



Liberal Democrat Software Group

Centum

A new fundraising system for Local Parties and Party groups

The most useful kind of donations are regular donations, because they give us regular predictable income. Once people set up a regular donation, the money usually keeps on coming for years and years.

But not every supporter is willing to simply give us money. So how can we encourage them? Try a regular **lottery**! People like lotteries, as political and charity fundraisers have found.

Many Local Parties raise money using a 100 Club, which is a regular monthly draw with cash prizes. Subscriptions are collected using Standing Orders, or even in cash through regular door to door visits.

BUT many clubs fail or become dormant when the organiser loses interest or moves away.

Centum is an online 100 Club manager which will automate the 100 Club process for you.

- There will be a club run by HQ - all profit from your members goes to **your** Local Party
- You will be able to run your own club for your Local Party, Region or AO
- Subscribers sign up online
- Subscriptions are collected by Direct Debit
- Winners are informed by email, with prizes paid directly into their bank accounts
- Your Treasurer receives an email with the summary results for each draw
- Clubs configurable - draws monthly or quarterly, Rollover draw, prize amounts etc.
- **Small Society Lottery** (registered with Local Authority) so anyone can subscribe
- Want to set up a club run by Centum for your Local Party? Ask for our guide, '**How to design your 100 Club**'.

NOTE Centum will be launched soon. We're in the final phase of development, then testing at HQ may take three months. Do let us know if you would like to be an early user.

For more details, contact David Wright, david@dww.org.uk OR follow one of these QR codes:

Info on Lib Dem Software Group



ldsoftware.nationbuilder.com

Info on Centum



hlp.s.uk/centum.shtml