



INSIGHT-FUL LOTTERY BENCHMARKING

THE UK'S 1ST LOTTERY BENCHMARK STUDY

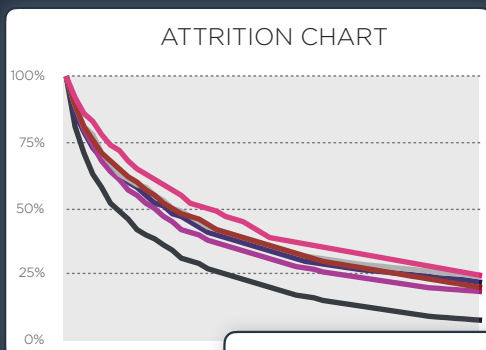
The Insight-ful Lottery Benchmarking Study, is the first study into charity & society lotteries. It is an in-depth and cost effective way to compare your organisation's lottery performance against the rest of the sector.

HOW CAN YOU USE IT?

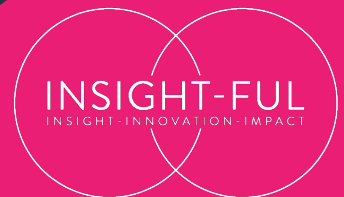
It will give your organisation a real understanding of the charity & society lottery environment, so you will be able to plan your lottery campaigns better, benchmark your performance against other organisations and understand where to focus your retention and upgrade campaigns to combat your attrition.

WHAT INFORMATION WILL IT GIVE ME?

The Lottery Benchmarking Study will compare your organisation's results by recruitment channels, attrition, prize pot size, region by organisation type and by sector. You'll get an interactive report, with easy to understand interactive charts and clear infographics so you can share the results internally.



You'll also be invited to see the results of the benchmark study presented at an annual seminar, with a question and answer session to explore and discuss the figures in more detail. You'll hear from experts in the field and learn how these results can help you and your organisation.



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London
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WHAT DO I NEED TO PROVIDE

A full data brief shall be provided to your organisation listing the data you will need to supply, the format and details for how to send the data securely. We'll do the analysis all you have to do is supply the data.

HOW MUCH DOES IT COST

This includes us doing all the number crunching & data analysis, a personalised and interactive benchmark report and invitation to the presentation seminar in the

summer of 2018 where we will reveal the results and have a Q&A session to explore what these results mean for you and the sector.

Number of lottery players	Cost
Over 25,000	£5,500 + VAT
Under 25,000	£3,500 + VAT

SOME OF OUR CLIENTS

DIABETES UK
CARE. CONNECT. CAMPAIGN.

Scope
About disability

mind
for better mental health

C **CANCER RESEARCH UK**

Royal Horticultural Society

christian aid

vso

TO TAKE PART

Get in touch and we'll talk through all of the benefits of being involved in this groundbreaking benchmarking study.

Contact Jonathan Cook, on 07921 250 211 or email hello@insight-ful.co.uk



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