notify Unity immediately in the event that there are any changes in any of the above information.

Authorised signatory	
Print name	
Position	
For (organisation)	
Date	

Check List

Please ensure you have...

- 1. Completed all sections of the form
- 2. Enclosed a copy of your lottery registration with the Local Authority/
Gambling Commission
- 3. Enclosed a signature to appear on your lottery letters
- 4. Organised or provided payment of our £199 setup fee
 - Enclosed a cheque (payable to "Unity")
 - Payment via BACS

Sort Code 20-04-68

Account Number 80708275

Date of BACS

Reference used

Invoice required? If you'd like an invoice for your records, please tick here

Section G - Proceeds

In order to pay your lottery proceeds to your charity via bank transfer, we'll need your bank details and authorisation.

Bank details for your proceeds to be paid into

Account Name	
Account Number	
Bank Sortcode	

Authorisation to pay

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

Organisation:	
Name:	
Job position:	
Date:	
Signature:	

Thank You for choosing Unity

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: Jessica Purvis
The Unity Lottery
Suite 6, Furness Gate
Furness Business Park
Barrow-in-Furness
Cumbria
LA14 2PE

Lottery Promotion – get a head start

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 ran 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!

(Feel free to keep this page if you want to use these ideas!)