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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 LOTTERY.ND.GOV.

CASH DASH TO RETURN IN NOVEMBER

Cash Dash is back! Beginning November 1 through November 28, players will have the chance to win instant cash prizes by purchasing a qualifying One-of-Each (Cash Dash) transaction for \$11. A qualifying transaction includes:

- Powerball with Power Play (\$3);
- Mega Millions with Megaplier (\$3);
- Lucky for Life (\$2);
- Lotto America with All Star Bonus (\$2) and;
- 2by2 (\$1).



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 "Instant 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. The credit will be reflected in the PROMO REDEEM line of your DAILY SALES ACTIVITY and WEEKLY INVOICE reports.

Preprinting Cash Dash transactions is strictly prohibited. Please see official rules at LOTTERY.ND.GOV for complete details.

DIRECTOR'S MESSAGE



In the June newsletter, I went into detail explaining the fiscal year 2020 sluggish sales and the anticipation that the Lottery would encounter the lowest annual sales in nine years.

As expected, fiscal year 2020 closed the year with unaudited ticket sales of \$24.4 million which reflected an \$11 million decrease in sales, or 31%, compared to fiscal year 2019. The primary reason for the decrease in sales was the Powerball and Mega Millions jackpots did not hit over \$500 million and to a lesser degree, the impact of COVID-19 along with the change to the Powerball starting jackpot from \$40 million to \$20 million. I will provide more details on ticket sales, prizes won, retailer sales/bonus commissions, and the amount transferred to the State General Fund at a later date when the Lottery's financial audit for fiscal year 2020 is completed.

Unaudited fiscal year 2021 sales are up slightly compared to last fiscal year. July and August sales totaled \$4.07 million, a \$105,124 increase or 2.65%. But as we all know, total sales of a game are dramatically affected by the size of the game's jackpot. Therefore we need some big jackpot runs this year. In addition, the Powerball Game Group is discussing changes to the game to increase sales and increase the jackpot roll amounts between drawings.

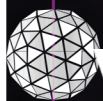
We are all looking forward to a brighter future. Now more than ever through our partnership, we must work together to increase sales by addressing industry challenges and achieving common goals. The Lottery will continue to place a high-priority on providing quality customer service, developing creative promotions, and researching opportunities for new multi-state lottery games that would be attractive to current and new players, while adding value to our product mix. Our mission is to increase your sales and maximize revenue that supports state programs and services benefiting the citizens of North Dakota.

Remember to utilize the resources of the Lottery's customer service specialists, making sure you have the products and point-of-sale material 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.

Randy Miller

ENTER AUGUST 18 - OCTOBER 12



**YOU COULD WIN
\$1,000 CASH!**

**Each winner will receive \$1,000 cash and
a chance to become a finalist for the
Powerball First Millionaire of the YearSM drawing!
You could ring in 2021 as a millionaire!**

ENTER AT [LOTTERY.ND.GOV](https://www.lottery.nd.gov)

25 POINTS
PER
ENTRY

INSTANT LUCK SALES SOAR!

The Lucky for Life Instant Luck promotion was a resounding success! Lucky for Life sales for the four week promotion saw a 119% increase in sales when compared to the 26-week, weekly average prior to the promotion. Total sales reached \$480,132 and players won over \$31,200 in instant prizes. The sales increase generated an additional \$13,056 in retailer commissions.

Check out the Top 5 North Dakota Lottery retailers with the most instant winners:

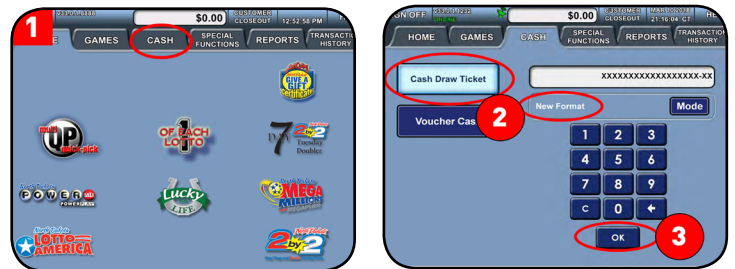
1. M&H Gas #13 - Mandan
2. Dan's SuperMARKET #3 (South) - Bismarck
3. Simonson Station Store #4 - Minot
4. Cash Wise Foods #3020 - Bismarck
5. Dan's SuperMARKET #2 (North) - Bismarck

Not on the list? Check the back of this newsletter and see if you made the Top 60!

MANUALLY CASHING TICKETS

Lottery tickets can be cashed from any screen using the barcode scanners. In the case that a barcode is unreadable, tickets can be cashed manually. To manually cash lottery tickets:

1. From any screen, touch the **CASH** tab;
2. Touch the **[Cash Draw Ticket]** button and confirm that the **Mode** is set to **New Format**;
3. Use the keypad to enter the serial number and touch **[OK]**.
4. The terminal prints a receipt.
5. Give receipt to player as well as return all winning and non-winning tickets to player.



LOTTERY TIDBITS

- RETURN ALL TICKETS TO PLAYERS: Per Lottery Administrative Rule 10-16-03-07 Section 2, retailers are to return all winning and non-winning lottery tickets back to the player.
- NO CREDIT: Credit cards cannot be used to purchase tickets.
- Give all customer receipts to the player.
- Keep all retailer receipts for the store's records.
- No credit will be issued to retailers for misprinted tickets due to operator error.
- Valid misprinted tickets may be sold to players before the draw occurs.
- Lottery tickets cannot be voided, canceled, or refunded.
- Problems with your lottery terminal? Call the 24-hour terminal assistance hotline located on the front of your lottery terminal (1-866-719-2699).
- Remember to wear your "JACKPOT ALERT!" stickers when jackpots are big. If your store needs additional "Jackpot Alert" stickers, contact the lottery at 1-701-328-1574.

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TOP 60 INSTANT LUCK PROMOTION RETAILERS



NORTH DAKOTA LOTTERY
PLAYERS CLUB OFFICIAL MOBILE APP



iPhone (iOS): Get the app
from the iTunes® Store



/NDLottery



@ND_Lottery

NORTH DAKOTA LOTTERY
PLAYERS CLUB OFFICIAL MOBILE APP



Android: Instructions at
LOTTERY.ND.GOV/MOBILE-APP/

LOTTERY.ND.GOV

Rank	Retailer	Rank	Retailer	Rank	Retailer
1	M&H Gas #13 - Mandan	21t	Superpumper #4 - Williston	39t	Hornbacher's Northport #2685 - Fargo
2	Dan's SuperMARKET #3 (South) - Bismarck	21t	Arrowhead Marketplace Foods - Minot	42	Hornbacher's Southgate #2687 - Fargo
3	Simonson Station Store #4 - Minot	21t	Cash Wise Foods #3044 - Dickinson	43	Lucky's Xpress - Dickinson
4	Cash Wise Foods #3020 - Bismarck	24	Brothers III Sports - Valley City	44t	Simonson Station Store #1 - Bismarck
5	Dan's SuperMARKET #2 (North) - Bismarck	25	Superpumper #22 - Belfield	44t	Cenex General Store - Dickinson
6	Cash Wise Foods #3012 - Fargo	26	Cash Wise Foods #3042 - Watford City	44t	Red Carpet Carwash #9 (East Main) - Bismarck
7	Hornbacher's Village West #2693 - Fargo	27	M&H Gas #25 - Minot	44t	Red Carpet Carwash #11 (Saratoga Ave) - Bismarck
8	M&H Gas #15 - Jamestown	28t	1 Stop Market - Belcourt	48t	Simonson Station Store #3 - Grafton
9	Superpumper #39 - Bismarck	28t	Casey's General Store #3631 - New Rockford	48t	Kum & Go #801 - Bowman
10t	Family Fare Supermarket #103 - West Fargo	30	North Hill Marketplace Foods - Minot	48t	Hugo's #2 - Grand Forks
10t	Rosie's Food and Gas - Dickinson	31	Dan's SuperMARKET #14 (Yorktown Dr.) - Bismarck	51	Pit Stop LLC - Dickinson
12	M&H Gas #22 - Dickinson	32	Petro Serve USA #077 - Bismarck	52t	John's Food Center - Lincoln
13	Miller's Fresh Foods - New Rockford	33	Hugo's #9 - Jamestown	52t	Cash Wise Foods #3049 - Jamestown
14	Marketplace Food and Drug - Minot	34t	Neighborhood Grocery and Gas - Jamestown	54t	Tiger Discount - Dickinson
15	Albertson's #0028 - Williston	34t	Dan's SuperMARKET #6 - Mandan	54t	Country West MVP Store - Bismarck
16	Simonson Station Store #8 - Wahpeton	36t	Leevers Foods (North) - Devils Lake	54t	Hugo's #8 - Grand Forks
17	Cash Wise Foods #3043 - Minot	36t	Patriot Fuels of Carrington - Carrington	54t	United Quality Coop - New Town
18t	Broadway Marketplace Foods - Minot	36t	Hornbacher's Osgood #2689 - Fargo	58t	Leroy's MVP Store - Mandan
18t	Cash Wise Foods #3045 - West Fargo	39t	Simonson Station Store #6 - Williston	58t	Little Dukes #3020 - Bismarck
20	Allied Energy/CENEX - Edgeley	39t	Little Mart C-Store - Harvey	58t	Parshall Cenex - Parshall