Launch Text For Clubs

PDF

User Guide

Hello Lottery Club Rep!

This document has been created to help your club launch its new partnership with The Fundraising Club Lottery. The text meets all marketing guidelines. Clubs are free to tweak the content to better suit the clubs 'voice' and 'membership'. PLEASE edit all sections highlighted in <mark>YELLOW</mark>.

Within the document, you will find launch text for:

- Club website articles
- Emails to club members
- WhatsApp messages
- Social media posts across Facebook, Instagram and X (Twitter)

In each case, we have provided multiple options. How your club should use this text:

1. Pick the text you require
2. Copy the text into your document and edit the text in <mark>YELLOW</mark> and 'tweak' to your club voice.
3. Make sure you include your club cause - why are you raising money, how will it benefit the club?
4. Where possible, optimise the text for different groups. For example, on WhatsApp, you may have different groups for adult players and junior parents who require a different style of message (see options below). Consider who should send the message. Example 1st Captain could message adult players, Junior Charperson could message junior parents.

The Fundraising Club provides every club with a set of <u>custom club images and banners</u>. Please use these when posting content online. If you have not received your clubs images / banners please email support@thefundraisingclub.org.uk.

If you have questions or feedback, please email support@thefundraisingclub.org.uk.

Thanks!
The Fundraising Club Lottery

Club Website Launch Article

[Club Name] join The Fundraising Club Lottery to support [Your Club Cause].

[Club Name] is proud to announce an exciting new partnership with The Fundraising Club Lottery – a fantastic initiative that will help raise vital funds for the club while giving supporters and members the chance to win big every month.

This partnership is designed to directly support **[Your Club Cause].**

For just £10 a month, members, players, and supporters can enter The Fundraising Club Lottery and be in with a chance of winning a £25,000 jackpot!

And the best part! £6 from every ticket sold goes straight back to **[Club Name].**

What You Could Win:

- £5,000 first prize
- £2,000 second prize
- £50 third prize (x20)
- Plus a bonus prize draw with an extra £20,000 jackpot, bringing the total possible winnings to £25,000!

And that's not all. Every participant will also receive a **FREE Gourmet Society** membership, unlocking access to:

- 2-for-1 meals at thousands of restaurants
- Discounts on takeaways
- Up to 40% off cinema tickets
- Loads more lifestyle and entertainment savings

This is a brilliant opportunity to support the long-term growth of **[Club Name]** while also enjoying great personal benefits and the chance to win cash prizes every month.

How to Get Involved
Joining is simple and only takes a few minutes. Just head to:
👉 **[Insert lottery page url]**

Every ticket you buy is another step toward improving the future of our club – from grassroots to first team. Thank you for your ongoing support!!

Club Website Launch Article

New Lottery Partnership Set to Boost [Club Name] Fundraising

[Club Name] is delighted to launch a brand-new fundraising initiative in partnership with **The Fundraising Club Lottery** – giving our supporters, players and parents a simple, effective way to support the club's ongoing development.

At the heart of this partnership is a clear goal: **raise more funds to invest directly into the future of [Club Name]**.

Every penny raised will help take the club forward, supporting [Your Club Cause].

How it Works
By joining the Fundraising Club Lottery for just **£10 per month**, you'll be automatically entered into monthly prize draws – **and £6 from every ticket goes straight back to** supporting [Your Club Cause].

It's one of the most efficient ways to support the club financially, with no hassle and some big potential rewards!!

Why This Matters
As a community club, we rely on the support of our members and local families to keep moving forward. This new lottery gives everyone – players, parents, supporters, and friends – a chance to get involved in **raising vital funds all year round**.

Added Benefits for You
By joining, you're not just helping the club – you'll also be in with a chance of winning every month:

- £5,000 top prize
- £2,000 second prize
- £50 third prize (x20)
- £20,000 bonus jackpot

Plus, every player receives a **FREE Gourmet Society membership**, with discounts on restaurants, takeaways, and cinema tickets – ideal for families, nights out, or saving on everyday spending.

Get Involved Today
Joining only takes a few minutes – and every ticket sold makes a difference:
👉 [Insert lottery page url]

Together, we can raise the funds needed to keep [Club Name] growing stronger – on and off the pitch.
Thank you for your support.

Club Website Launch Article

Support [Club Name] Through Our New Club Lottery

[Club Name] has launched a new partnership with The Fundraising Club Lottery to raise vital funds for the club – and we need your support!

For just £10 a month, you can enter a monthly prize draw to win up to £25,000 – and £6 from every ticket goes directly back to the club.

Funds raised will support [Your Club Cause].

Every ticket also comes with a **FREE Gourmet Society** membership, giving you discounts on meals, takeaways, cinema tickets, and more.

Joining is simple and only takes a few minutes. Just head to:
👉 **[Insert lottery page url]**

Thank you for your support!

Club Website Launch Article

Join the Fundraising Club Lottery - Support the Club, Win Big!

We've teamed up with The Fundraising Club Lottery to raise money for [Your Club Cause] – and you can help just by playing.

Your support will help us [Your Club Cause], and grow the club for the future.

🎟️ Tickets cost just £10/month
💶 £6 from every ticket goes to [Your Club Cause]
🏆 Win up to £25,000 every month
🎁 Includes a FREE Gourmet Society membership with discounts on food, takeaways & cinema

Your support will help us [Your Club Cause]
.

👉 Join here: https://www.thefundraisingclub.org.uk/lottery
Thank you for backing your club!

Club Launch Email

Option 1 - all members

Support [Club Name] and Win Big with the NEW Fundraising Club Lottery.

We're excited to announce a new partnership between Brackley Town FC and The Fundraising Club Lottery – a fantastic way for you to support the club while being in with a chance of winning up to £25,000 every month!

By purchasing a lottery ticket for just £10 per month, you'll directly contribute to our club's fundraising efforts—£6 from every ticket sold goes straight back to Brackley Town FC to help fund **[Your Club Cause].**

What you could win:

- £5,000 top prize
- £2,000 second prize
- Multiple £50 winners
- Plus a bonus draw to win an extra £20,000, making a £25,000 jackpot!

And to say a big thank you, every ticket includes FREE membership of the Gourmet Society giving you 2-for-1 meals, discounts on takeaways, cinema tickets, and more.

How to get involved:

- Head to 👉 **[Insert lottery page url]**
- Set up your monthly ticket and you're in!

Your support means the world to us – and with huge prizes up for grabs, it could mean the world to you too!

Than

Club Launch Email

Play for the Club – and Win Big with the Fundraising Club Lottery

As adult players, we all know how vital our club is – not just for sport, but for community, friendship, and fitness.

Now there's a simple way to give back to the club while getting something in return: **join The Fundraising Club Lottery**!!

For just £10 a month, you'll support **[Your Club Cause]** and be entered into a **monthly cash prize draw** – with a **guaranteed winner every month**.

In addition, every player who joins also receives a **FREE Gourmet Society Membership**, which gives you access to exclusive discounts on dining, takeaways, and more.

Why Join the Lottery?

- **£6 of every ticket** goes straight to supporting our club
- **Cash prizes** to be won every month
- **Guaranteed winner** every month
- **FREE Gourmet Society membership** for every player – perfect for saving on meals, drinks, and nights out.

Your ticket will directly benefit the club [Your Club Cause] and help us grow and improve what we do on and off the field.

Get Involved:

- Head to 👉 **[Insert lottery page url]**
- Set up your monthly ticket and you're in!

It's a great way to give back, support your teammates, and maybe even win some cash while you're at it!!

Thanks for your support!
XXX

Club Launch Email

Option 3 - junior parents

Play for the Club – and Win Big with the Fundraising Club Lottery

Help Raise Funds for [Club Name] – and Enjoy Exclusive Discounts

We're launching an exciting new way for families to support [Club Name] – and we'd love your help.

Through our new partnership with **The Fundraising Club Lottery**, every ticket purchased helps raise vital funds for the club.

For just **£10 a month**, you'll be making a real difference – because **£6 from every ticket sold goes straight back to [Club Name]**.

These funds will support **[Your Club Cause]** – helping us invest in better facilities, new kit and equipment, and more opportunities for every young player to develop and enjoy their football.

How it works:

- Each month, you're entered into a draw to win **£5,000**, **£2,000**, or one of several **£50 prizes**
- There's also a bonus prize draw for an extra **£20,000!**
- As a thank you, you'll receive a **FREE Gourmet Society Membership**, giving you access to 2-for-1 meals, takeaway discounts and 30% off cinema tickets.

👉 [Join the Lottery & Support Brackley Town Juniors](#)

Every ticket you buy is a step towards a stronger, better-funded club for our junior players. We truly appreciate your support – together, we can build something special for the future of Brackley Town.

Thanks,
 Brackley Town Football Club

WhatsApp Launch Text

WhatsApp to Club Members

Option 1 - all members

🎉 Big news! [Club Name] has partnered with The Fundraising Club Lottery to raise funds for the club 🙌

🎟️ Just £10/month enters you into a monthly draw to win up to £25,000 – and £6 goes straight to the club 💪

🎁 Every ticket includes a FREE Gourmet Society Membership with 40% discounts on food, takeaways & cinema tickets 🎬🍕

👉 Join here: [Insert lottery page url]
Let's raise funds & win big together!

Option 2 - adult players

🔥 New way to support [Club Name]

We've teamed up with **The Fundraising Club Lottery** – every £10 ticket gives **£6 straight to the club** to fund [Your Club Cause] 💪

🎯 Buy a ticket and you could win:
🏆 £5,000 top prize
💵 £2,000 second prize
🎁 £50 third prize
💣 PLUS Bonus draw – win an extra **£20,000**!

🎉 And to say thanks! You'll get a **FREE Gourmet Society Membership Card** – giving you 40% off pizza & cinema tickets 🍔🎬

👉 Join here: [Insert lottery page url]

WhatsApp Launch Text

WhatsApp to Club Members

Option 3 - junior parents

⚽ Help support [Club Name]!

We've launched a new partnership with The Fundraising Club Lottery.

Monthly tickets cost £10, and £6 goes to support [Your Club Cause]

🎉 Every month you could WIN up to £25,000 + get a FREE Gourmet Society membership with amazing discounts for families on food, cinema tickets and theme parks. 🎟️🎬🍕

👉 Join here: [Insert lottery page url]

Every ticket makes a real difference 🙌

Option 4 - all members

💥 Help raise funds for [Club Name] and you could WIN BIG this season! We've joined **The Fundraising Club Lottery** – it's a simple way for members to support the club all year round 🙌

🎟️ £10 ticket & **£6 back to the club**

🎉 Entry into monthly prizes up to **£25,000**

🍕 **FREE Gourmet Society membership** with discounts on food, cinema & more!

Every ticket sold helps support [Your Club Cause]

👉 Join here: [Insert lottery page url]

Every ticket helps our club grow! 🙌

WhatsApp Launch Text

WhatsApp to Club Members

Option 5 - adult players

💪 Back the club, even when you're not playing!

We've launched a new partnership with **The Fundraising Club Lottery** – and it's a game-changer for raising funds 💥

📧 Just £10/month enters you into big prize draws AND sends **£6 straight to [Club Name]** to support [Your Club Cause] 👊

🏆 Win up to **£25,000** each month
🎁 FREE Gourmet Society membership – 40% off takeaways, cinema and theme parks!

👉 Sign up here: https://www.thefundraisingclub.org.uk/lottery
Every ticket helps our club grow! 🙌

Option 6 - junior parents

⚽ Help us give **[Club Name]** the best possible support!

We've joined **The Fundraising Club Lottery** – it's an easy way for parents to raise money for the club 💰

📧 Just £10/month – and **£6 goes directly to [Club Name]** to fund **[Your Club Cause]** 👊

🎉 You're also in with a chance to win up to **£25,000** every month!
🍽 Plus you will receive a **FREE Gourmet Society Membership** with – 40% off takeaways, cinema and theme parks!

👉 Join here: https://www.thefundraisingclub.org.uk/lottery
Every ticket helps our juniors thrive 🙌

Social Media Launch Posts

Social Media to Club Members

Option 1 - Facebook

📢 **Help Us Grow [Club Name]!**

We've partnered with **The Fundraising Club Lottery** to raise vital funds for the club 💪

🎟️ For just £10 a month, you can support us AND be in with a chance to win up to **£25,000**!

💰 **£6 from every ticket goes directly to [Club Name]** – supporting **[Your Club Cause]**

🍽️ Plus you get a **FREE Gourmet Society membership** with discounts on food, cinema & more!

👉 Join here: **[Insert lottery page url]**

Every ticket helps our club grow! 🙌

Option 2 - Facebook

💥 **Want to WIN up to £25,000 and support [Club Name]!**

We've joined forces with **The Fundraising Club Lottery** – and every ticket you buy helps fund the future of the club ⚽

🎟️ £10 per month

🏆 Monthly prizes: £5,000, £2,000, £50 x20

💣 Bonus Jackpot: **£20,000!!**

🍔 PLUS! FREE Gourmet Society membership

Best of all? **£6 from every ticket goes straight to the club** to support **[Your Club Cause]**

👉 Join here: **[Insert lottery page url]**

Every ticket helps our club grow! 🙌

Example Social Media Posts

Social Media to Club Members

Option 3 - Facebook

⚽ **Parents, this one's for you!**

Want to support **[Club Name]** and save money on family meals and days out?

Join the **Fundraising Club Lottery** for just **£10/month**:

💷 **£6 goes to support** **Your Club Cause]**

🎁 Win up to **£25,000** in monthly prizes!

🍽️ Get a **FREE Gourmet Society membership** – up to 40% off on pizza, cinema & theme parks.

It's a win for you and a big boost for our junior players 💥

👉 Sign up today: **[Insert lottery page url]**

Every ticket helps our club grow! 🙌

Option 4 - Facebook

💰 **Help Us Raise Funds for [Club Name]!**

We've launched a new lottery with **The Fundraising Club** – and it's a brilliant way to support the club's future.

🎟️ Just £10/month per ticket

💷 **£6 from every ticket goes directly to the club**

⚽ Funds raised will support **[Your Club Cause]**

Every ticket makes a difference – and there's a chance to **win up to £25,000** each month too!

👉 Join here: **[Insert lottery page ur**

Example Social Media Posts

Social Media to Club Members

Option 5 - Facebook

[Club Name] means so much to our community – now you can help shape its future.

Through our new partnership with **The Fundraising Club Lottery**, every ticket sold helps us raise money for [Your Club Cause]

🎟️ £10 a month per ticket

💷 £6 goes **directly back to the club**

🏆 Win prizes up to £25,000

🍽️ Includes a free Gourmet Society membership

If you love the club, this is your chance to give back

👉 Join here: [Insert lottery page url]

Option 6 - Facebook

Help us give our junior players the support they deserve!

Join **The Fundraising Club Lottery**, and help Club Name] raise essential funds for Your Club Cause]

💷 £6 from every £10 ticket goes directly to the club

🎟️ You'll be entered to win up to £25,000

🍽️ Plus you'll receive a FREE Gourmet Society membership with loads of discounts on food, cinema & more!

If you love the club, this is your chance to give back

👉 Join here: [Insert lottery page url]

Social Media to Club Members

Option 1 - Instagram

Be part of [Club Name] future!

We've joined The Fundraising Club Lottery to raise money for our club 💰

🎟️ £10 a month per ticket

💷 £6 goes straight to [Club Name]

🏆 Win up to £25,000

🍽️ FREE Gourmet Society membership

Support the club and win big 🙌

👉 Join here: [Insert lottery page url]

Option 2 - Instagram

💥 Raise money for [Club Name]

💷 £6 from every ticket goes to the club

🎁 Win up to £25,000

🍕 Save money with a FREE Gourmet Society membership

It's a win-win 💪

🎟️ Join now – link in bio

Option 3 - Instagram

Help fund [Club Name]!

With every lottery ticket sold, we raise money to support equipment, coaching, and development for our young players ⚽

🎟️ £10/month per ticket

💷 £6 straight to the club

🏆 Big prizes to be won

🍽️ FREE dining & cinema discounts

Support the club and win big 🙌

👉 Join here: [Insert lottery page url]

Example Social Media Posts

Social Media to Club Members

Option 1 - X

[Club Name] has joined The Fundraising Club Lottery! 🎟️

Support our growth + win prizes up to £25,000 💰

👉 Join here: **[Insert lottery page url]**

£6 from every £10 ticket goes straight to the club 🙌

Option 2 - X

Want to help [Club Name] grow? 👊

Join the Fundraing Club Lottery – **£6 from every £10 ticket goes directly to the club** 💰

Your support helps fund [Your Club Cause]

👉 Join here: **[Insert lottery page url]**

Support the club and win big 🙌

Option 3 - X

Support [Club Name] !

Every lottery ticket sold helps fund [Your Club Cause] 🙌

🎟️ £10/month

💷 £6 to the club

🏆 Prizes up to £25k

🍕 Free Gourmet Society perks

👉 Join here: **[Insert lottery page url]**