Offer inspiration



Not sure how your project can get involved in National Lottery Open Week?

Be inspired by feedback from previous campaigns and have a look at some examples of the special offers others have put on over the years.





What we've learned from previous campaigns

We've found that

- Running your offer over the full week will give a greater chance of reaching wider audiences
- The weekends are the most searched dates on the website so activities on these days tend to do well
- A high-value offer is a strong draw - often bringing new visitors who have not been before
- Simplicity works. Keep things straight forward for visitors, as well as your staff and volunteers. This also avoids having to develop complex terms and conditions
- You can add as many special offers as you like. A range of activity can draw in extra visitors.



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Some special offer ideas

Your offer can be completely unique and tailored to your organisation. It can last an hour or the whole week, be a one-off or a series of events, be open to all or just a select few. What you do, is up to you! Here are some ideas to get you started.

Free Entry

This could be either general admission or something specific. For example:

- To a particular exhibition or part of your venue or facility
- Free parking
- To a screening or a show
- A day pass to your gym or sports facility
- A family day pass
- Your free entry could be timed, for a group or an individual, across the whole period, or only on specific days.

Offer Something Extra Special

Something that isn't usually open to the public. How about:

- The opportunity to observe a rehearsal or training session
- The chance to participate or volunteer at an event or community project
- A place at a VIP preview of an exhibition or screening
- The chance to meet an expert / celebrity / writer / sportsperson / cast members
- A peek behind-the-scenes, or view of a collection or space which is usually restricted.

Discounted Entry

This could include a 2-for-1 ticket offer, discounted annual membership, or 50% off.

Guided Tours

This might be something you do already or something you arrange specially for National Lottery Open Week. You might prefer people to book ahead or allocate places on a first-come-first-served basis.

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The Chance To Try Something New

If you already offer free entry, you might want to run a special workshop, offer lessons or expert sessions, such as:

- Practical advice or coaching sessions such as gardening or bike checks and repairs
- Workshops or a taster session to try a new activity like a beginners birdwatching guided walk or a sport, wellbeing or craft activity.

Looking Ahead

Is your venue closed or inaccessible during National Lottery Open Week? You might decide that during the National Lottery Open Week period, you could take registrations for free entry to an event coming up in the future.

Café or Gift Shop Offer

- Free tea or coffee and cake in the café
- 50% off on purchases in your gift shop or free gift with purchase
- A special discount code for your online shop.

Free Gift

This could be something you offer on-site or through your social media channels:

- Free copies of an exhibition catalogue or project-related publication
- Free badge or tote bag
- Goodie bag to your first 50 visitors
- A free tree or plant.

A Chance To Win

Examples have included: A free go at a lucky dip prize draw or an entry into the draw for a private tour for you and a number of friends.

An 'Under Construction' or Hard-Hat Preview

If your National Lottery funded project has started its programme of works, could you offer:

- A free drop-in session and talk about the project's redevelopment
- Free hard-hat tour
- Behind-the-scenes external construction tour
- A 'conservation in action' talk and tour.

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