Non-Profit Retailer Manual

Retailer Hotline 1-800-242-7782

7/28/14

Notes

Please retain this manual
for future reference

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Retailer Hotline

1-800-242-7782

INTRODUCTION

This manual is provided to assist you in understanding the Wisconsin Lottery's Non-Profit Organization (NPO) program including how to purchase, sell, and redeem Lottery pulltab tickets.

For your organization to participate in this opportunity it must:

- Be incorporated in Wisconsin as a nonprofit corporation or organized in this state as a religious or nonprofit organization.
- Have been in existence for at least 3 years immediately preceding this application.
- Have at least 15 members in good standing.
- Operate without profit to its members and no part of the net earnings of the organization inure to the benefit of any private shareholder or individual.
- Conduct activities within this State in addition to selling Lottery tickets or Lottery shares.

Please review the information in this manual. If your organization is not currently licensed to sell Lottery products and you wish to do so, please complete an application and submit it to the Wisconsin Lottery. If you have any questions, feel free to call the Lottery Retailer Hotline at **1-800-242-7782**.

CONCLUSION

If you have questions that are not addressed in this manual, please call the Lottery Retailer Hotline at 1-800-242-7782.

For Non-Profit Organizations interested in applying for a license, please complete the application materials. If you have any questions about the application process or materials, please call the Lottery Retailer Hotline.

For licensed Non-Profit Organizations, please call the Lottery Retailer Hotline with your questions, comments or concerns.

LOTTERY OFFICES
Wisconsin Lottery
2135 Rimrock Road
P.O. Box 8941
Madison, WI 53708-8941
Phone: 1-800-242-7782

OFFICE HOURS: The Madison office is open from 7:45 a.m. to 3:45 p.m. Monday through Friday, except State holidays.

IMPORTANT TELEPHONE NUMBER:

1-800-242-7782 LOTTERY RETAILER HOTLINE

MARKETING THE PULL-TAB GAMES

- Offer games at all prize levels.
- Offer games with high percentage payouts.
- Keep your product fresh, rotate your selection of games.
- Use posters and other materials provided by the Lottery. These materials are free of charge.
- Create and post your own signs to create a fun and exciting atmosphere for your players.
- Train everyone selling your tickets, so they are knowledgeable about the products.
- Be creative about ways to sell your tickets at all of your selling locations.
- Suggestive selling techniques will help you sell more tickets (“Have you tried the new fishing game or holiday game?”).
- Take advantage of more opportunities to sell your tickets. If you currently sell at a summer festival, consider selling at your bake sales, rummage sales, or other fundraising events.
- When paying prizes, ask your customer if they would like to buy more tickets.
- Promote the cause you are raising money for.

LOTTERY RETAILER HOTLINE

The Lottery Retailer Hotline is a toll-free telephone line reserved for Lottery retailers. It is answered in the Madison office from 7:45 a.m. to 3:45 p.m. weekdays. Voice mail is available to take your messages when the line is not answered personally. We are closed on State holidays.

THE LOTTERY RETAILER HOTLINE NUMBER IS:
1-800-242-7782

Call us to order tickets and supplies or to answer any questions you have about the application process, Lottery ticket purchases, sales, payments, etc.

POINT OF SALE ITEMS ARE AVAILABLE AT NO CHARGE…

Fishbowls – are a great way to dispense pulltabs so customers can see them.

Banners – reading “Wisconsin Lottery Pulltabs on Sale Here” measure 36”x32”.

Badges – which are laminated and voided samples of pulltab tickets, can be clipped to a shirt or apron.

Aprons – with pockets help event volunteers carry tickets and collect money.

Flare Cards – measuring 8-1/2 x 11 are available for each pulltab game to help showcase the games you are selling.

CONTRACT TERM FOR LICENSED NON-PROFIT ORGANIZATIONS

A three-year contract is issued to licensed non-profit organization retailers. Every three years, you will receive a renewal application so that your organization’s contract may be extended and a new Certificate of Authority may be issued.

If you need to amend your location list you may do so by contacting us on our Lottery Retailer Hotline at 1-800-242-7782.

SECURITY

There are numerous controls established by the Lottery to ensure the security of Lottery tickets. Once you receive and sign for your tickets, they are **your** responsibility. Lottery tickets have value, not only for the cost of the ticket, but also for the prizes that are contained therein. Lottery tickets are a bearer instrument. The person who possesses a winning ticket can redeem it. It is therefore important that you protect your investment by being security conscious.

A number of things you can do to help ensure security:

- Upon opening the packing box, be sure to compare your packing slip to the tickets you receive. Verify that the pack ID number on the packing slip matches the ID number on the tickets.
- Treat the tickets like cash! They are worth their face value and contain prizes that can be claimed by the bearer.
- Train your members to be security conscious.
- Keep tickets wrapped and locked in a secure place until they are needed.
- Do not pay prizes if you suspect the ticket has been altered or tampered with.

SELLING RULES FOR LICENSED NON-PROFIT ORGANIZATIONS

This section is not intended to review all rules, but rather to address common questions and concerns of Non-Profit Organizations.

- Pulltab tickets are not transferable.
- The **Certificate of Authority** issued by the Lottery, that allows you to sell pulltabs, must be displayed at each of your locations. **This certificate is only valid for Wisconsin Lottery issued pulltabs.**
- Lottery tickets may not be sold to persons under 18 years of age.
- Lottery tickets cannot be discounted. They must be sold for the price determined by the Lottery. Prices may vary, please see the game information sheet for specifics on the current games.

You must pay all prizes to persons who purchase winning Lottery tickets from you. The winner should claim prizes immediately, at the same location and on the same date it was purchased.

ORDERING TICKETS FOR LICENSED NON-PROFITS ORGANIZATIONS

The Lottery makes it easy for you to purchase tickets!

By Telephone:

Your Lottery Representative (Rep) will call you according to a predetermined call schedule. Please be prepared to tell the Rep the number of pulltab boxes you want to order. Your Rep will call the person(s) you named in your application at the telephone number you indicated (see your application copy for Contact Name and Telephone Number).

If the representative from your organization is not available by telephone during the hours of 7:45 a.m. to 3:45 p.m., please call 1-800-242-7782 to place your order with our automated message system.

If you do not receive a call from a Rep, and you need to place an order, call the Lottery Retailer Hotline at 1-800-242-7782.

WINNING TICKET?

When a player presents an apparent winning ticket, follow these steps:

1. Examine the ticket to be sure it hasn't been altered or tampered with.
   - **Do not pay** tickets that have been altered. You may refuse to pay tickets that are badly mutilated, torn, damaged, etc.
   - **Do not pay** tickets sold by another retailer or organization. Pulltab tickets are sold by many non-profit organizations and retailers throughout the state. Paying tickets you did not sell will reduce your profit.
2. Check the symbols under a tab to verify they match a winning combination of symbols in the legend on the ticket face. Compare the number printed at the top or bottom of each ticket to the num ber printed on the box to be certain the ticket was sold by your organization.
3. Determine the correct amount to pay the player.
4. Pay the player the prize amount or ask your customer if they would like to buy more tickets.
5. Void the ticket by punching a hole through it, tearing it in half, or printing VOID on it. Whatever procedure is used, identify clearly and permanently that this ticket has been paid. Failure to void tickets could result in your organization paying more than one prize for the same ticket.

Depending on your bookkeeping procedures, you may want to keep the paid out tickets. This is something you will need to decide within your organization. The Lottery does not require you to keep paid tickets.

SELLING AND REDEEMING TICKETS FOR LICENSED NON-PROFIT ORGANIZATIONS

You must sell all tickets for cash and for the amount determined by the Lottery. The ticket price is always printed on the ticket.

Lottery tickets may be purchased by people 18 years of age or older. Minors may not purchase Lottery tickets.

As a retailer, it is your responsibility to explain to customers how to play the game. Pulltab games are easy to play, but until customers become familiar with the game, you may be asked questions. Always be sure everyone selling the tickets is familiar with how the game is played.

Non-Profit Organizations and their members may purchase tickets and play the games as long as they follow game rules.

You are responsible for paying all pulltab prizes sold from your event or selling location.

Check the symbols under a tab to verify they match a winning combination of symbols in the legend on the ticket face. Compare the number printed at the top or bottom of each ticket to the number printed on the box to be certain the ticket was sold by your organization.

All winning tickets should be redeemed at the selling location on the date purchased by the player.

TICKET DELIVERIES & PAYMENT METHODS

Tickets ordered by phone will be delivered via courier service, normally on the day after the order is placed. (No weekend, State or Holiday deliveries.) The tickets will be delivered to the location indicated in your application (see Street Address, etc. on application). If the tickets need to be shipped to a different location, please notify the Lottery Representative when placing your order. **The courier service will make three attempts to deliver the order to you.**

Upon delivery, the driver will ask you to sign for the delivery. A person, authorized by your organization, must be available to sign for the tickets when they are delivered. If your organization is not signed up for the Electronic Fund Transfer (EFT) payment system,
you must pay for the tickets when they are delivered. Cash will not be accepted by the driver.

MAKE CHECKS OR MONEY ORDERS PAYABLE TO:
State of Wisconsin Lottery

For those organizations not on the EFT program, if payment is not available at the time of attempted delivery, the courier service will not leave your tickets. However, they will make up to two more attempts to deliver the tickets.

A packing slip is included with your order. Please compare the items on your packing slip to the tickets in your order

Ticket orders that are paid by check (COD) will incur a delivery service charge.

For your convenience, if you sign up for EFT, your account will be charged for pulltabs on a pre-determined, regularly scheduled day.

Only full, unopened, sealed boxes of pulltabs can be returned. Approval must be granted by the Lottery to return the tickets.

If you do not sell all of the tickets you purchase, you may sell them in the future. It is important that you protect your investment by being security conscious (see page 12).

TICKET CHARACTERISTICS

Pulltab tickets are packaged in shrink-wrapped boxes. Within each box of tickets there are one, two, or four sections. Each section has the same number of tickets. We recommend you keep the tickets in the shrink wrap until they are ready to be sold.

Each pulltab ticket contains a number at the top or bottom of the ticket. The front of the ticket explains how the game is played. The back of the ticket has several sections or “tabs” which are “pulled” open to reveal combinations of numbers or symbols. If a winning combination is revealed, the player wins the amount indicated.

The Lottery will provide you with an information sheet explaining the prize structure for your tickets, and how to identify winning tickets. Requests for these sheets can be made by calling the Lottery Retailer Hotline 1-800-242-7782. And ask for a non-profitgame calendar. (Prize payout will vary from game to game.)