

Newsletter Articles are Going Digital ONLY



This issue of HIGHLIGHT\$ will be the last version to be printed and mass-mailed, eliminating waste and streamlining our communication process.

Future articles will be accessible on our website at www.michigan.gov/cg. Anyone who would like to be notified by email when new articles are published may sign up for the electronic newsfeed by going to our website at michigan.gov/cg and selecting the red envelope.



Solution to a Raffle: Quick Draw

Raffles are profitable when there are enough volunteers and there is enough time to sell tickets, collect stubs, and return them for the drawing. For those who don't have that luxury, Quick Draw is a great alternative because it sells quickly and purchasers don't have to complete a stub. Also, the hassle of ensuring all stubs are included in the drawing is eliminated.

All tickets are sold at the event during the hours on the license. The small deal size allows tickets to sell quickly.

Included with each deal is a placard that has two sealed windows. The left window conceals one winning number and the right window conceals two.

The licensee determines whether the game will have one winner of \$180 –or– two winners of \$90 each and indicates that choice on the card. Before tickets are sold, players must be notified which prize or prizes will be awarded.

There are no instant winners. Each of the 240 tickets in Quick Draw conceals a unique number and a chance to win the Quick Draw Prize.

Quick Draw is a charity game ticket—not a raffle, so the winning ticket numbers are revealed—not drawn. Charity game tickets may be sold under any gaming license (except small raffles).

To purchase tickets, contact any licensed charity game ticket supplier. For further questions, contact your supplier or the Charitable Gaming Division at 517-335-5780.



Special Feature:

Charity Game Ticket Pioneers by Abby Harvey

It was the fourth weekend in May 2015 when Steve, coordinator for the St. Mary's Polish Country Fair in Orchard Lake, debuted charity game tickets at his event. The four-day fair was blessed with perfect weather for the mostly outdoor event—temperatures in the mid 70's, sunshine, and a beautiful blue sky.

On the day I visited, two workers walked through the crowd at the multiple acre venue that included a huge midway, Vegas & bingo tents, a food & entertainment tent, and a beer garden. The midway was crowded and the entertainment tents were filling up with guests age 18 and older. While I was wandering with one of the workers through the venue it became clear that the fundraising potential of charity game ticket sales was huge.

Many people that purchased tickets looked over the front and back of the ticket several times making it apparent that this was the first time they had ever seen a charity game

ticket. Sales and interest increased when workers engaged with potential players by explaining game play and that the proceeds would benefit St. Mary's.

After a purchase was made, the worker would wait while the tickets were opened to help identify any winning tickets and would redeem tickets of \$5 or less on the spot. If a player won more than \$5, they were directed to the Vegas tent to have the ticket validated and redeemed.

That same weekend, 75 miles from Orchard Lake, another pioneer also introduced charity game tickets at his event in Lansing. Manuel, the event coordinator for the Cristo Rey Church Fiesta, took the plunge and gave charity game tickets a try. The fiesta was held under two giant tents on a small portion of a city block. The tents provided shelter to ensure a good turnout, rain or shine.



Guests enjoyed authentic Mexican food such as tacos, tostadas, enchiladas, and gorditas. The event also featured a beer tent, music, and a vendor area with Hispanic merchandise. Although this event occupied much less space than the event in Orchard Lake, it still rivaled it in the potential to generate sizeable profits.

By using forward thinking, research, and ambition, Steve and Manuel were able to add this new revenue stream to their events. They hope to sell even more tickets next year by building on this year's experience. Congratulations to both Steve and Manuel for daring to venture into a world few have yet to explore.

What's Stopping Your Organization?

"In the middle of every difficulty lies an opportunity."—Albert Einstein

As with any business plan aimed at introducing a new revenue stream, there are certain steps that must be navigated through in order to make the new activity profitable.

First, identify what's stopping your committee from test marketing tickets at your event. Is it lack of familiarity? Lack of workers? Afraid that it might cannibalize the profitability of another revenue stream?

Next, take the list of the obstacles identified and brainstorm ways to overcome or minimize the problem areas.

Finally, select and implement the most logical solutions. To become comfortable with handling tickets and to test the impact on other activities you may want to consider trying only one box the first time. This small but important step will allow you to walk through the process, gain confidence in handling tickets, and help determine if it should become a permanent addition to your event.

Remember to stay positive and keep your committee focused on the good things that will be accomplished with the additional proceeds. To request a charity game ticket information packet please contact Abby at (517) 335-5780 or consider attending one of our training sessions. A list of sessions is available on our website at www.michigan.gov/cg.



Inspector Feature:

Hale of a Good Bingo by Judy Gray

With declining bingo attendance and profits some may think that operating a profitable bingo game is no longer possible. Tell that to the VFW 7435 in Hale. Hale is located in Iosco County and has a population of just 4,292. In the year following some changes to their bingo they have seen large increases in attendance, prize payouts and profits. These increases point to not only happier players but happier members as well.

Over the last year bingo attendance increased 26%, bingo revenue is up 29%, and charity game ticket profit is up 36%. At the player end of the equation, bingo prizes have increased over 27% (\$20,500). What player doesn't like higher prize payouts!

What is it they are doing in that small town that has made such a difference? Free coffee is just one of the changes. They have also made some changes to their game program. They eliminated their Bonanza game and replaced it with the new pre-dabbed Bonanza game. The sales and prizes on the pre-dabbed Bonanza have increased tremendously. The nice thing about the pre-dabbed Bonanza is that no special equipment is needed to play the game.

Change can be a good thing. Listen to the players. If they don't like a certain game do some analysis. If the game isn't profitable or contributing anything to the game program—eliminate or change it. That's what

they did, according to chairperson James Allen. During my recent visit he indicated that additional changes are in the works that could result in still higher prizes and profits.

The increase in charity game ticket sales is not entirely due to the increase in players. Changes have been made to the charity game ticket portion of their bingo game. They have two points for charity game ticket sales. All instant-win tickets are sold through the vending machine while event tickets (like Lucky Bingo Balls, Derby Downs, and Pay Me Pack) are pre-counted, placed into packs of 20, and sold by a worker.

Why 20 packs? Mr. Allen stated several reasons. ATMs dispense \$20 bills. Typically the player's pockets contain \$20 bills. If tickets are prepackaged at that number players will buy them, even if they approached the point of sale intending to purchase a lesser number. Prepackaging the tickets also moves the players through the line quicker. Players may be reluctant to get into a long line but if the line is moving quickly and not too long you will see an increase in sales. Shorter lines make for happier players.

So take it from the Hale VFW—always search for opportunities to increase profit for your bingo event. You are bound to come up with some winners.

Charity Game Ticket Suppliers

Suppliers that are approved to sell charity game tickets are listed on our website under "Supplier" then "Find a Supplier." The Equipment Type column must indicate "Charity Game Tickets." Approved suppliers purchase tickets from the Lottery and must resell them at authorized prices.

Many suppliers sell or lease ticket dispensers, which are most commonly used at veteran and fraternal clubs. Different suppliers work with different dispenser manufacturers.

If your organization sells tickets from a ticket dispenser, it is vital to your profitability that the dispensers are always in working order. Malfunctioning dispensers should be fixed or parts ordered within a couple business days. Supplier maintenance and repair plans vary.

Depending on your supplier and location, tickets may be delivered or shipped. By staying on top of your inventory and ordering before stock is depleted, your supplier will be able to keep your stock current.

Inspector Feature:

Recordkeeping for the Linked Progressive Jackpot by Nadia Sierzega



Over the past few years, linking the progressive jackpot of multiple bingo licensees has become a popular way to grow large jackpots and attract new players. Organizations participating in the Michigan Progressive Jackpot Bingo Game—Manually Linked Bingo Game (MLBG) have certain recordkeeping requirements.

The Contract

A contract must be signed and dated by each participating organization’s principal officer and filed with the bureau. The contract must include:

- ✓ Name of participating organizations.
- ✓ License numbers of the participants.
- ✓ Amount each participant charges per bingo face.
- ✓ Consolation prizes.
- ✓ Initial mount each participant must contribute to a seeded jackpot.
- ✓ Order the games will be hosted.
- ✓ Starting number of allowable calls needed to win (not to be less than 50).
- ✓ Any restrictions to a licensee that leaves the progression.
- ✓ How the jackpot will be accumulated and carried forward.

Maintaining the Jackpot

Two methods are available for maintaining the jackpot between multiple organizations.

1. A check for the entire jackpot amount is written after bingo and forwarded to the next host.
2. A joint account can be established for all MLBG participants. Each organization should write a check for their portion of the proceeds and seed to the joint account.

Game Records

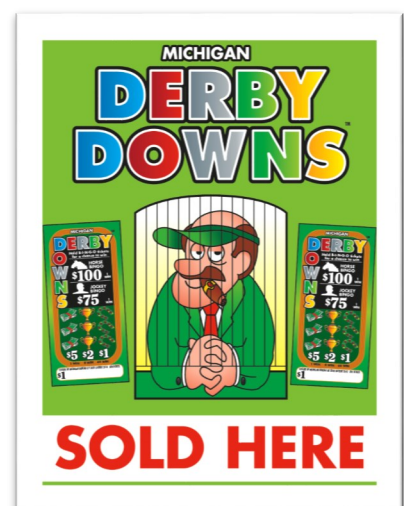
Game records relating to the linked account must be available on site during each participating licensee’s bingo occasion. These records include a copy of each licensee’s Michigan Progressive Jackpot form with corresponding validated deposit slip and all bank statements and check images from accounts where proceeds were deposited or transferred.

Interested?

The information contained in this article is not all-inclusive. For further instructions on being a part of a MLBG, see Directive 3.06.03 Michigan Progressive Jackpot Bingo Game (Manually Linked Bingo Game), which can be found on our website under “Bingo,” then “Directives.” Contact your inspector with any questions or attend a training session.

Stop the Races!

Bingo favorite Derby Downs pays out two top prizes to winners who bingo when the numbers on their ticket match the down-line on the master board. A \$100 top prize is paid to the matching horse ticket and a \$75 top prize to the matching jockey ticket.



Please note: Only one of the players with the winning combination horse or jockey ticket is needed to stop the game. If the other player is not identified, a notice is posted and that player has 14 days to redeem the winning ticket.



Inspector Feature:

Bingo Busters...We're Busting the Myths by Nadia Sierzega



Myth: A person must be 18 or older to be in the bingo hall.

Busted! There is no prohibition against those under 18 being in the bingo hall. However, persons under 18 are not allowed to operate, handle, collect, or distribute any kind of bingo equipment.

Myth: Theater-type roll tickets or verification cards can be used to do small raffles at bingo.

Busted! Raffles require a separate license. Also, while raffle tickets can be sold at bingo if the licensee approves, raffle drawings are prohibited.

Myth: Saving seats is not allowed.

Busted! Actually, there is no rule about saving seats. It's up to the chairperson to decide and address it in the house rules.

Myth: The game program can state, "Prizes may be adjusted at the chairperson's discretion."

Busted! The chairperson does not have the discretion to adjust prize amounts. Bingo prizes may vary based on attendance, but the program shall clearly state which games are affected, when the circumstances shall apply, and the amount of the reduced prize or prizes.

Myth: The game program offers higher prizes when there are 100 players, but 98 players is close enough.

Busted! The licensee must adhere to its own game program. If players want the higher prizes, they can be reminded that if a few people brought friends to bingo, you would be able to pay out the higher prizes.

Myth: A player can challenge the board.

Busted! Challenging the board is not addressed in the bingo rules. However, a player may verify all the balls drawn (in the master board) once a winner is announced.

Myth: We use an electronic verifier so we don't have to take bingo cards to another table to verify.

Busted! Even with electronic verifiers used, all games where the single prize paid to a player is \$100 or more, the bingo card or cards shall be taken to another table for the witnessing of the verification process.

Myth: A player heard another yell bingo so if it was valid, it should be paid.

Busted! Per Bingo Rule 322 (5), the player has to make his or her bingo known to a worker or caller. A friend, neighbor, or the player sitting at the next table does not count. Remind players to yell bingo loudly!

Myth: Our workers can sell books prior to bingo and then play bingo when it starts.

Truth! The bingo rules allow for a bingo worker to work until right before the first ball is drawn, then buy his or her bingo books like all other players

and play bingo. Just remember once a worker becomes a player, he or she cannot work the bingo event, including calling back bingos or selling charity game tickets during intermission.

Myth: If a player leaves during a bingo game, that player can have someone else play his or her cards and books.

Depends! The bingo rules do not prohibit the playing of another player's cards. However, the organization must indicate in their house rules whether or not a player is allowed to play another player's bingo cards and make a bingo known. Rule 314 also states that the organization must address whether or not they allow a worker to play a player's bingo cards and make a bingo known. Remember this is only for an emergency break but it is up to the organization to decide if they will or will not allow this. Workers may not play charity game tickets.

Myth: Winning charity game tickets should be kept until the whole box is sold out.

Busted! When a winning charity game ticket is redeemed, the seller must immediately deface (but not destroy) the ticket. Once the chairperson balances out the cash and winning tickets turned in, all winning tickets should be destroyed in some way (ripping, shredding, etc.). Winning tickets should never be kept or stored.

Bingo Game Records

Bingo game records are available on our website in two file formats—pdf and xls. The pdf forms are available for the small or recreational bingos and special bingos. These forms can be printed off and then completed.



Over the years, calculation errors and incorrect homemade forms have required inspectors and auditors to recalculate all form totals. The need for accuracy and limited resources have led to a mandate for large (weekly) bingo licensees to use the Excel spreadsheet (xls) version of game records.



To use these forms, the computer must contain Microsoft Excel software. The file “Electronic Bingo Game Records” contains every game record needed except the Hot Ball Accountability and the Disposable Bingo Card Accountability, which are separate forms provided in Excel format. Inspectors have been assisting bingo licensees in the use of these forms.

When opening “Electronic Bingo Game Records,” the Prize Payout Log is the form that is displayed. Save the file to your computer, using the date as part of the file name. When renaming, don’t change the xls file extension or the file will not open correctly. Enter organization information and the event date into the Prize Payout Log, then all other forms are populated with that same information. Each form may be accessed by clicking the tabs along the bottom of the screen. As forms are completed, totals are calculated and several numbers are posted automatically to the Bingo Weekly Cash Accountability form. Once forms are completed and remaining calculations are done automatically, all that remains is to save, print, and sign them.

Inspector Feature:

Bingo CGT Accountability by Heidi Cole



When using the Electronic Bingo Game Records, the Charity Game Ticket Accountability form is in the 5th tab. For small or special bingos, a pdf version of the CGT Accountability (Bingo License) form is available.

Each line may contain only ONE seller’s name and ONE serial number. (Multiple sellers and multiple deals may *not* be combined into one line.) Those names prefill into the Cash Turned In and Winning Tickets Turned In sections at the bottom of the form. These sections ensure that the correct amount of money and redeemed tickets are turned in.

When the ticket seller turns in the cash, redeemed tickets, and unsold tickets, the record keeper counts the cash and reports it under the Cash Turned In section for that seller’s name. The record keeper then counts the dollar value of the winning tickets that were redeemed by the seller and logs that amount in the top section as Prizes for that ticket seller and posts that same amount to the Winning Tickets Turned In section. Thirdly, the record keeper counts any unsold tickets and logs that amount to the top section in the Number of Tickets In column.

The value of tickets returned, value of redeemed winning tickets, and remaining cash should all total the dollar amount of tickets the seller was issued in the beginning. Example: A seller is issued 100 Lucky Bingo Balls tickets. The seller sells all his tickets, returns with \$40 in winning tickets that he redeemed and \$60 in cash. The seller does not have a discrepancy.

Ticket sellers may not reconcile themselves. The organization must have someone other than a ticket seller responsible for reconciling the ticket sellers. It is important that the redeemed tickets are verified and that the correct amount of remaining cash and unsold tickets are turned in.

Ticket sellers should be defacing tickets with a permanent marker or whole punch on the floor—NOT ripping them in half. After the record keeper reconciles the tickets from the seller, they must be destroyed by ripping them in half or soaking them in a bucket of water.

And to protect the integrity of your charity game ticket sales, be sure workers are aware that they are prohibited from sharing any information about winners that were paid or remain in a deal.



Administrative Actions

Due to violations discovered by the bureau, the following licenses have been suspended:

Annual Charity Game Licenses

American Military League	Traverse City	1/8/15 – 1/10/15
Moose 921	Hillsdale	2/15/15 – 2/21/15
American Legion 11	Wakefield	3/22/15 – 3/28/15
Moose 1317	Livonia	6/5/15 – 6/14/15
Eagles 3138	Taylor	6/7/15 – 6/20/15
Eagles 3655	Beaverton	7/13/15 – 7/17/15
Moose 835	Wayne	8/21/15 – 8/22/15

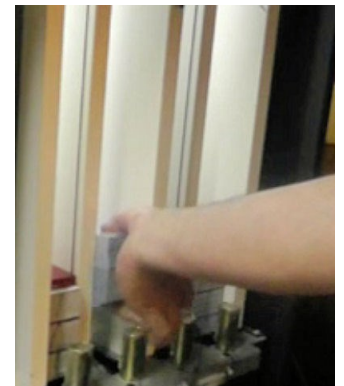
Bingo Licenses

Moose 1036 Women	Lincoln Park	5/10/15 (3 weeks)
Media Network of Waterford	Waterford	5/24/15 (1 week)
Eagles 3634 Auxiliary	Michigan Center	5/31/15 (1 week)
Eagles 3634 Auxiliary	Michigan Center	6/7/15 (2 weeks)
Eagles 2254 (Monday)	Monroe	4/27/15 (1 of 2 weeks)
Eagles 2254 (Monday)	Monroe	5/25/15 (2 of 2 weeks)
Eagles 2254 (Wednesday)	Monroe	6/24/15 (1 of 2 weeks)
Eagles 2254 (Wednesday)	Monroe	7/29/15 (2 of 2 weeks)

Inspector Feature:

Annual CGT Licensees: Counting Tickets by Heidi Cole

Annual charity game ticket licensees have a choice of different ticket dispensers. Some come with more bells and whistles than others, but they all do the same job—dispense tickets. No matter how many extra features your dispenser has, a physical ticket count must be done the same day each week. This means the tickets must be removed from the machine and counted by hand. A machine counter is not allowed or approved. Using both typically causes more confusion when the numbers don't match. The only count that should be used in the weekly records is the physical count. This procedure is demonstrated on our website in the *Charity Game Ticket Training Video #3 Weekly Overview*.





Michigan Lottery
Charitable Gaming Division

Training Meetings

Training meetings will continue to be conducted on a regular basis. The most current list of training meetings will be available on our website at michigan.gov/cg. Area training meetings include bingo, annual charity game, special charity game, and raffle license information. Unless otherwise noted, training meetings are from 1 to 4 p.m.



To ensure you are notified of any training meetings in your area, please go to our website and look for the red envelope to sign up for email notifications.

Following are the remaining area training meetings scheduled for 2015.

Wed, Oct 7

Bank Street Bingo
1157 Bank Street
Kalamazoo

Wed, Oct 28

VFW 4093
700 Carleton Rockwood Road
Carleton

Thu, Oct 15

3 County Club
2477 Greenwood Road
Skidway Lake

Wed, Nov 4

K of C 7233 Hall
11105 North Dixie Highway
Birch Run

SPECIAL OFFER!

A free deal of tickets will be offered to each bingo or annual charity game licensee that attends one of the above training sessions.

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