Centum - How to Design your 100 Club

1 Version Control

0.1	12-Aug-2021	David Wright	First draft for comment
0.2	26-Sep-2021	David Wright	Moved table, added explanations

2 Introduction

Traditionally most of the Party's funds, which we need to operate and campaign, come from membership fees and donations. Some Local Parties run 100 Clubs which pay back part of their subscription as prizes, but in practice these involve ongoing effort which is not always available and such clubs often close or go into limbo with no draw being held.

A 100 Club which takes regular subscriptions and pays out prizes is a good way to make money from supporters who would be unwilling to make direct donations. If the club is run as a "Small Society Lottery", which must be registered with the local authority, subscriptions can also be sold to voters who are not members but are willing to "make a flutter" while helping the Liberal Democrats.

The Centum system allows the Party to run 100 Clubs online, with very little manual effort, and raise money for local campaigning.

There will be a club run by HQ, with profits going to the club members' Local Parties. Local Parties (and other Party organisations) can also use it to run their own clubs.

Help can be given in setting up your Local Party's club, but you will need to decide on a number of items. This document lists and explains what these are.

Centum has been developed by **The Liberal Democrat Software Group**, and runs on the Party's IT systems.

3 Two club types

Each Local Party or other Liberal Democrat organisation (Region, County Coordinating Committee, SAO etc.) which decides to raise funds via a Centum 100 Club should decide which sort of club they want to use. There are two options, each of which has different benefits.

3.1 HQ Club

- Nothing for the Local Party to do other than encourage people to subscribe.
- Prizes are likely to be larger as the HQ club will have more members.
- The profit from members and supporters in the Local Party area is paid monthly into the Local Party's bank account.
- The Treasurer will get a monthly email saying how much has been paid in.

3.2 LP Club

- You have your own club, which you can control – e.g. you can decide how much goes out in prizes, what the split in prize money is, whether to have monthly draws or less frequent ones, and whether to have an annual "roll-over" draw.

- The prizes will go to your supporters, and you will know who they are.

- You can delay a draw then let it run during a local event, and announce the winners at the event, (*not supported in the first release of Centum*).

- If you have people who would like to support you who live outside your Local Party boundaries (or if you are not a Local Party), you will still get the profit from their club subscriptions.

- You will have to set up a club and register it with your local District or Unitary Council.

- You will have to fill in a form from your Council after each draw; you'll get an email from Centum with the information that you will need.

The rest of this document assumes you have decided to set up your own club.

4 Rules and Officers

Your club will have to have rules; we will supply model rules which you can adapt to your needs. You will need to **register** your club with your local District Council (or Unitary Authority) as a **Small Society Lottery**. This allows you to sign up anyone willing as members; membership is not restricted to Party members.
The registration charge is £40 for the first year and £20 a year thereafter.

You will need at least 3 **club officers**, including a **Promoter** and a second officer who will countersign the reports that the Promoter must send to the Council after each draw. The Centum system will send the Promoter an email after each draw, listing the numbers you'll need to provide to the Council. If your Treasurer isn't also the Promoter, they will get a copy of emails sent to the Promoter.

100 Clubs are **Lotteries**, and must be operated so as to comply with the **Gambling Act 2005**, and the rules set out by the **Gambling Commission**. So long as you follow the rules and guidance we will provide, this should not be difficult.

5 Data setup for your Club

Your club will need to be defined within the Centum system. Eventually, Local Parties may be able to do this directly via Lighthouse, but initially we will load the data based on your input on a form - see the last section of this document.

Your Club Name will typically be your Local Party name followed by "100 Club".

For the background image, you can supply us a picture from your Local Party (ideally with a lot of "Winning Here" posters ☺), or simple use the default.

All club members must pay their subscriptions by Direct Debit. This both allows automation, and keeps costs (expenses) low. Members may choose to have the money

taken from their accounts on either the 15th or the 1st of the month. Prizes will be paid to members by bank transfer into the same account as their subscription is paid from.

Your club draw can be monthly or less frequent – for example, if you only want a draw every 3 months, you could chose to have it run in months 3, 6, 9 and 12. Subscriptions are taken every month, so a three-monthly draw would have fewer but larger prizes.

You can decide what % of the subscriptions is paid out as prizes; the rest (less the expense charge) will be paid into your Local Party bank account as profit. By law, the profit amount must be at least 20%, (so nearly 80% paid out in prizes). Most clubs take more than that. 50% as prizes is typical. A big club with large prizes might be able to use a lower figure, thus keeping more as profit.

Some clubs have a "rollover", in which part of the prize fund is held back each month, and then paid out in an annual draw, e.g. in November or December.

The Maximum Subscription per club member is intended to promote responsible gambling, and to rules out certain types of fraud. £100 is suggested, discuss with HQ if you want a higher figure.

There is no specific limit to how many members your club can have. However the maximum total subscription per draw must not exceed £20,000.

6   Prize List

You can decide how you want to split up the prize fund into prizes – anything from just one prize to lots of small ones. You should provide a list similar to the example below. It must add up to 100%.

You can set a minimum prize, so while your club is starting up and still small you don't pay out silly amounts like 24 pence. You can set any figure you like for this, including 0. Any small prize not drawn because of this limit is left in the prize fund for the next draw.

Example prize list

Prize Name	%	Rollover?
First Prize	50%	
Second Prize	20%	
Third Prize	10%	
Consolation Prize	5%	
Rollover	15%	x

7 Club Web Site

To give people access to your club, you should have a page on your web site inviting them to join the Club. You should also host a copy of your club rules, which we'll link to.

If you don't have a web site, we can probably make other arrangements to give you a short link you can tell your members and supporters about.

You don't need to provide anything more than one page, as your subscription pages will be hosted on HQ's system.

We will provide a link to place on your club web page. Clicking on that link will open a sign-up page for your club on our server. It might look a bit like this:

8 Setting up your Club

Here are the items you will need to decide before your club can be set up.

Field	Default or Example	Your setting	Notes
Club Name	Central Nowhere Liberal Democrats 100 Club		This will be the main heading on your enrolment form
DescriptionText	Win money, and help the Party! Most people subscribe £10 or £20 a month.		Slogan or message appearing underneath the heading
BackgroundImageName	Bg_jane.jpg		Image used for web background. Use one with lots of "Winning here" posters!
Club Type	LP	LP *(unless you are HQ)*	LP or HQ
ClubLicenceType	Small Society Lottery	Small Society Lottery	Register with Local Authority
ClubRulesURL	your.org/100clubrules		Link to your club rules
Account	Central Nowhere Liberal Democrats		Based on your Local Party or AU name
Active	True		False when/if club closed
DayOfMonthDirectDebitList	15,1	15,1	Direct Debit on 15th or 1st
DayofMonthforDraw	28	28	Allows maximum time for payments to clear
DrawMonthNumbers	(blank)		Use if don't want draw every month – e.g. for quarterly set 3,6,9,12
MaxSubscription	£100		Maximum sub per member. Too high a value risks problem gambling or fraud
MinimumPrize	£1.00		Unissued prizes are added to next draw's prize fund
ExpenseChargeRate	1%	1%	Set by HQ, to cover banking transaction costs
PrizeFundRate	50%		% of subs paid in prizes

RolloverMonthNumber	12		Only if prize list includes Rollover
SuggestedSubscriptionList	10,25,50,100		Members can select one of these buttons, or enter their own number
TicketUnitPrice	£1	£1	Members get one ticket for every £1 subscribed
Promoter			Club officer, signs reports
PromoterCapacity			[Not sure if we need this]
SecondOfficer			Club officer, signs reports
SecondOfficerCapacity			[Not sure if we need this]
Prize List			See above

In the above form, where **Your setting** is already filled in, you must use these values; anything else would have to be agreed with HQ and the development team, as it may require system development or additional cost. Here is an explanation of these fields:

- Club Type   LP (even if you are a region or SAO). This tells Centum to pay all profits to your bank account, even for club members outside your area.

- ClubLicenceType   Must be *Small Society Lottery*.
A future version may support *Private Society Lottery* if there is a demand for that; to comply with the law it would check that club members are Party members, and not allow roll-overs.

- DayOfMonthDirectDebitList   HQ only runs Direct Debits on the 1st and 15th of the month; additional dates would add to their costs.

- DayofMonthforDraw Needs to be well after the 15th to allow time for the Direct Debits to clear. The 28th is the latest day that's available in every month.

- ExpenseChargeRate Set by HQ, to cover their costs for bank transfers. May change in future.

- TicketUnitPrice   While some traditional clubs have more expensive tickets to minimise the number of 'shares', there's no need to do this in a computerised system. Member subscriptions automatically buy a ticket for every pound paid in.

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