



3rd Quarter 2010

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Lottery Links is provided free to licensed retailers, Lottery Advisory Commission members, vendors and other interested parties. Lottery Links is available on the website at www.lottery.nd.gov.

Lottery Links

News and Ideas for Lottery Retailers

Cash Dash is Back!

Players will win
over \$30,000 in
INSTANT prizes!



Beginning October 31 through November 27, 2010, players will have the chance to win instant cash prizes by purchasing a qualifying One-of-Each (Cash Dash) transaction for \$8. A qualifying transaction includes:

- Powerball with Power Play
- Mega Millions with Megaplier
- Hot Lotto with Triple Sizzler
- Wild Card 2
- 2by2

This is a proven promotion designed to increase players' awareness of all North Dakota lottery games and increase your lottery sales and commissions.

Simply ask players if they would like to play Cash Dash, touch the Cash Dash icon on the main screen of your terminal, verify the sale, and the tickets will print. Randomly selected Cash Dash transactions will win instant cash prizes of \$5, \$20, \$100 or \$500.

If a Cash Dash sale is a winner, you will hear Lady Luck say, "Congratulations, this is Lady Luck and you are an instant Cash Dash winner!" A Cash Dash coupon will print from the terminal with the prize amount printed on it. Coupons can be cashed immediately, at your store, in the same manner as any other winning lottery ticket. If you do not have sufficient funds available, the player can redeem the coupon at another lottery retailer or mail it to the ND Lottery at the address on the back of the coupon.

Your store will receive credit for all scanned and cashed Cash Dash coupons. The credit amount will be reflected in the promo line of your Daily Sales Activity and Weekly

Invoice reports. Your weekly sweep will be reduced by the amount of coupons cashed through your terminal.

Preprinting of Cash Dash transactions is strictly prohibited. Please see the rules at www.lottery.nd.gov for complete details.

Good luck and happy selling!

Director's Message

Cross-Selling Powerball and Mega Millions

Mega Millions, North Dakota's newest lottery game, launched on January 31, 2010. Mega Millions sales for fiscal year 2010 (January 31, 2010 to June 30, 2010) totaled \$1.7 million, which was a positive start for the game. Powerball is a strong brand that is easily recognized by players. Mega Millions is similar to Powerball, giving it many benefits. By raising awareness of Mega Millions and these benefits, the game can become as strong of a brand as Powerball, making it desirable for players.



The lottery would like to work together to increase the sales of Mega Millions and your commissions. Mega Millions drawings are held every Tuesday and Friday evening. The chance to win a multi-million dollar jackpot four nights a week is a great cross-selling point. Like Powerball, if players match 5 white numbers playing Mega Millions with Megaplier, they always win \$1 million, regardless of the multiplier. With both games there are 9 ways to win cash. Each play is \$1 and players can add the multiplier for another dollar. Powerball with Power Play multiplies non-jackpot prizes up to 5 times and Mega Millions with Megaplier multiplies non-jackpot prizes up to 4 times.

The lottery is planning a February promotion to focus on cross-selling of all three large jackpot games: Powerball, Mega Millions, and Hot Lotto. The lottery plans to promote cross-selling by using point-of-sale items, our website (www.lottery.nd.gov), winner awareness commercials and other sources of marketing. Please utilize the resources of your customer service specialist to optimize sales. Ask customers if they would like to purchase a Mega Millions ticket. Wear your jackpot alert stickers. When appropriate, conduct in-store promotions.

As always, if you have any comments or suggestions to make the North Dakota Lottery even better, please contact your customer service specialist or the lottery office at 701.328.1574 or toll free at 1.877.635.6886. I invite you to stop by the lottery office, write a letter or email me at rcmiller@nd.gov.

Thank you for your hard work. I look forward to seeing many of you at the North Dakota Petroleum Marketers Association convention in Fargo.

Randy Miller

Equipment Changes

If you're planning changes in your store that may affect your lottery terminal or other lottery items, please contact the lottery office in advance at 701.328.1574 to arrange for the process.

Your lottery customer service specialist will work with you on any terminal or point-of-sale placement changes to meet your store's needs. A retailer should not disconnect or move the lottery terminal without authorization from the lottery. Only a qualified representative of the lottery's online gaming system is allowed to relocate the terminal.

Ordering Ticket Paper

To avoid running out of ticket stock, place an order when you get down to two or three rolls. It's quick and easy. Start at the main menu screen:



- Touch [Special]
- Touch [Generate Supply Request]
- Touch [Low on Ticket Paper]

... and you're done!

2 Join Lottery Team

The lottery is pleased to introduce two new employees, Ryan Kopyy and Kassondra Keller.

Ryan, a native of Mandan, joined the lottery in October. He is a customer service specialist, responsible for working with the lottery's retail partners to maximize sales and player satisfaction. He will help with terminal training, troubleshooting with lottery questions, and with lottery promotions. You can reach him at 701.328.1575 or 701.527.9348.



Ryan is a 2005 graduate of the University of North Dakota with a bachelor's degree in marketing and brings over 5 years of sales, marketing and customer service experience. Ryan recently relocated from Jamestown with his wife, Christan. They are expecting a new addition to their family in March 2011.

Ryan is excited to work with you as your customer service specialist.

Kassondra, a native of Mercer, ND, joined the lottery in August. She is the sales and marketing manager, responsible for lottery promotions and boosting ticket sales using other marketing tools. You can reach her by phone at 701.328.1573 or email at kckeller@nd.gov.



Kassondra is a 2007 graduate of the University of Mary with a bachelor's degree in communications and brings over 3 years of experience in communications, marketing and graphic design. In her spare time, she enjoys spending time with her boyfriend and is an avid runner.

Kassondra is looking forward to creating new promotions to increase your sales.

The Silent Selling Tool: Jackpot Alert Stickers

We all have our own ways of suggesting a sale. It's nice to think that we use our selling skills with every customer in the best way and never miss a potential lottery sale. To be realistic, this doesn't always happen. In fact, some customers don't even want you to ask. They'll cut you off in mid-sentence.

That's okay! If they see the Powerball jackpot is \$100 MILLION (or even more!) on the jackpot alert sticker you're wearing and they have a dollar in hand, they're likely to buy a ticket. The jackpot alert sticker is there to help you close the deal, without even saying a word. You can wear the sticker at any time.

Every store should have a roll of stickers. If your store is out of stickers, call 701.328.1574 to order more.



Reminder

All validated lottery tickets and customer receipts should be returned to the player!

We're on Facebook!

Be the next person to "like" our page on Facebook to see where Lady Luck is finding winners. Find out interesting lottery facts and participate in contests to win lottery prizes! Add your own posts, photos and share stories.

[facebook.com/NDLottery](https://www.facebook.com/NDLottery)



Find us on
Facebook

Texts & Email Alerts

You can receive winning numbers for each game and alerts via text message or email. Go to the lottery website at www.lottery.nd.gov to sign up.

You can choose if you want texts, emails, or both and which game's winning numbers you would like to receive. There is also the option to sign up for alerts so you can be the first to know about high jackpots, new promotions, game changes and other lottery happenings.

Sign up today and receive the winning numbers right on your cell phone!

Retailer Request for Credit Form

The Retailer Request for Credit form on the next page has been updated recently. As always, it can be found under the retailer tab on our website at www.lottery.nd.gov or by calling your customer service specialist.



RETAILER REQUEST FOR CREDIT
 NORTH DAKOTA OFFICE OF ATTORNEY GENERAL
 LOTTERY DIVISION
 SFN59599 (08/2010)

General Requirements: All North Dakota Lottery games are games in which tickets cannot be canceled. If a ticket is saleable, it is the property of the retailer. A credit will only be issued if the ticket is defective due to a communications error or a terminal hardware or software error. A retailer must request a credit by submitting this Retailer Request for Credit form and include the original ticket (if available), a complete explanation of circumstances regarding the transaction for which credit is being requested, and the name of the retailer's contact person. A retailer must print "Last Transaction" and "History" reports and submit them with the tickets and Retailer Request for Credit form. A request must be submitted within three months from the ticket issue date or the last draw date for a multiple draw ticket. Retailer requests for credit must be mailed to:

NORTH DAKOTA LOTTERY
 1050 E. INTERSTATE AVE - SUITE 200
 BISMARCK, ND 58503-5574

If a credit is issued to a retailer, the credit will be for the amount of the sale, less the 5% retailer commission. In the event that a ticket that is eligible for a credit is determined to have been a winning ticket, based on the lottery's review of the transaction, the credit, less the retailer commission, will not be credited to the retailer's account until the claim period for the winning ticket has expired. All credits will be handled through the weekly EFT sweep function.

Operator Errors: There will be no credit issued to the retailer for misprinted tickets due to operator error.

Common operator errors include misprinted tickets due to improper paper loading by the terminal user. The most common errors when loading paper are; failure of the terminal user to remove enough ticket stock at the beginning of a roll to remove the sticky tape residue on a new roll of ticket stock, running out of paper during a lottery transaction, or not insuring that the blue tabs on the upper portion of the ticket stock feeder are in the "up" and "locked" position after re-loading the ticket stock. Indicators of these type of ticket stock loading errors are; tickets that only print on one side of the ticket, ticket print that is small or compressed together, barcodes that are cut off or cut short at the bottom of the ticket, and ticket stock that bunches up in the paper feeder due to tape residue causing the information on the ticket to print on top of each other.

Other types of operator errors are; the player filling out a play slip incorrectly, the failure of the terminal user to review the validation screen prior to printing a ticket, or having a dirty scanner causing play slips to print incorrect play information on a ticket. These tickets are valid and the retailer should try to sell them to players. Non-machine error tickets that are not sold are owned by the retailer and any prizes related to those tickets belong to the retailer.

Retailer Identification

License Number 100		Contact Person	
Business Name		Phone Number	
Address	City	State	ZIP Code

Incident Information

Date Occurred	Operator	Credit Request Amount
Time <input type="checkbox"/> AM <input type="checkbox"/> PM	Time Operator Called SciGames @ 1-866-719-2699 <input type="checkbox"/> AM <input type="checkbox"/> PM	
Retailer Statement Explaining Incident		

Incident Information

Date Occurred	Operator	Credit Request Amount
Time <input type="checkbox"/> AM <input type="checkbox"/> PM	Time Operator Called SciGames @ 1-866-719-2699 <input type="checkbox"/> AM <input type="checkbox"/> PM	
Retailer Statement Explaining Incident		

Attach the Original Ticket, "Last Transaction", and "History" reports to this form.



www.lottery.nd.gov

Office of Attorney General
 Lottery Division
 1050 E. Interstate Ave.
 Suite 200
 Bismarck, ND 58503-5574

701.328.1574
 1.877.NDLOTTO (635.6886)
 Fax 701.328.1580

Buy One of Each...
**For a Chance to win
 up to \$500*
 instantly!**



**Over \$30,000 in
 instant prizes!**

Ask for the **Cash Dash** option for
only \$8 AND Get ONE OF EACH:

- Powerball with Power Play
- Mega Millions with Megaplier
- Hot Lotto with Triple Sizzler
- Wild Card 2
- 2by2

**...FOR A CHANCE TO WIN
 UP TO \$500* INSTANTLY!**



**If You Don't Buy A Ticket,
 How Is Lady Luck Gonna Find You?**

www.lottery.nd.gov

*Winning Coupons of \$5, \$20, \$100 or \$500 will print at random with a Cash Dash purchase!
 Limited Offer: Oct. 31 - Nov. 27, 2010

