Marketing Text For Clubs

PDF

User Guide

Hello Lottery Club Rep!

The text in the document has been created to help your club promote the lottery to club members on a monthly schedule. The text meets all marketing guidelines. Clubs are free to tweak the content to better suit the clubs 'voice' and 'membership'.

The monthly marketing schedule is as follows:

End / Start of the Month	Lottery winners are announced on the last day of each month.	This period should focus on celebrating winners and encouraging more club members to buy tickets.
Grant Payment Day	Clubs with active players receive Grant payment in the second week of the month	This period should focus on how much the club has raised. Celebrate the grant with club officials and encourage more club members to buy tickets.
Deadline Day	Tickets must be purchased before 9.59 PM on the 20th Day of each month to be entered into that month's draw.	This period should focus ticket sales, giving club members 48 hours and 24 hours notice of the deadline.

Within the document, you will find example 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 (for example, a club news article or Facebook post)
2. Copy the text into your own document and 'tweak' it to your own voice
3. Focus on your club cause - why are you raising money, how will it benefit the club etc.
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).
5. Consider who should send the message. Example 1st Captain could message adult players, Junior Charperson could message junior parents.

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

Thanks!

The Fundraising Club Lottery

Club Website Article & Email Text - Winners Announced!

Option 1

Fundraising Club Lottery – [MONTH] Winners Announced!

We're excited to share the results of this month's **Fundraising Club Lottery draw**, which took place on [DRAW DATE] – and a huge thank you to everyone who continues to support [CLUB NAME] through this fantastic initiative.

Each ticket sold not only gives YOU the chance to win incredible cash prizes, but also helps raise vital funds for the club. In July alone, your support has helped contribute [TOTAL GRANT PAYMENT] directly to [CLUB CAUSE].

Here are this month's lucky winners:
🥇 **£5,000 Winner** – [Winner Name]
🥈 **£2,000 Winner** – [Winner Name]
🥉 **£50 Winners** – See link below

See full list here 👉 [Insert link to Winners page]

Congratulations to all our winners! 🥳

If you haven't joined yet, now's the perfect time to get involved.

Tickets cost just **£10 per month**, and **£6 from every ticket goes directly to** [CLUB NAME] – helping us [CLUB CAUSE].

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

Thank you once again to everyone who's supporting us – and good luck for next month's draw!

Winners Announced Article & Email

Club Website Article & Email Text - Winners Announced!

Option 2

Fundraising Club Lottery – [MONTH] Winners Announced!

Here are this month's lucky winners:
🥇 **£5,000 Winner** – [Winner Name]
🥈 **£2,000 Winner** – [Winner Name]
🥉 **£50 Winners** – See link below

See full list here 👉 **[Insert link to Winners page]**

Congratulations to all our winners! 🥳

Since launching our partnership with **The Fundraising Club Lottery**, we've seen a fantastic response from supporters, players, and parents – and we want to say a huge thank you to everyone who's already taken part.

To date, we have raised **[TOTAL GRANT PAYMENT]**

Each ticket costs just **£10 per month**, and **£6 from every ticket goes directly to the club**. This means that every participant is helping us build a stronger, better-funded club – both now and for the future.

Thanks to your support, the money raised is helping us **[CLUB CAUSE].**

This isn't just about short-term fundraising – it's about building something sustainable that benefits everyone involved in the club, on and off the pitch.

Still Not Joined?
When you buy a ticket, you're not just helping the club – you also get access to:

🏆 Monthly cash prizes up to **£25,000**
🍽️ A **FREE Gourmet Society membership** with discounts on meals, takeaways, and cinema
💵 The satisfaction of knowing **£6 from every ticket goes back to [CLUB NAME]**

It's an easy, rewarding way to support the club we all love.
👉 Sign up now: **[Insert lottery page url]**

Thank you for backing **[CLUB NAME]** – your support makes everything we do possible.

Club Website Article & Email Text - Winners Announced!

Option 3

Fundraising Club Lottery – [MONTH] Winners Announced!

Here are this month's lucky winners:
🥇 **£5,000 Winner** – [Winner Name]
🥈 **£2,000 Winner** – [Winner Name]
🥉 **£50 Winners** – See link below

See full list here 👉 **[Insert link to Winners page]**

Congratulations to all our winners! 🥳

Since launching the Fundraising Club Lottery, we've already seen the positive impact it's having at **[CLUB NAME]** – and it's all thanks to your support.

For every £10 ticket purchased, £6 goes directly back to the club. That money is being used to **[CLUB CAUSE]**.

It's a simple way to make a real difference – while giving you the chance to win up to £25,000 and enjoy discounts through a FREE Gourmet Society membership.

🎟️ You can buy your ticket here: **[Insert lottery page url]**

Your support helps build a stronger future for everyone at **[CLUB NAME]**.

Winners Announced Article & Email

Club Website Article & Email Text - Winners Announced!

Option 4

Fundraising Club Lottery – [MONTH] Winners Announced!

Here are this month's lucky winners:
🥇 **£5,000 Winner** – [Winner Name]
🥈 **£2,000 Winner** – [Winner Name]
🥉 **£50 Winners** – See link below

See full list here 👉 **[Insert link to Winners page]**

Congratulations to all our winners! 🥳

Every time someone joins the Fundraising Club Lottery, they're directly helping **[CLUB NAME]** grow.

With £6 from every £10 ticket coming back to the club, we're able to invest in **[CLUB CAUSE]**.

Not only are you supporting the club, you'll also be entered to win monthly cash prizes up to £25,000 and receive a FREE Gourmet Society membership with great savings.

🎟️ You can buy your ticket here: **[Insert lottery page url]**

Thank you for supporting your club – every ticket makes a difference.

WhatsApp to all Club Members

Option 1 - message 1
🎉 The Fundraising Club Lottery draw is complete – and we've got some winners! 🏆

See link to the Winners page below.

Huge congrats to all this month's prize winners – including the lucky winners of **£5,000**, **£2,000**, and multiple **£50 prizes** 👏

A big thank you to everyone who entered. Your support raised valuable funds for **[Your Club Cause]** – **£6 from every ticket comes straight back to the club** 🙌
[Insert url to winners page]

Option 1 - message 2
Still not got a ticket?

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

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

👉 Click the link below to buy your ticket. Every ticket helps our club grow! 🙌

[Insert lottery page url]

WhatsApp to all Club Members

Option 2

🚨 Lottery winners announced!

This month's Fundraising Club Lottery draw is done – and the prizes are on their way 🏆💷

See the link to the Winners page below.

Thanks to everyone who took part – you've helped raise funds for **[Your Club Cause]** 🙌

[Insert url to winners page]

Option 2 - message 2

Want in for next month?

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

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

👉 Click the link below to buy your ticket.

Every ticket helps our club grow! 🙌

WhatsApp to all Club Members

Option 3

👏 The July Fundraising Club Lottery draw is complete – congrats to all the winners! 🥇

See the link to the Winners page below.

Thanks to your support, **[CLUB NAME]** receives **£6 from every ticket**, which directly supports **[Your Club Cause]** 🙌

Ticket deadline for the next draw is the 20th of **[Month]**

Option 3 - message 2

Ticket deadline for the next draw is the 20th of **[Month]**

Not signed up yet?

You could win up to **£25,000** AND support the club 🙌
👉 Click the link below to buy your ticket.

[Insert lottery page url]

Winners Announced Social Media

Social Media Posts

Option 1 - Facebook

🎉 **This Month's Fundraising Club Lottery Winners Are In!**

A big congratulations to all the lucky winners in this month's draw – including the **£5,000 and £2,000 prize winners**, plus several **£50 winners**! 👏 💷

Thank you to everyone who took part. Your support is making a real difference at **[Club Name]** – **£6 from every ticket goes straight back to the club**, helping fund **[Your Club Cause]**. 🙌

Not in the draw yet?
🎟️ Joining only takes a few minutes. Just head to:
👉 **[Insert lottery page url]**

Option 2 - Facebook

🏆 **Fundraising Club Lottery – Winners Announced!**

Another successful draw is complete, and we're proud to say **[Club Name] is benefiting with every ticket sold** 💪

Each £10 ticket contributes **£6 directly to the club**, supporting **[Your Club Cause]**. 🙌

Big congratulations to our July prize winners! 🎉

Not in the draw yet?
🎟️ Joining only takes a few minutes. Just head to:
👉 **[Insert lottery page url]**

Option 3 - Facebook

Huge congratulations to the latest Fundraising Club Lottery winners! 🥳

You could be next – and every ticket you buy helps **[Club Name]** continue to grow.

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

You'll be supporting our **[Your Club Cause]** – and be in with a shot of winning **up to £25,000** each month! 💥

🎟️ Buy your ticket here: **[Insert lottery page url]**

Winners Announced Social Media

Social Media Posts

Option 1 - Instagram

🏆 The latest **Fundraising Club Lottery winners** are in – and we're sending a massive congrats to everyone who took home a prize this month! 💷👏

By playing, you're not only in with a chance to win **up to £25,000**, but you're also helping raise vital funds for **[Club Name]** 🙌

💸 £6 from every ticket comes straight back to the club

🍽️ Plus – FREE Gourmet Society membership with big savings

🎟️ Get involved in next month's draw: link in bio!

#SupportYourClub #GrassrootsFootball #ClubLottery

Option 2 - Instagram

Missed out on this month's draw? Don't worry – you could be next! 🎯

The **Fundraising Club Lottery** is your chance to win up to **£25,000** AND raise money for **[Club Name]** every month!!

💷 £6 per ticket goes directly to the club

🎁 Win big + get a FREE Gourmet Society membership

📅 New draw every month

🎟️ Join today via the link in bio!

#ClubLottery #SupportGrassroots #WinBigGiveBack

Winners Announced Social Media

Social Media Posts

Option 1 - X.com

🎉 The latest Fundraising Club Lottery winners are in!

Congrats to everyone who picked up a prize 👏

Your support raised vital funds for **[Club Name]** – **£6 from every ticket** goes straight to the club!

Join the next draw 👉 **[Insert lottery page url]**

Option 2 - X.com

🏆 Missed out this month? Don't worry – next draw is coming!

Every £10 ticket gives YOU a shot at **£25,000** …and gives **£6 back to [Club Name]** 🙌

Support the club & win big 👉 **[Insert lottery page url]**

 #SupportYourClub #ClubFundraising

Grant Payment Day Article & Email

Club Website Article & Email Text - Grant Payment Day

Option 1 - Club Email / News Article

Thank You – £360 Raised This Month Through The Fundraising Club Lottery! 🙌

The club would like to say a **huge thank you** to everyone who played the **Fundraising Club Lottery** this month.

Thanks to your incredible support, the club has raised **[Latest Grant]** in July alone – a fantastic achievement that will make a real difference across the club. Our total grant to date is now **[Total Grant Payment]!**

For every £10 lottery ticket purchased, **£6 goes directly back to [Club Name]**, supporting [Club Cause]. Your continued support means we can keep investing in the future of the club – both on and off the pitch.

Haven't joined the lottery yet?

It's just **£10 per month**, and not only are you supporting **[Club Name]**, but you're also in with a chance to win up to **£25,000** in monthly cash prizes.

🎁 Plus, every player gets a **FREE Gourmet Society membership** with savings on meals, takeaways, and cinema tickets.

👉 **Join the next draw here**: **[Insert lottery page url]**

Thank you again to all our lottery players – your support is helping to build a stronger club for everyone. Let's keep it going!

#ClubLottery #SupportYourClub #GrassrootsFootball

Grant Payment Day Article & Email

Club Website Article & Email Text - Grant Payment Day

Option 2 - Club Email / News Article

Thank You to Our Lottery Supporters

==[Club Name]== is delighted to share that we've raised **£360 this month** through the **Fundraising Club Lottery** – and it's all thanks to the brilliant supporters who've signed up and played.

Out total lottery grant now stands at ==[Total Grant Payment]!==

Every £10 ticket bought gives **£6 directly to the club**, and this money is already going to work helping us ==[Club Cause].==

We're incredibly grateful to everyone who's joined so far – your support is making a real difference.

Want to get involved?

If you haven't joined the lottery yet, now's the perfect time. Tickets are just **£10 per month**, and you'll be entered into monthly draws to win up to **£25,000**.

🎉 Plus, every ticket includes a **FREE Gourmet Society membership** – offering discounts on meals, takeaways, cinema tickets and more.

👉 Sign up here: ==[Insert lottery page url]==

Thank you once again for backing your club!

#ClubLottery #ThankYou #FundOurFuture

Grant Payment Day WhatsApp

WhatsApp Text - Grant Payment Date

Option 1

🎉 Great news! **[Club Name]** has received our latest club grant thanks to your support through the Fundraising Club Lottery 💰

Every £10 ticket = £6 back to the club, and it's making a real difference 💪

Total grant received so far is: [Total Grant Payment]!

Your support helps fund [Club Cause]]🙌
✅ Not playing yet? You can still join and support the next grant payment!
👉 **[Insert lottery page url]**

Option 2

🙌 We've just received another club grant payment from the Fundraising Club Lottery – and it's all thanks to YOU!

Every ticket you buy helps raise money for **[Club Name]** – and we couldn't do it without our brilliant supporters 🔴⚪

Total grant received so far is: [Total Grant Payment]!

🎟️ Just £10/month
💷 £6 goes straight to the club
🏆 Chance to win up to £25,000
🍽️ Free Gourmet Society discounts too!

👉 **[Insert lottery page url]**

Lottery Deadline Day Article & Email

Club Website Article & Email Text - Lottery Deadline 24 / 48 Hours to Go.

Option 1
👋 A huge thank you to everyone playing the Fundraising Club Lottery – your support has just helped **[Club Name]** receive another grant payment! 💶 Total grant received so far is: [Total Grant Payment]! Every £10 ticket means £6 back to the club, helping us fund new kit, coaching, and junior development. Let's keep the momentum going 💪 🎫 Join here: https://www.thefundraisingclub.org.uk/lottery Your ticket helps build a stronger future for the club ❤️⚽

Club Website Article & Email Text - Lottery Deadline 24 / 48 Hours to Go.

Option 2

Last Chance! [24/48] Hours Left to Enter This Month's Club Lottery Draw
This is your final reminder!

There's just **[24/48] hours left** to join this month's **Fundraising Club Lottery** and be in with a chance to win up to **£25,000** – while raising money for **[Club Name]** at the same time 💪

🕐 The cut-off is **9:59 PM on the 20th of the month** – tickets purchased after this time will count toward next month's draw.

Here's why it matters:
- **£6 from every ticket** goes straight to **[Club Name]**
- Funds will support **[CLUB CAUSE]**
- Players also get a **FREE Gourmet Society membership** with discounts on food, takeaways and cinema tickets
- And of course… **you could win big!** 🎉

👉 Buy your ticket now: **[Insert lottery page url]**

Thanks to everyone who's already supporting us – let's end the month on a high!
#FundOurFuture #ClubLottery

Club Website Article & Email Text - Lottery Deadline 24 / 48 Hours to Go.

Option 3

Help Raise More for [Club Name] – Just [24/48] Hours Left to Enter the Lottery

There are just[24/48] **hours left** to join this month's **Fundraising Club Lottery draw** – and every ticket bought before **9:59 PM on the 20th** will help raise vital funds for **[Club Name]**.

This isn't just about winning prizes (though that's a great bonus!) – it's about giving back to the club you love.

For every £10 ticket purchased, **£6 goes directly to [Club Name]**, helping us invest in **[CLUB CAUSE]**.

With more members taking part, we can do even more for the club – from grassroots to first team.

🎟️ Tickets cost just £10/month
🏆 Win up to £25,000
🍽️ FREE Gourmet Society membership with great discounts

👉 Don't miss the deadline: **[Insert lottery page url]**
 Be sure to choose **[Club Name]** when signing up.

Let's keep building something special at **[Club Name]**!

#ClubLottery #SupportYourClub

Club Website Article & Email Text - Lottery Deadline 24 / 48 Hours to Go.

Option 4

One Day Left – Your Lottery Ticket Can Help Fund [Club Name] Future

There's just **one day left** to enter this month's Fundraising Club Lottery – and your support could make a real difference.

Every ticket bought before **9:59 PM on the 20th** helps us raise much-needed funds. With **£6 from every £10 ticket going directly to [Club Name]**, we can invest more into **[CLUB CAUSE]**.

Your support through the lottery is helping **[Club Name]** grow – and we can't thank you enough.

Plus, each ticket gives you the chance to win:
🏆 £5,000, £2,000 or £50 prizes
💥 Bonus jackpot of £20,000
🎁 Free Gourmet Society membership

🎟️ Buy your ticket here: **[Insert lottery page url]**

Together, we can make a big impact – one ticket at a time.

#FundOurFuture #GrassrootsFootball #ClubLottery

Lottery Deadline Day WhatsApp

WhatsApp Text - Lottery Deadline 24 / 48 Hours to Go.

Option 1

⏰ 24 hours left to enter this month's **[Club Name]** Lottery draw!

🎟️ £10 per month
💷 £6 back to the club
🏆 Chance to win up to £25,000
🍽️ Free Gourmet Society membership

Your support funds 🙌**[CLUB CAUSE]**
👉 Buy your ticket now: **[Insert lottery page url]**

Option 2

🚨 Final 24 hours to support **[Club Name]** through the lottery!
Get your ticket before **9:59 PM on the 20th** to be entered in this month's draw 🎯

💷 £6 from every ticket goes to the club
⚽ Helps fund equipment, coaches & facilities
🎁 Prizes up to £25,000 + free Gourmet Society perks!
🎟️ Join now 👉 **[Insert lottery page url]**

Lottery Deadline Day WhatsApp

WhatsApp Text - Lottery Deadline 24 / 48 Hours to Go.

Option 3

🙌 With just 1 day left to enter this month's draw, we're asking every **[Club Name]** supporter to get involved.

Every ticket =
✅ £6 to the club
✅ Support for juniors & seniors
✅ Entry to win £25,000
✅ Free dining & cinema discounts

🎟️ Get yours before 9:59 PM tomorrow!
[Insert lottery page url]

Option 4

🎉 Last chance to join this month's **[Club Name]** Lottery draw!

⏰ Deadline is 9:59 PM on the 20th – don't miss it!
💸 £6 from every ticket supports club kit, coaching & development
🏆 Win up to £25,000
🍔 Get a FREE Gourmet Society membership
🎟️ Join here 👉 **[Insert lottery page url]**

Social Media Posts

Option 1 - Facebook

⏰ Only **24 hours left** to enter this month's Fundraising Club Lottery!

For just £10, you'll be supporting **the club** AND entering to win up to **£25,000** 💵

💥 £6 from every ticket goes straight to the club – funding **[CLUB CAUSE]**
🎁 Free Gourmet Society membership included
🏆 Prizes every month
👉 Join before 9:59 PM on the 20th:
[Insert lottery page url]
#ClubLottery #SupportYourClub

Option 2 - Facebook

📣 Last chance to enter this month's **Fundraising Club Lottery**!
⏳ Deadline: **9:59 PM on the 20th**

🎫 £10 per ticket
✅ Support for **[Club Name]**
✅ Entry to win up to £25,000
✅ Free discounts with Gourmet Society

Every ticket helps us fund new kit, training gear & junior football development ⚽

👉 Grab your ticket now: **[Insert lottery page url]**
#ClubLottery #SupportYourClub

Option 3 - Facebook

📣 **24 Hours to Go – Support [Club Name] & Win Big!**

There's just **one day left** to enter this month's **Fundraising Club Lottery** – and every ticket sold helps raise money for **[Club Name]** FC 🙌

🎫 Just £10 per ticket
💵 £6 goes straight back to the club
🏆 Win up to **£25,000**
🍽️ Includes a **FREE Gourmet Society membership**
This is your chance to support the club and be part of something special!

👉 Get your ticket before **9:59 PM on the 20th**:
[Insert lottery page url]
#ClubLottery #SupportYourClub

Lottery Deadline Day Social Media

Social Media Posts

Option 1 - Instagram

⏰ Only **24 hours left** to enter the Fundraising Club Lottery!

By playing, you're supporting **[Club Name]** – **£6 from every ticket goes straight to the club** 🙌

🎟️ £10 per ticket
🏆 Win up to £25,000
🍽️ FREE Gourmet Society membership

Don't miss out – join before 9:59 PM on the 20th!
🔗 Link in bio

Option 2 - Instagram

Final call! 🎉 There's still time to support **[Club Name]** AND win big…

🎟️ £10 per ticket
💷 £6 to the club
🏆 Up to £25,000 in prizes
🍕 Discounts on meals & cinema with FREE membership
Deadline: **9:59 PM on the 20th** ⏳

🔗 Sign up via link in bio.
#WinAndGiveBack

Option 3 - Instagram

🚨 Only 24 hours left to join this month's Fundraising Club Lottery!

💷 £6 to **[Club Name]**
🏆 Chance to win up to £25,000
🍽️ FREE Gourmet Society discounts on meals & cinema
⏳ Deadline is 9:59 PM on the 20th!

🔗 Link in bio
#SupportYourClub #GrassrootsFootball #LotteryReminder

Social Media Posts

Option 1 - X.com

🚨 Final 24 hours to support [Club Name]!

🎟️ £10 per month
💷 £6 to the club
🏆 Chance to win £25,000
🍽️ Free Gourmet Society membership
🎯 Deadline: 9:59 PM on the 20th

👉 Join here:
[Insert lottery page url]
#ClubLottery

Option 2 - X.com

⌛ One day left to make a difference 💪

Your £10 ticket helps fund [CLUB CAUSE].

🎟️ Deadline: 9:59 PM on the 20th
👉 [Insert lottery page url]
#SupportYourClub #GrassrootsFootball

Option 3 - X.com

⏰ 24 hours left to enter the #FundraisingClubLottery!
🎟️ £10 ticket
💷 £6 supports [Club Name]!
🏆 Win up to £25,000
🍔 Free Gourmet Society perks included
Don't miss the deadline: 9:59 PM on the 20th!
👉 [Insert lottery page url]
#SupportYourClub #GrassrootsFootball