

Step-by-step: 100 Club

Great for: **OVER 16s**

Fun factor: ★★★★★

Effort: ★★★★★

£ potential: £££££

A 100 Club is a form of private lottery. Participants buy numbered tickets which are entered into a regular draw, e.g. 100 tickets for a 100 Club. Parents, teachers and friends of the school pay a fixed subscription for their number/s. When the tickets are drawn, a percentage of the profit is given as the prize, with the remainder going to PTA funds.

1 Before setting up a 100 Club, get an idea of how many parents are keen to take part by asking interested parents to get in touch. Highlight the fact that it's an easy way for them to support the school and that the draw is made regularly, with a good chance of winning. Once you know the level of interest, you will know what size club you need (keep this to a round number for ease). Use school and PTA events to recruit new members. When pupils and parents leave the school, you will need a strategy for keeping numbers topped up.

2 Decide whether to run this as a 'private lottery' or as a 'small society lottery' (see right). Agree the minimum time commitment for participants, e.g. one year, running concurrently with the academic year from September to September. This would allow you to set up direct debits for the collection of subscriptions, thus reducing the administration. Agree how much to charge, the number of winners per month and the split of prize money to profit. A set of rules should be drawn up to ensure that participants are aware of the purpose of the lottery, how it is run and by whom, when each draw takes place, how winner's details are published, and what happens in the event of a dispute or if a participant defaults on their subscription payment, etc. Download a sample from pta.co.uk/easy-earners.

3 Circulate letters inviting people to join your school lottery – include an entry form, direct debit mandate and a set of your rules which should be signed and returned. Create a numbered spreadsheet of participants, including their name, address and payment method (you will need to check your PTA bank statements to verify that payments have been received before each draw). Print, laminate and trim numerals that correspond to the number of people playing your lottery. Now you're ready for your first lottery draw!

4 Draw the winning numbers in public so that all aspects of your lottery are transparent – this could be done in assembly or at a staff meeting. Publish the names of winners in the school newsletter and on the school (or PTA) website. Payments to winners should be made promptly, either by posting a cheque to the address provided or in cash.

Tips and advice

Licensing: There is no legal definition in the Gambling Act for a 100 Club. These lotteries exist for good causes (and can't be run for private or commercial gain). The rules that apply to such lotteries depend on how the lottery is promoted.

Typically, such lotteries are small in scale and operate under the rules of a 'private society lottery' or a 'small society lottery'.

Private society lottery: Tickets must only be sold to members (check your constitution to verify membership) and to people on the premises used in the administration of the society (i.e. your school). Private lotteries must comply with conditions relating to advertising which state that 'no advertisement for a private society lottery may be displayed or distributed except at the society premises, nor may it be sent to any other premises'. [The Gambling Commission](http://www.gamblingcommission.gov.uk) states that sending a letter home to parents would constitute promoting/advertising a lottery, therefore this would not be permitted. Given that there is no provision in law for a private society lottery, it's imperative that you have a strict set of rules and procedures in place in case a dispute should arise.

Small society lottery: You will need to register with your local licensing authority and they may want to see a set of rules before considering an application. A financial return will have to be submitted within three months of the latest draw. With small society lotteries you can sell tickets to anyone aged 16 and over.

What to charge: Most PTAs charge £12-24 per number, per year (£1-£2 per month) with 50-60% going to PTA funds and 40-50% paid out in prize money (often with three winners). Participants can buy more than one ticket.

For more ideas and advice, visit pta.co.uk

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