

## Inspector Feature:

## Keep the Good Times Rolling by Heidi Cole



Our veteran and fraternal clubs have been around for a very long time. Many were founded over 100 years ago. A century! Consider the number of wars that have been fought, men and women who have served, and laws that have changed. They saw the fall of communism and the explosion of technology. It's almost unimaginable the same organization with the same purpose could exist for that long.

Unfortunately, the last several years have not been prosperous to clubs. Some report that the people who have been keeping the club going are now "aging out," as is much of the membership. But unlike the past, there is no next generation waiting to take over. New membership is more critical than ever to the survival of the club, but how do you attract those new members?

Several clubs took advantage of the smoking ban and gave themselves a facelift, painting their walls, replacing carpets, draperies and chairs, and it paid off for many! The clubs smelled fresher and looked nicer; when people saw the changes they wanted to stay longer and come again. Invite the community in to see your improvements and maybe you can get some new members out of the deal!

Reach out to the public by hosting weekly dinners, Easter egg hunts, Christmas parties, picnics, car shows, and fundraisers to support causes that members are interested in. Host a blood drive, food bank or farmer's market. Install WIFI. Make your club family friendly. These new younger members prefer clubs that are family-friendly or at least somewhere they can come with their partner. Any event to keep your club open, service the community and attract new membership in the process is an event worth having.

Consider the following questions as they pertain to your membership. Are new people greeted when they walk in the door? What will members be able to share with them about your organization? Will they hear about the great things your organization is doing in the community? What can potential new members find at your club that they can't find somewhere else?

Answer these questions as they pertain to your current membership. Are you working at keeping your current membership? Do you know why they originally joined? Was it socializing, volunteering or working toward a common

goal? Are their needs still being met? Do you consider all ideas brought to your attention? If your membership is declining, you have little to lose by trying some new ideas.

An organization with many members should have events and activities that reflect the ideas of those members. If your members are happy, they are more likely to share their enthusiasm about their club with others. And encourage volunteerism by recognizing even the smallest efforts with appreciation.

Show the community what your club is all about. Make it a place people will want to come and hang out. Perk it up with new paint, tablecloths, or drapery. Get members excited about your club by listening to their ideas and keep the good times rolling for the next 100 years.

**The Van Buren Eagles** have drawn in new members, reporting an estimated 10% increase since June 2013. When the principal officer, Gary Smith was asked for advice he said, "Run it as a family." They have karaoke every Friday and even allow the little ones to join in the fun from 8-10pm. An entertainment committee is open and supportive to the ideas of its members, bringing many to fruition.

Gary says, "We don't care if you have been here for ten minutes or ten years. When you walk in the door, you are family. No one sits alone." He reports their members are very involved and want to help out. They even had some members that reupholstered chairs in the club room. They host special events about once a month, some promoting Autism Awareness.



On June 21 the Eagles hosted a "Woodstock Revisited" 21-and-over event, which featured seven live bands, karaoke during the breaks, charity game

tickets, 50/50 raffles, food, and drinks. The grand finale was the "burning of the hot dog stand."

## Ticket Variety at Clubs

Most veteran and fraternal clubs sell charity game tickets from a ticket dispensing machine under an annual charity game license. A 2013 report listed tickets sold by annual charity game licensees by descending revenue. The clubs with ticket sales in the top half offered an average of ten different tickets during the year. In comparison, clubs in the lower half offered an average of only five different tickets. Another notable difference was that those with the highest sales were more likely to offer \$2 tickets and twice as likely to offer \$5 tickets.

So what does this mean for your club? Turning over a larger variety of tickets in your ticket dispensers—and especially offering tickets at all price points—has been key in higher sales and profitability.

It is also interesting to note how the average \$10 is spent at a ticket dispenser, as depicted below:



## New \$5 Ticket

Coming in July, the Queen of Hearts will be walking down the red carpet and will take the throne from Buried Treasure. Her majesty will accompany the long-time ruler of the \$5 tickets, Michigan Wild. Queen of Hearts boasts five big winners, contains several multiple winners, and has just 1,000 tickets so a deal will sell quickly. Let your supplier know you'd like a box as soon as it becomes available.







## Tickets & Tents by Abby Harvey

There are over 500 festivals and fairs held throughout Michigan each year. They easily generate crowds in excess of 10,000 with some of the biggest festivals pushing 100,000 or more in attendance. People come from local communities, other areas of the state, and even other areas of the country to enjoy these exciting and vibrant events. If your non-profit is involved in a community event, you may want to learn more about how charity game tickets can complement your other fundraising activities. Charity game ticket sales can be conducted anywhere within a festival or fair.



If your non-profit sponsors a bingo tent at a festival or fair, charity game tickets can be sold both in the bingo tent and just outside the tent for those not playing bingo. A beer or activity tent, grandstand, and food court could all be ideal locations to offer charity game tickets as well. No additional license is needed to sell tickets in these other areas if you have already obtained a Special Bingo License.

If you decide to sell tickets at a festival or fair, think about creating a banner, or if you're tech savvy, setting up an electronic display that shows examples of how the proceeds directly benefit the community. Many people may not know what a charity game ticket is or that the proceeds benefit your organization. Take the time to explain to new players how charity game tickets work, let them know how much it means to your non-profit, and thank them for their purchase.



Many organizations sponsor special fundraising events of their own throughout the year, such as golf outings, banquets, black tie events, galas, etc. These events provide an opportunity to use charity game tickets to raise additional proceeds. If you have

already obtained a Large Raffle License, no additional license is required.

The following license types allow you to sell charity game tickets at a special event: Special Bingo License, Large Raffle License, and Special Charity Game Ticket License. Sales may be conducted at the location you specify on the application, and during the times and on the dates listed.

Prior to conducting charity game ticket sales, please consider attending one of the training meetings which are scheduled approximately once a month at various locations around the state. Each includes a segment covering charity game ticket sales. To view our training schedule, visit our website at [www.michigan.gov/cg](http://www.michigan.gov/cg) or see the last page of this publication. Applications and additional information are also available on our website.



Guitars & Cadillacs is designed for quick turnover at festivals, fairs, and special events. Clubs and bingos may also enjoy this fast selling ticket. With only 1,200 tickets, it offers three top prizes of \$125 each.

Guitars & Cadillacs would be a great ticket for service, local civic, and church organizations to sell at one-time events. Any non-profit that obtains a Special Charity Game Ticket License, a Special Bingo License, or Large Raffle License may temporarily sell tickets at the location and during the time specified on the license.

**Inspector Feature:**

## **Progressive Card Raffles** by Nadia Sierzega



The Playing Card Progressive Raffle has risen in popularity with many charitable organizations in the past few years. The raffle is commonly referred to as a Jack of Spades, Queen of Hearts, or King of Diamonds raffle. The raffle is conducted using a deck of playing cards placed into sealed envelopes which are numbered 1 through 52 (54 if jokers are included). Each week a drawing is held and the winner of the drawing indicates which envelope number they would like revealed. If the card corresponding with the winning jackpot is not in that envelope, the jackpot prize carries over to the next occasion. Based on the organization’s house rules, a consolation prize may be awarded. The raffle is over when the jackpot card is revealed and the jackpot prize is awarded. After the jackpot prize is awarded a new progressive can be started for the remaining dates listed on the license.

The Playing Card Progressive Raffle directive must be followed and can be found on Charitable Gaming’s web site at [www.michigan.gov/cg](http://www.michigan.gov/cg). Below are topics to consider to ensure a successful progressive raffle.



### **Integrity**

Make the public aware of the security methods that are used to ensure the integrity of the raffle. Following the guidelines of the directive will help prevent insider information.



### **Selling Tickets**

Raffle ticket sales are not limited to the drawing location. Tickets can be sold at local businesses. Ask members to sell tickets to family, friends, neighbors and coworkers.

Groups that have conducted Playing Card Progressive Raffles suggest getting the license early enough to allow three to five weeks before the very first drawing to sell tickets which will help boost the jackpot prize for the first occasion. State law requires that you must be 18 years of age to sell raffle tickets.



### **Game Records**

For each drawing date, the organization is required to complete the Progressive Raffle Accountability form electronically.



### **Purchasing Tickets**

Raffle ticket purchasers must be 18 years of age. Owners and employees of a for-profit location where the drawing occurs and chairpersons that perform the sealing of the playing cards are prohibited from purchasing raffle tickets.



### **Prizes**

When determining the prize structure, any consolation prizes must be included in the calculation of raffle prizes. Total prizes can be less than, but cannot exceed 70% of the raffle sales.

We recommend limiting consolation prizes. Start off with low early consolation prizes and increase as the jackpot increases. Be sure all consolation prizes are identified in the house rules.





## The Most Successful Bingo Tickets

The most popular tickets sold in recent months are all bingo-interactive games—Lucky Bingo Balls, Derby Downs, and “Pay Me” Pack. These have instant winners plus HOLD tickets that are played along with a predetermined bingo game or separate drawing of balls.

Bingo-interactive charity game tickets can benefit any bingo program. In fact, eliminating a bingo game that is not profitable will face less resistance if it is done when adding an interactive game to your program. Timing is everything! Promote a party at an upcoming session that would have a holiday or summer-time theme and introduce the new program with a new interactive charity game.

If you can sell more than one deal of tickets before the associated bingo game begins, all sold deals can be played with that bingo game. Announce the serial numbers of the games being played clearly to all players before the game begins. In the case of “Pay Me” Pack, in addition to announcing the serial number, clearly indicate which sets will be played (e.g., Pay Junior and Pay Granny).



**Lucky Bingo Balls**  
 Each “HOLD” ticket contains 3 unique bingo balls.  
 320 tickets per deal



**Derby Downs**  
 Each “HOLD” ticket contains 5 numbers from a “down line” on a master board.  
 320 tickets per deal



**“Pay Me” Pack**  
 Each “HOLD” ticket contains 3 unique bingo balls.  
 800 tickets per deal (4 sets with 200 tickets each)

## Charitable Gaming News Feed

Don't miss out on important announcements that may impact charitable gaming in Michigan, including any regulatory changes. Subscribe to the Charitable Gaming Division's news feed to be notified of upcoming training meetings and the latest on bingos, raffles, and charity game tickets.



Go to [www.michigan.gov/cg](http://www.michigan.gov/cg), click on the red envelope on the left side of the screen, enter your email address, and check your areas of interest. You can make changes at any time.

**Inspector Feature:**

**New Twist on an Old Game** by Judy Gray



The Michigan Progressive Jackpot Bingo Game can pay out huge prizes and generate large crowds. It offers benefits to all bingo games regardless of their attendance, and can be a great benefit to smaller games that cannot afford to pay out large jackpot prizes.

The jackpot prizes and the consolation prizes awarded through the Michigan Progressive Jackpot Bingo Game are not subject to the \$1,100 per game and \$3,500 per occasion prize limitation. Refer to Directive 3.01.03 Michigan Progressive Jackpot Bingo Game. Some licensees link their progressive game with that of other bingo licensees for the purpose of a faster growing jackpot prize. This is outlined in Directive 3.06.03 Michigan Progressive Jackpot Bingo Game (Manually Linked Bingo game).

Organizations starting the Michigan Progressive Jackpot Bingo Game did so by trial and error. Many licensees began this game using the maximum payout amounts allowed. They seeded the jackpot at \$500 and paid out a weekly consolation prize of \$100. This is still common—but is it profitable? Some organizations are playing this game without knowing if they are making a profit.

When using the Bingo Profitability Tool (available on the Charitable Gaming Division website) several bingo chairpersons have realized their Michigan progressive jackpot bingo game was not profitable. To improve profitability, many have adjusted card costs or consolation prize amounts.

As an inspector who visits many organizations—both large and small, I have seen many clever and profitable Michigan Progressive Jackpot Bingo Games conducted. The directives state that once the Michigan Progressive Jackpot Bingo Game has been started, the Michigan progressive jackpot prize shall

be offered at each successive bingo occasion for that licensee until the prize is won. Once the prize has been won the house rules can be rewritten and the game changed.

One organization played what they called a “Progressive-Progressive” quite successfully. The first week at 50 numbers, a 4-on sold for \$1. The second week at 51 numbers, that same 4-on sold for \$2. Adding \$1 each week until the prize was won. At 60 numbers the 4-on sold for \$10. By conducting the game in this manner the organization was able to pay out huge jackpot prizes. By increasing the cost it reduced the number of cards on the floor late in the progression when the prize was high. This limited the chances of a jackpot winner and allowed the prize as well as the progressive number to build.

Maybe you think an increase of \$1 each week is a little high for your players. Why not try one price when 50 to 55 numbers are called? Then when it gets to 56 numbers, double the price of the card. At 56 numbers the jackpot is within reach and the players won’t mind paying a little more for a chance at winning the prize.

The consolation prize can also be adjusted to help make your game profitable. Between 50 to 55 numbers set the consolation prize at \$100, but at 56 numbers or more drop the consolation down to \$25. The players are no longer playing for the consolation prize when the number reaches 56 or more, they are playing for the big prize.

I have also seen consolation prizes paid based on the attendance. 50 players paid \$50 while 90 players paid \$90.

Putting a little bit of thought and analysis behind designing a Michigan progressive jackpot game for your organization may result in a real winner for both the players and your organization.





## Administrative Actions

### Annual Charity Game Licenses

American Legion 233	Lake Orion	Suspended License	1/05/14–1/18/14
Eagles 1269	Harrison Township	Suspended License	1/05/14–2/01/14
VFW 2964	Reed City	Suspended License	1/23/14–1/25/14
American Legion 368	Morenci	Suspended License	1/26/14–2/01/14
Eagles 2441	Dowagiac	Suspended License	5/11/14–5/17/14

### Bingo Licenses

Moose 1036 Women	Lincoln Park	Suspended License	2/09/14–2/22/14
Moose 1665	Lincoln Park	Suspended License	2/09/14–2/22/14
Eagles 3814	Burton	Suspended License	4/10/14–4/12/14
VFW 4005	Corunna	Suspended License	4/13/14–4/26/14

### Inspector Feature:

## Community Room Make-over by Kristen Riley

The Community Room at the Wyoming Senior Center has undergone an impressive makeover! The room, which is used for a weekly Wednesday afternoon bingo session, has been upgraded with new chairs, tables, lighting, floors and state-of-the-art computerized bingo equipment. To replace the traditional bingo boards, three overhead projectors have been installed. These projectors each display the bingo board, in a much larger scale, on walls of the room. In addition, the new softer lighting makes the atmosphere very relaxing and pleasant.



The Charitable Gaming Division will be presenting a training session at the Wyoming Senior Center on Tuesday, August 26, 2014. This training will cover information on raffles, charity game tickets and bingo, and is scheduled to begin at 1:00pm. No pre-registration or fees are required.

Don't wait until August to check out the Wyoming Senior Center's new look! The bingo session is open to the public, and starts each Wednesday at 12:45pm with an early bird game. The session continues with other exciting new additions, such as electronic bingo machines, double action games and a hot ball prize.



## Michigan Lottery Charitable Gaming Division

### Training Meetings

The following training meetings will include bingo, annual charity game, special charity game, and raffle license information. All meetings are from 1-4 p.m. For any changes or additions, check our website.

**July 9** 1  
 American Legion 49  
 129 Michigan Ave  
 South Haven

**August 26** 2  
 Wyoming Senior Center  
 2380 De Hoop Ave SW  
 Wyoming

**September 16** 3  
 American Legion 141  
 3265 W Grand River  
 Howell

**October 1** 4  
 Eagles 3306  
 2355 W Sherman  
 Muskegon

**November 5** 5  
 Elks 2567  
 200 E Nepessing St  
 Lapeer

**December 10** 6  
 Boys & Girls Club  
 300 West Lafayette  
 Bay City

