



3rd Quarter 2012

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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!

Beginning November 4 through December 1, players will have the chance to win instant cash prizes by purchasing a qualifying One-of-Each (Cash Dash) transaction for \$9. A qualifying transaction includes:

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

Cash Dash increases players' awareness of all North Dakota Lottery games and also increases retailer 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 qualifying Cash Dash sale is a winner, you will hear: "Congratulations from the North Dakota Lottery, you are an instant Cash Dash winner!" A Cash Dash coupon will immediately print from the terminal with the prize amount. In order to receive credit for cashing an instant winner, coupons must be scanned through the lottery terminal in the same manner as any other winning lottery ticket. If you do not have sufficient funds available, instruct the player to return at another time, redeem the coupon at another lottery retailer or mail it to the North Dakota Lottery at the address on the back of the coupon. Encourage players to sign the back of their coupons.

Your store will receive credit for all scanned and cashed coupons, which will be reflected in the PROMO line of your DAILY SALES ACTIVITY and WEEKLY INVOICE reports.

Pre-printing Cash Dash transactions is strictly prohibited. Please see official rules at www.lottery.nd.gov for complete details. Good luck!

FOR ONLY \$9, GET ONE OF EACH:

- North Dakota POWERBALL with Power Play
- MEGA MILLIONS with Megaplier
- Hot Lotto with Triple Sizzler
- Wild Card 2
- 2by2

AND A CHANCE TO INSTANTLY WIN UP TO \$500!*

NOVEMBER 4 - DECEMBER 1

\$30,000 IN INSTANT PRIZES!

Cash Dash

Ask for CASH DASH and you could instantly win **\$500!**

*Winning coupons of \$5, \$20, \$100 or \$500 will print at random with a Cash Dash purchase.

LOTTERY.ND.GOV Imagine the possibilities. PLEASE PLAY RESPONSIBLY.

Director's Message

One of the questions I am most frequently asked is, "Are lottery sales up in the northwest part of the state?" Until recently, my answer would have been "no," but the sales figures for the fiscal year ended June 30, 2012, indicate an upward sales trend has begun.



At the end of the fiscal year on June 30, 2012, overall retailer sales had increased by an average of 13% from the previous year. All regions saw increased sales, but for the first time, Region 1 (includes Williston, Watford City and Minot) had the largest increase in the state, with lottery ticket sales up by 16% over the previous year.

Fiscal 2010-11/2011-12 Comparison			Fiscal 2011-12 compared to Fiscal 2010-2011	Increase/ Decrease
Region	July'10-June'11	July'11-June'12		
Region 1 (NW)	\$5,318,014	\$6,173,951	\$855,937	16%
Region 2 (NE)	\$3,949,218	\$4,379,992	\$430,774	11%
Region 3 (SW)	\$7,157,995	\$7,886,206	\$728,211	10%
Region 4 (SE)	\$6,121,949	\$7,003,110	\$881,161	14%
Total State	\$22,547,176	\$25,443,259	\$2,896,083	13%

The 2012-2013 fiscal year is already off to a good start. For the 3rd quarter 2012, the Lottery continued to see sales growth, statewide. Region 1 again led all regions, with a 29% increase in lottery ticket sales compared to the same period last year. Overall this quarter, statewide sales increased an average of 21%.

3rd Quarter 2011-2012 Comparison			3rd Quarter 2012 compared to 3rd Quarter 2011	Increase/ Decrease
Region	July 1, 2011 - Sept 30, 2011	July 1, 2012 - Sept 30, 2012		
Region 1 (NW)	\$1,227,926	\$1,582,286	\$354,360	29%
Region 2 (NE)	\$930,148	\$1,105,131	\$174,983	19%
Region 3 (SW)	\$1,689,744	\$1,976,750	\$287,006	17%
Region 4 (SE)	\$1,459,903	\$1,781,877	\$321,974	22%
Total State	\$5,307,721	\$6,446,044	\$1,138,323	21%

By working together to address industry challenges, we can continue to increase sales and achieve common goals. The North Dakota Lottery places a high-priority on developing creative promotions that will help to increase your sales and maximize revenue that supports state programs and services benefiting the citizens of North Dakota.

I encourage you to utilize the Lottery's customer service specialists to make sure you have the products and point-of-sale materials you need to optimize sales. No one knows lottery players better than lottery retailers. That's why the Lottery relies on the feedback you provide to your customer service specialist. Encourage cashiers to actively promote the sale of lottery tickets, not only during special promotions or high jackpots, but throughout the year.

Thank you for all your hard work. If you have any comments or suggestions to make the North Dakota Lottery even better, please contact your Customer Service Specialist, the Lottery office at 701.328.1574 (local) or toll free at 1.877.635.6886. I invite you to stop by the Lottery office, write me a letter or email me at remiller@nd.gov.

Randy Miller

An **INSTANT** Hit

The newest promotion from the North Dakota Lottery was an “instant hit!” The Instant 10 promotion started August 5 and ended September 1. Players who purchased four plays of Powerball with Power Play were eligible for a chance to instantly win \$10.

The Powerball Instant 10 promotion increased Powerball sales, compared to similar jackpots, by 15%. The increase in sales was assisted by a large Powerball jackpot run, reaching \$320 million. During the promotion players won over \$17,000 in instant prizes.



Over 1,800 Free Tickets Won

The North Dakota Lottery 2by2 Free Ticket promotion was a success. When players purchased a 7-draw 2by2 ticket for \$7, they were eligible for a chance to instantly win another 7-draw ticket for free. The promotion started June 3 and ended June 30.

During the promotion, players instantly won over 1,800 free 7-draw 2by2 tickets. That’s over \$12,000 in instant prizes. 2by2 sales increased 13% during the promotion (compared to six month average weekly sales) equal to a \$32,000 sales increase.



Thank you for making the Instant 10 and 2by2 promotions a success!



Wild Card 2 Game Change Coming Soon

Beginning January 13, 2013



- Jackpot will start at \$200,000 (increased from \$100,000).
- Match 5 prize will be \$6,000 (increased from \$5,000).
- Matrix change - Number of white balls: 1-33 (was 1-31).
- Cost to play remains 2 plays for \$1.

Remodeling or Having Repairs Done?

If you are planning a remodel, roofing or any construction project that may affect any of your lottery equipment (satellite dish, modem, terminal, etc.), **please contact the Lottery office at least two weeks in advance (701.328.1574).** Do not disconnect or move any lottery equipment. Upon notification, a qualified representative from the lottery’s online gaming system will contact the retail location and work with the retailer to address the store’s needs.





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Coming in December!

Lottery Subscription forms printed from the lottery terminal will reflect up to a 10% discount.

To print a North Dakota Lottery subscription form from the lottery terminal:

1. Touch the [REPORTS] icon on the main menu screen.
2. Touch [SUBSCRIPTION FORMS].
3. Select game, enter number of copies and touch [OK]

Information on lottery subscriptions can be found in brochures located in the lottery play slip holder or by going to www.lottery.nd.gov

Retailers receive a commission on all lottery subscription sales originating from their store.