

LOTTERY LINKS

NEWS AND IDEAS FOR LOTTERY RETAILERS

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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.

2BY2 INSTANT WIN RETURNS

Beginning November 6, players who buy a single play, seven draw 2by2 ticket for \$7 get a chance to instantly win \$500 cash or a FREE seven draw 2by2 ticket.

Will your store make the "Top 5" for this promotion? To sell more tickets, make sure you know the promotion details. If a player is an instant 7 draw ticket winner, their free 7 draw 2by2 ticket will print immediately after their purchased ticket. If a player is a \$500 instant winner, a \$500 coupon will print.

To receive credit for cashing a \$500 instant winner, the coupon must be scanned through the lottery terminal in the same manner as a winning lottery ticket. Encourage players to sign the back of their coupons. With all 7 draw 2by2 purchases, any prize won on Tuesday doubles in value, including the jackpot.

Stores will receive credit for all cashed coupons, as well as the free 7 draw tickets. Preprinting 2by2 transactions is strictly prohibited. Complete details and official rules can be found at LOTTERY.ND.GOV.



DIRECTOR'S MESSAGE



The North Dakota Lottery works closely with retailers to provide an entertaining consumer product for people who choose to use disposable income to experience a bit of escapism and fun. The Lottery and licensed retailers do this with the utmost integrity and a commitment to sound business practices while keeping responsible gaming a key part of our marketing and funding focus.

Fiscal Year 2022 was another successful year with unaudited ticket sales of \$29.2 million, compared to \$30.4 million the year prior. Retailer sales reached \$26.2 million and Pick & Click online play sales were just under \$3 million. This demonstrates that Lottery retailers play a critical role in the Lottery's mission to generate revenue for the state.

Total Retailer Sales Compared to Previous Fiscal Year (By Region)					
(NW - Williston/Minot Area; NE - Grand Forks Area; SW - Bismarck/Dickinson Area; SE - Fargo/Wahpeton/Jamestown Area)					
	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022
Region 1 (NW)	\$8,605,823	\$9,802,156	\$6,519,651	\$7,530,002	\$6,903,924
Region 2 (NE)	\$4,543,042	\$4,926,157	\$3,353,916	\$4,190,664	\$3,985,178
Region 3 (SW)	\$8,648,978	\$9,691,784	\$6,672,058	\$8,266,746	\$7,757,947
Region 4 (SE)	\$8,408,240	\$9,357,496	\$6,234,018	\$7,894,781	\$7,592,164
Total State	\$30,206,083	\$33,777,593	\$22,779,643	\$27,882,193	\$26,239,213
<i>*NOTE: These totals DO NOT include Pick & Click/Subscription sales*</i>					
% Change Compared to Previous Fiscal Year (By Region)					
	% Change FY 2018	% Change FY 2019	% Change FY 2020	% Change FY 2021	% Change FY 2022
Region 1 (NW)	17%	14%	-33%	15%	-8%
Region 2 (NE)	13%	8%	-32%	25%	-5%
Region 3 (SW)	8%	12%	-31%	24%	-6%
Region 4 (SE)	15%	11%	-33%	27%	-4%
Total State	13%	12%	-33%	22%	-6%

The Lottery tracks terminals and sales on a regional basis. There are 116 terminals in the Northwest, 82 in the Northeast, 115 in the Southwest and, not surprisingly, the largest concentration of retailer terminals is in the Southeast part of North Dakota with 133 locations. Since July 2014, the number of lottery terminals in all regions, except the Northeast, have increased.

The Lottery also has 50 PlayCentral (PCT) self-service terminals across the state:

- 27 located in grocery stores; and
- 23 located in convenience stores.

PCT sales accounted for \$2 million, or 7.1%, of all lottery sales and accounted for 33.6% of the lottery sales in the locations they served. Hosting retailers support the PCT at their location, but the acceptance and success of a PCT is ultimately up to the customer. While PCTs are convenient, many players prefer their lottery experience be more personal and prefer interaction with store personnel instead of a self-service machine.

Approximately 23 cents of every dollar sold benefits the state. For Fiscal Year 2022, the Lottery contributed \$6.7 million to the State of North Dakota:

- \$5.6 million to the State General Fund;
- \$800,000 to the Multi-Jurisdictional Drug Task Force Fund; and
- \$320,000 to the Compulsive Gambling Prevention and Treatment Fund.

The North Dakota Lottery has a capable team of Customer Service Specialists and terminal technicians who strive to make sure retailers have properly functioning terminals and the products and point-of-sale material needed to optimize sales. Utilize the advice and service of these lottery professionals to support your lottery sales. Ask cashiers to actively promote the sale of lottery tickets, not only during special promotions or high jackpots, but throughout the year. The games are fun, they generate business for your stores, and the proceeds support those who live in, work in and visit our great state.

Laura D. Packer

LOTTERY TIDBITS

- Give **ALL** winning and non-winning lottery tickets back to the player.
- 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.
- Valid misprinted tickets may be sold to players before the draw occurs.
- Lottery tickets cannot be voided, canceled or refunded.
- Players cannot use credit cards to purchase lottery tickets.
- Confirm ticket purchase amount. Collect payment up front for large ticket purchases (example \$50+) prior to ticket printing.
- Does your staff need lottery terminal training? Please contact your North Dakota Lottery Customer Service Representative at 701-328-1574 to setup a training session.

MONEY MEDAL MADNESS

The Lotto America MONEY MEDAL MADNESS promotion was a resounding success! Lotto America sales for the four week promotion saw a 133% increase in sales when compared to the 26-week, weekly average prior to the promotion. Total sales reached \$440,836 and players won \$22,890 in instant prizes. Remember, Lotto America now draws **THREE TIMES A WEEK - MONDAY, Wednesday and Saturday!**

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

1. M&H Gas #13 - Mandan
2. Family Fare Supermarket #103 - West Fargo
3. Dan's SuperMARKET #3 (South) - Bismarck
4. Patriot Fuels of Carrington - Carrington
5. Cash Wise Foods #3043 - Minot

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

RETAILER REQUEST FOR CREDIT FORM

To receive credit for a defective ticket (due to a hardware or software error), a retailer must fill out a Retailer Request for Credit form available at the North Dakota Lottery website (LOTTERY.ND.GOV), under the FOR RETAILERS tab.

Along with the completed form, retailers must also submit the original ticket (if available), a "Reprint Last" ticket and a Transaction History report. Both the "Reprint Last" ticket and the Transaction History report should be printed immediately after the error occurs. **NEVER** give the "Reprint Last" ticket to a player. This is **NOT** a valid ticket.

To determine if you have been charged for a ticket, refer to the Transaction History report. As shown, an error occurred when cashing a 2by2 ticket that won 41 free plays.

Four tickets printed before the error occurred. The retailer was given credit, but not charged, for the subsequent tickets that did not print. In this case, the retailer owes the player \$37 for the non-printed tickets. Questions can be directed to your Lottery Customer Service Representative at 701.328.1574.

14:15c Close	Cust	Close		\$37.00
14:05D Sell	2BY2	1	Draw	\$0.00
14:05D Sell	2BY2	1	Draw	\$0.00
14:05D Sell	2BY2	1	Draw	\$0.00
14:05D Sell	2BY2	1	Draw	\$0.00
14:05D Sell	2BY2	1	Draw	\$0.00
14:05D Sell	2BY2	1	Draw	\$0.00
14:05D Sell	2BY2	1	Draw	\$0.00
14:05D Sell	2BY2	1	Draw	\$0.00
14:05D Sell	2BY2	1	Draw	\$0.00
14:05D Sell	2BY2	1	Draw	\$0.00
14:05D Sell	2BY2	1	Draw	\$0.00
14:05D Sell	2BY2	1	Draw	\$0.00
14:05D Sell	2BY2	1	Draw	\$0.00
14:05E Sell	FT 2BY2	Printer	pa	\$0.00
14:05E Sell	FT 2BY2	Printer	pa	\$1.00
14:05C Sell	FT 2BY2	1	Draw	\$1.00
14:05C Sell	FT 2BY2	1	Draw	\$1.00
14:05C cash		1	Draw	\$1.00
14:05C cash		1	Draw	\$41.00

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TOP 60 MONEY MEDAL MADNESS 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	21	Town & Country Coop - Finley	41	New Century Ag - Crosby
2	Family Fare Supermarket #103 - West Fargo	22	Dan's SuperMARKET #14 (Yorktown Dr) - Bismarck	42	Manvel Oil - Manvel
3	Dan's SuperMARKET #3 (South) - Bismarck	23	Simonson Station Store #6 - Williston	43	Red Carpet/Superpumper #80238 - Mandan
4	Patriot Fuels of Carrington - Carrington	24t	M&H Gas #15 - Jamestown	44	Hugo's #2 - Grand Forks
5	Cash Wise Foods #3043 - Minot	24t	Red Carpet/Superpumper #80242 - Bismarck	45	Cash Wise Foods #3049 - Jamestown
6	Superpumper #39 - Bismarck	26	Casey's General Store #3631 - New Rockford	46	Simonson Station Store #8 - Wahpeton
7	Cash Wise Foods #3020 - Fargo	27	Interstate Cenex - Beach	47	M&H Gas #25 - Minot
8	Broadway Marketplace Foods - Minot	28t	M&H Gas #22 - Dickinson	48	Gustafson Oil - Bottineau
9	Red Carpet/Superpumper #80245 - Bismarck	28t	Pit Stop LLC - Dickinson	49	Hornbacher's Southgate #2687 - Fargo
10	North Hill Marketplace Foods - Minot	30	Red Carpet/Superpumper #80241 - Bismarck	50	Parshall Cenex - Parshall
11	Marketplace Food and Drug - Minot	31	Cenex C-Store - Jamestown	51	Good Oil Co. - LaMoure
12	Cash Wise Foods #3044 - Dickinson	32	Hugo's #9 - Jamestown	52	Superpumper #4 - Williston
13	Family Fare Supermarket #123 - Dickinson	33	Cenex General Store - Dickinson	53	M&H Gas #34 - Williston
14	Petro Serve USA #077 - Bismarck	34	Neighborhood Grocery and Gas - Jamestown	54t	Cenex on Centennial - Bismarck
15	Simonson Station Store #4 - Minot	35	Albertson's #2028 - Williston	54t	Hornbacher's Osgood #2689 - Fargo
16	Cash Wise Foods #3012 - Fargo	36	Rosie's Food and Gas - Dickinson	56	Dan's SuperMARKET #12 (Turnpike Ave) - Bismarck
17	Red Carpet/Superpumper #80246 - Bismarck	37	Dan's SuperMARKET #6 - Mandan	57	Hornbacher's Express #2692 - Fargo
18	Hornbacher's Village West #2693 - Fargo	38	Brothers III Sports - Valley City	58t	Western Choice Cenex - Killdeer
19	Simonson Station Store #3 - Grafton	39	Arrowhead Marketplace Foods - Minot	58t	Superpumper #9 - Minot
20	Dan's SuperMARKET #2 (North) - Bismarck	40	Pony Express Shell - Bismarck	60	Jetstream Car Wash - Jamestown