



Eagle Pride is the newest charity game ticket guaranteed to turn heads. Every \$1 ticket provides players with a chance to win one of seven big prizes—three pay \$100 and four pay \$200! The red, white, and blue graphics are combined with symbols that represent liberty and freedom.

This \$1 ticket is a great addition to ticket dispensing machines. Annual Charity Game Ticket licensees can also sell these tickets *outside* of their building during events as long as sales are at the location listed on the license. Keep plenty of Eagle Pride in stock for this summer's special events, especially during the week of Independence Day, and watch your sales soar!

Non-Commercial Halls—Embracing the Difference

One of the great things about Michigan bingos are the variety of venues. The bingo experience at a commercial hall with big crowds and high prizes has a different vibe than the less populated club or hall that belongs to a licensed organization. While the draw for some players is the locations higher prizes, others are would prefer playing bingo at a venue where people tend to be more familiar with each other.

Rather than trying to compete with the higher prizes, organizations with bingo at their own smaller locations can embrace the ability to make bingo more personal. Many have come up with clever ways of successfully personalizing their location's bingo over the years. Personal touches can include scheduling an inexpensive fish fry, potluck, or other food specials during or before bingo; spirit day before the big games; recognizing birthdays and other special events; serving coffee in ceramic mugs rather than Styrofoam; posting photos of players' pets on a bulletin board; and holding a craft show.

Strengthen the sense of community by recognizing needs in your community and providing opportunities for interested players to be involved in activities like food or coat drives. Announce exciting accomplishments made through the bingo's proceeds. All workers should be genuine, warm, and welcoming with your customers. Memorize and use players' names, and always thank them for coming to your bingo.



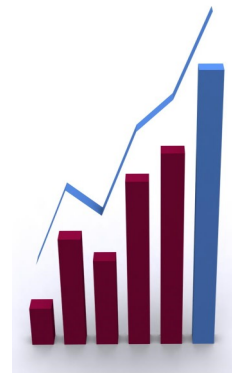
BINGO

Get your questions answered on **Electronic Bingo Game Records** by attending one of the training meetings listed in this issue.

Make Your Bingo Game Profitable!

This issue of HIGHLIGHT\$ provides ways to manage bingo expenses as well as ideas for embellishing your bingo program. Take the time to read through the bingo-related articles on pages 2-5 and challenge yourself to implement strategies that will increase profits for your organization.

To identify areas of weakness, use the Bingo Profitability Tool on our website at www.michigan.gov/cg or contact your inspector for assistance.



He Took the Plunge and Was Glad He Did

Former State Commander Eric Halvorsen of the Sheridan VFW is a young 91-year-old who is always looking for new ideas to raise money for his post. Halvorsen was recently looking for something new to try at their New Year's Eve bingo. He was introduced to the concept of the charity game ticket Pay Me Pack. Workers and bingo players at his post were comfortable with Lucky Bingo Balls so Halvorsen was hesitant to confuse people with another charity game. Fortunately, the great thing about Pay Me Pack is it plays just like Lucky Bingo Balls—and it's easier to sell!

Although Pay Me has 800 tickets in a deal, it is broken down into four easy-to-sell sets of 200 tickets named Pay Momma, Pay Grampa, Pay Junior, and Pay Granny. Each set of 200 tickets is a separate game that contain its own instant winners and 25 HOLD tickets. The HOLD tickets can be played along with a bingo game or separately as a speedball for a \$100 prize. Sell one, two, three, or the entire four-pack at one time!

Halvorsen decided to take the plunge. Feedback from the New Year's Eve bingo was exciting. The Sheridan VFW had expected about 65 people and ended up with 101. One deal of Lucky Bingo Balls and one set from the Pay Me Pack were sold prior to each of the four coverall games. This meant that with every coverall game there was a coverall winner, a \$150 Lucky Bingo Balls winner, and a \$100 Pay Me Pack winner! Players enjoyed playing the Pay Me Pack so much Halvorsen added it to his weekly bingo.

If your bingo has not yet tried Pay Me Pack, don't wait any longer to introduce this hit. Pay Me Pack is easy for workers to understand and will generate extra revenue for your organization. Contact your charity game ticket supplier or check our website for additional information.



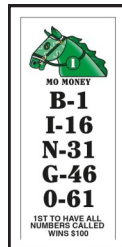


Having Success with Tickets at Bingo

More than 86% of charity game tickets sold during bingo are *bingo-interactive* or *seal card* games. These games have smaller ticket counts for quick sales and features that build player anticipation. In addition to instant winners, they include HOLD tickets that players retain until all the tickets in the deal are sold.

The HOLD tickets for **bingo-interactive** games contain bingo ball numbers. After the deal has been sold, the HOLD tickets are played like bingo cards with the drawing of bingo balls to determine the top prize winners. They can either be played along with a bingo game or separately like a speedball.

HOLD tickets for both *Lucky Bingo Balls* and *Pay Me Pack* have three bingo ball numbers. Each of the HOLD tickets for *Derby Downs* has a horse or jockey and five numbers that correspond with a down line on the bingo master board.



The winners of a **seal card** game are determined by the results of opened windows on a seal card (which is included with the game).

Beat the Odds has a pyramid-style feature that starts when the top window is opened. The player with the corresponding HOLD ticket wins \$15 and selects one of the two \$30 windows, hoping



to reveal their own HOLD ticket number. For each prize level, the previous winner selects one window. Players anticipate their HOLD number being revealed. A player can “Beat the Odds” and win all prizes totaling \$320 if they choose all the right windows.



The Flintstones \$100 Car Prize is determined when the Car Prize window is opened on the seal card revealing the winner. That winner chooses a window, numbered 1, 2, 3, or 4, in hopes of also winning the progressive jackpot, which starts at \$50 and increases by that amount each time it rolls over.

- A form is included with each deal for tracking the progressive jackpot prize.
- If the progressive jackpot prize is not won, that money must be deposited into the organization’s account at the end of the event.
- Players must be afforded an equal opportunity to win. Any limit to tickets sold must be included in the house rules.
- As the progressive jackpot grows, players prefer that tickets are not sold until after most players arrive.

Game name	Tickets	Determines top winner(s)	Added feature
Lucky Bingo Balls	320	Bingo ball drawing	--
Pay Me Pack	200 (x 4)	Bingo ball drawing	--
Derby Downs	320	Bingo ball drawing	Horse race
Beat the Odds	660	Seal card opening	Pyramid-style
The Flintstones	320	Seal card opening	Progressive jackpot

If limiting tickets, consider selling them in bundles with other games. This boosts sales!

HIGH JACKPOT COMBO
 Get 4 Flintstones,
 3 Beat the Odds, and
 3 Pay Me **\$10**

Design your bingo program in a way that allows players to reinvest their winnings. Space out the sale of bingo-interactive and seal card deals so that early winners are given ample opportunity to reinvest some of their winnings into another game. Intermissions provide the perfect opportunity for players to purchase tickets for the later games. Having a sales strategy will result in more money for your organization’s non-profit purposes.

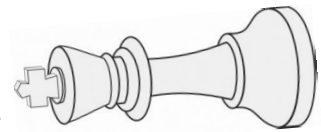
Some bingos are experiencing large losses with their Michigan Progressive Jackpot Bingo Game (MPJBG). Bingo chairpersons mistakenly assume that to increase attendance, the jackpot prize must be seeded at the maximum \$500 and the consolation prize can be no less than \$100, despite attendance and sales. This strategy may increase attendance on occasion but over time it produces big losses to the organization.

Determine any Losses

To determine the extent of any losses on your MPJBG, use the Bingo Profitability Tool provided on our website at michigan.gov/cg or contact your inspector for assistance. Since jackpots randomly accumulate or pay out, collect at least three of the most recent financial statements and enter the totals of those amounts into the profitability tool. If the analysis on page 2 of the profitability tool indicates a loss and a CAUTION message is displayed, the MPJBG has been a liability to the bingo game program.

Real Strategies that Work

Fortunately, there are several strategies that can be implemented into your MPJBG that will ensure the game minimally breaks even. Implementing one or more of these strategies can allow the Michigan Progressive Bingo Game to be an asset to your bingo program.



Strategy	Benefit
1 Reduce the number of faces offered for the price (e.g., sell progressive paper at \$2 for a 3-ON rather than \$2 for a 6-ON.)	<ul style="list-style-type: none"> Fewer cards being played allows the jackpot to grow. Players can purchase more before hitting their limitation of maximum cards they can handle.
2 Increase the cost of the game as the maximum drawings increase (e.g., sell paper for \$2 when at 50 to 51 draws; sell paper for \$3 when at 52 to 54 draws; and sell paper for \$4 when the number of draws is 55 or more).	<ul style="list-style-type: none"> The jackpot prize will grow faster. There will be fewer cards on the floor, increasing the chance of a roll-over. Jackpot chasers are minimized and contributing higher amounts to the big prizes.
3 Limit any seeded prize to an amount that can be recovered in 3 weeks. (Sales <i>minus</i> 50% rollover amount <i>minus</i> consolation—for three weeks.)	<ul style="list-style-type: none"> Ensures the game at least breaks even. (No more losses!)
4 As the jackpot prize is more likely to be awarded, reduce the consolation prize (e.g., set the consolation prize at \$100 when at 50 to 54 draws and reduce to \$25 when the number of draws is 55 and higher).	<ul style="list-style-type: none"> Reduces the cost of prizes when the focus is on winning the jackpot, not the consolation prize.
5 Limit the consolation prize to 50% of the MPJBG sales— <i>up to</i> a fixed amount, not to exceed \$100.	<ul style="list-style-type: none"> Ensures minimally breaking even on the MPJBG.



Linking the Michigan Progressive Jackpot Bingo Game

The Manually Linked Bingo Game (MLBG) allows licensees to link their progressive jackpot bingo game for the purpose of a common jackpot prize per Directive 3.06.03. Allowing all linked licensees to share the seed of up to \$500 is more profitable for the licensees. Each bingo must call the same number of balls then after seven days increase the number called by one number, until it is won. Additionally, players spend more money because the jackpot builds far more quickly.

Ready for a Change?

An organization wishing to change their Michigan Progressive Jackpot Bingo Game must continue any current progression as it is written in the house rules until the prize has been won, per Directive 3.01.03. Whether linked or not, when completing the financial statement, enter card sales under Michigan Progressive Jackpot Card Sales and prizes under Michigan Progressive Jackpot Prizes.

Mini Progressive Jackpot

Bingo licensees may benefit by having a progressive jackpot game that is **not** the Michigan Progressive Jackpot Bingo Game as long as a cap is placed on the jackpot prize that ensures it does **not** exceed \$1100 and total bingo prizes awarded at that event do **not** exceed \$3500. Since bingo licensees pay an average of \$1530 in bingo prizes, this “mini progressive jackpot” should be manageable by most.

The mini progressive jackpot is not required to start at 50 numbers nor be increased by one each week. Once the progressive reaches the maximum prize amount, it can remain at that amount week after week until it is won or the licensee can choose to draw numbers until it is awarded, per the house rules. Keeping the maximum prize at \$1100 means no W2Gs! This bingo prize may be paid in any combination of check or cash.

When completing the financial statement, include card sales for a mini-progressive bingo game with Admission/ Bingo Cards and include prizes with Other Prizes.

Reasonable Worker Compensation

The following guideline identifies the *maximum* compensation that is reasonable in relationship to attendance. This includes door and floor sales of bingo cards and charity game tickets.

Attendance	1-14*	15-29	30-44	45-59	60-74	75-89	90-104	105-119	120-134
Chairperson (\$50 max)	1	1	1	1	1	1	1	1	1
Caller (\$30 max)	1	1	1	1	1	1	1	1	1
Recordkeeper (\$50 max)					1	1	1	1	1
Add'l Workers (\$30 max)		1	2	3	4	5	6	7	8
Maximum Compensation	\$80*	\$110	\$140	\$170	\$250	\$280	\$310	\$340	\$370

* Even though all bingos minimally require a caller and chairperson, if less than 15 players attend bingo it would be difficult to justify additional workers receiving the maximum compensation unless charity game ticket sales are substantial.

Jump-Starting Ticket Sales

Maximizing ticket sales allows your club to better support its members and the community. Are charity game tickets selling as well as they could be at your veteran or fraternal club? Do you have any columns in your ticket dispenser that are slow as molasses? Since licensees are not allowed to remove tickets from sale, other methods must be used to get slow tickets moving. Here are a few ideas to help address the issue:

- ✦ Keep it fresh! Be the first in your area to sell the newest game. New tickets always spark player interest. And be sure players know it's there.
- ✦ Some clubs have reported surprising results when placing a slow game into a fishbowl to sell from behind the bar. This allows the emptied column to be filled with a new ticket. Fishbowl tickets and the corresponding cash bank can easily be accounted for through the use of the Charity Game Ticket Accountability form for Annual Charity Game Licensees.
- ✦ If the end of the deal is near and the column hasn't been moving because players are waiting for the new deal to be loaded into the dispenser, place new tickets on top. Or mix tickets from the new deal in with the older tickets.
- ✦ If a column is jammed, call it in right away. A supplier should be able to walk you through the problem or service your dispenser within a few days.



Contact your inspector to discuss other ideas for handling a slow moving ticket.

The Electronic Charity Game Ticket Accountability form for the Annual Charity Game Licensees is now more automated. All 13 weeks of the quarter are included in one file. The game names entered in the first week's file is copied to the other files and the ending inventory automatically transfers to the next week's beginning inventory. This form will reduce errors and save time! Download it from our website www.michigan.gov/cg, select Charity Game Tickets, then select Game Records.

The screenshot shows the Michigan Lottery Charitable Gaming website. The header includes the logo and the text "Charitable Gaming Michigan Lottery". The navigation path is "CHARITABLE GAMING > CHARITY GAME TICKETS > GAME RECORDS". A sidebar on the left lists menu items: Qualification Requirements, Raffle, Bingo, Charity Game Tickets, Act & Rules, Applications & Change Forms, and Charity Game Tickets. The main content area is titled "Game Records" and lists several links, with "Electronic Charity Game Ticket Accountability (Annual Charity Game License)" highlighted in a red box.



Administrative Actions

	<u>Voluntary Surrender</u>	
	<u>All Licenses</u>	
	Attic Theater, Ann Arbor	6/27/14
	<u>Suspended Licenses</u>	
	<u>Annual Charity Game Licenses</u>	
	American Legion 160, Bangor	07/08/14 to 07/10/14
	American Legion 287, Cedar Springs	08/10/14 to 08/16/14
	American Legion 374, Berkley	08/03/14 to 08/16/14
	Eagles 1265, Albion	08/04/14 to 08/08/14
	Eagles 2250, Ypsilanti	10/05/14 to 11/01/14
Eagles 3634, Michigan Center	07/07/14 to 07/11/14	
Eagles 3689, Brooklyn	08/04/14 to 08/08/14	
Eagles 629, Flint	06/22/14 to 07/19/14	
Moose 1570, Benton Harbor	06/27/14 to 06/28/14	
VFW 3023, Grand Rapids	11/30/14 to 12/06/14	
<u>Bingo Licenses</u>		
IOOF 19, Monroe	11/30/14 to 12/06/14	
VFW 4005, Corunna	10/12/14 to 10/18/14	
VFW 4164, Caro	11/30/14 to 12/13/14	

Cancelled Checks

All Charitable Gaming licensees must request that cancelled checks, or copies of cancelled checks, are returned to them each month with their bank statement. This must be done for each account where the charitable gaming proceeds are deposited or transferred. If your organization has online (electronic) banking, your bank may allow you to print copies of the cancelled checks from the online image.

During an inspection, the inspector must be able to view all cancelled checks or copies of the cancelled checks. Carbon copies or photo copies of the checks before they have cleared the bank are not acceptable.



Michigan Lottery
Charitable Gaming Division

Training Meetings

The following training meetings will include bingo, annual charity game, special charity game, and raffle license information. Except where noted all meetings are from **1 to 4 p.m.**

Tuesday, March 31st
in **Lansing**
Carousel Hall
3022 W St Joseph Street



Tuesday, April 14th
in **Belleville**
Eagles 3996
9961 Beck Road

Wednesday, May 6th
in **Warren**
Elks 2292
25950 Schoenherr

Tuesday, June 23rd
in **Marquette**
American Legion 44
700 W Bluff Street

Tuesday, July 14th
in **Grand Haven**
American Legion 28
700 S Harbor Drive

Monday, August 10th
in **Grayling**
Moose 1162
7970 S Grayling Rd

Wednesday, September 16th
in **Port Huron**
Eagles 3702
2645 Howard Street

Wednesday, October 7th
in **Kalamazoo**
Bank Street Bingo
1157 Bank Street

Wednesday, November 4th
in **Birch Run**
K of C 7233 Hall
11105 N Dixie Hwy

For any changes or additions, check our website at www.michigan.gov/cg. While you are there, sign up for e-mail updates so you can be notified of any training meetings in your area.

