

# 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](http://LOTTERY.ND.GOV).

## CASH DASH TO RETURN IN NOVEMBER!

Cash Dash is back! Beginning November 3 through November 30, 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.

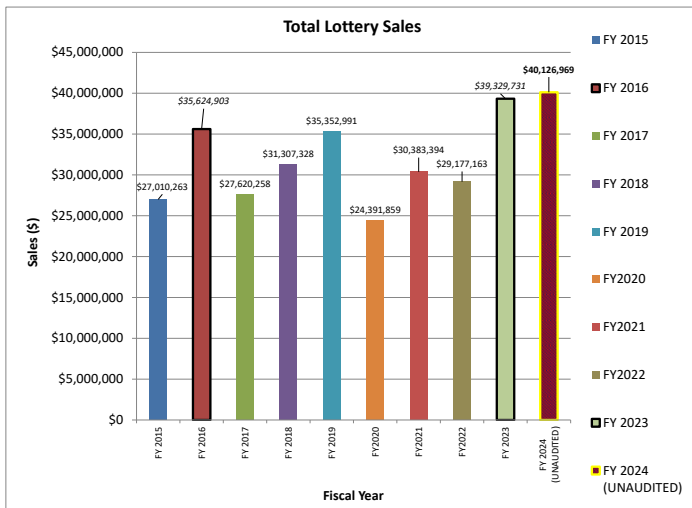
Your store will receive credit for all scanned and cashed coupons. The credit will be reflected in the PROMO REDEEM line of your DAILY SALES ACTIVITY and WEEKLY INVOICE reports.

Preprinting Cash Dash transactions is strictly prohibited. Please see official rules at [LOTTERY.ND.GOV](http://LOTTERY.ND.GOV) for complete details.

# DIRECTOR'S MESSAGE



As the North Dakota Lottery celebrates its 20th Anniversary (birthday?) it, and the retailer partners, had a record high in ticket sales last year. The Lottery totaled \$40.1 million in sales for fiscal year 2024, which ended on June 30. Previous record years were \$39.3 million in 2023 and \$35.6 million in 2016. The 2024 sales helped the Lottery support the State of North Dakota with a \$9.9 million transfer, including funds to help combat problem gambling and illegal drugs.



The Lottery's 450 retail partners are critical to this sale success and resulting support of important state programs! Retailers sell lottery tickets for players' entertainment and their chance to possibly win a life-changing jackpot. Thank you for your continued dedication and support!

In addition to the increased store traffic from lottery players seeking their chance at major jackpots or other prizes, retailers earn commissions on the sale of tickets. In fiscal year 2024, lottery retailers earned \$1.84 million in sales commissions and bonuses.

Like so much in modern life, the lottery industry is undergoing a digital transformation. Changes are underway with mobile apps and online play having the ability to connect to retail platforms, offering convenient ticket purchase and instant result options. These innovations will boost customer engagement and cater to the next generation players, while continuing to support traditional lottery players.

Retailers should be pleased to know that over the next year the Lottery and its vendor will install all new lottery hardware, updated systems, and streamlined processes. Early next year, stores will receive new terminals, video display screens, and gain access to advanced tools to monitor and improve sales. Players will have new capabilities to use their mobile device and cashless payments to make in-store lottery purchases, with the retailer getting credit for the sale without the need to handle cash.

The Lottery is always working to provide a quality product mix in lottery play options for players. In addition, game changes and new promotions are in development to keep the Lottery fresh, exciting and to create more North Dakota winners!

As a key partner, the North Dakota Lottery will continue to work with retailers to maintain the impressive sales that, together, we've enjoyed over this past year. Please call the Lottery office with any questions or comments at 701-328-1574.



## 2BY2 SALES SOAR IN SEPTEMBER!

The 2by2 Instant Win Promotion was another success! 2by2 sales for the four week promotion increased a whopping 94.2% with a sales total of \$680,596. This increase in sales created an additional \$16,505 in retailer sales commission. Players won over \$58,000 in instant prizes as well as four (4) \$22,000 2by2 jackpot prizes and one (1) \$44,000 2by2 TUESDAY DOUBLER jackpot!

Did your store rank in the Top 5 across the state? Check out the "Top 5" North Dakota Lottery retailers with the most instant winners:

1. Rosie's Food and Gas - Dickinson
2. Family Fare Supermarket #103 - West Fargo
3. Family Fare Supermarket #3126 - Bismarck
4. M&H Gas #13 - Mandan
- 5t. Pit Stop LLC - Dickinson
- 5t. On the Run/Superpumper #80139 - Bismarck

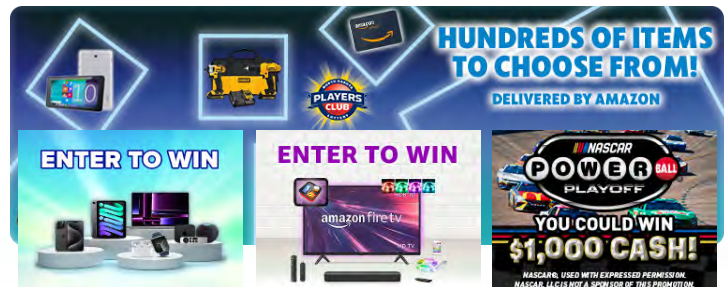
Not on the list? Check the back of this newsletter and see if you made the 2by2 Instant Win Promotion Top 60 Retailers!

## PLAYERS CLUB MEANS ADDED-VALUE

The North Dakota Lottery Players Club® gives added-value to every North Dakota Lottery ticket which benefits players and retailers alike.

As Players Club members, players receive exclusive benefits such as Points for Prizes®, Points for Drawings™ and Second Chance Drawings all for **FREE!** The more tickets players purchase and enter, the more points they earn. In turn, retailers earn higher commissions as their ticket sales increase. The best part, no additional cost to retailers!

Players can find information about the Players Club at our website, [LOTTERY.ND.GOV](http://LOTTERY.ND.GOV).



## 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 due to operator error.
- 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.
- Wear JACKPOT ALERT stickers when jackpots are high!



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# TOP 60 2BY2 INSTANT WIN PROMOTION RETAILERS

NORTH DAKOTA LOTTERY  
PLAYERS CLUB OFFICIAL MOBILE APP



iPhone (iOS): Available on the App Store®

/NDLottery

@ND\_Lottery

[LOTTERY.ND.GOV](http://LOTTERY.ND.GOV)

NORTH DAKOTA LOTTERY  
PLAYERS CLUB OFFICIAL MOBILE APP



Android: Our app is now available on Google Play

Rank	Retailer	Rank	Retailer	Rank	Retailer
1	Rosie's Food and Gas - Dickinson	21	Brothers III Sports - Valley City	41t	Pony Express Shell - Bismarck
2	Family Fare Supermarket #103 - West Fargo	22	M&H Gas #22 - Dickinson	41t	Cash Wise Foods #3045 - West Fargo
3	Family Fare Supermarket #3126 - Bismarck	23	M&H Gas #34 - Williston	43	Holiday Stationstore #2746420 - Bismarck
4	M&H Gas #13 - Mandan	24	Broadway Marketplace Foods - Minot	44t	Manvel Oil - Manvel
5t	Pit Stop LLC - Dickinson	25t	Patriot Fuels of Carrington - Carrington	44t	Arrowhead Marketplace Foods - Minot
5t	On the Run/Superpumper #80139 - Bismarck	25t	Hornbacher's Village West #2693 - Fargo	44t	Albertson's #2028 - Williston
7	Family Fare Supermarket #115 - Fargo	27	Neighborhood Grocery and Gas - Jamestown	44t	North Hill Marketplace Foods - Minot
8	Family Fare Supermarket #3128 - Bismarck	28	Family Fare Supermarket #3127 - Bismarck	48	Simonson Station Store #3 - Grafton
9	Marketplace Food and Drug - Minot	29	Bjornson's Travel Center - Devils Lake	49t	Holiday Stationstore #2746189 - Devils Lake
10	M&H Gas #15 - Jamestown	30t	1 Stop Market - Belcourt	49t	Cenex C-Store - Wahpeton
11	Cash Wise Foods #3012 - Fargo	30t	Cash Wise Foods #3044 - Dickinson	49t	Petro Serve USA #071 - Valley City
12t	Barney's C-Store - Mandan	32	Simonson Station Store #4 - Minot	49t	Lincoln Cenex - Lincoln
12t	Hornbacher's Southgate #2687 - Fargo	33t	Cash Wise Foods #3049 - Jamestown	49t	Stop and Shop - Minot
14t	Cash Wise Foods #3020 - Bismarck	33t	Hornbacher's Osgood #2689 - Fargo	49t	Casey's General Store #3631 - New Rockford
14t	M&H Gas #25 - Minot	35	Cash Wise Foods #3042 - Watford City	49t	On the Run/Superpumper #80150 - Bismarck
14t	Cash Wise Foods #3043 - Minot	36	Red Carpet/Superpumper #80242 - Bismarck	56t	Good Oil Co. - LaMoure
17	Family Fare Supermarket #3125 - Bismarck	37t	Leevers Foods Devils Lake North - Devils Lake	56t	John's Food Center - Lincoln
18	Superpumper #80104 - Williston	37t	Hugo's #9 - Jamestown	56t	Enerbase Xpress Mart - Minot
19	Simonson Station Store #6 - Williston	37t	Enerbase North Hill Cenex - Minot	56t	Red Carpet/Superpumper #80246 - Bismarck
20	Cenex C-Store - Jamestown	37t	Family Fare Supermarket #123 - Dickinson	60	Simonson Station Store #8 - Wahpeton