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**Scratcher sales**

4 messages

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**Helen Wieffering** <helen.wieffering@gmail.com>  
To: John Gilliland <jgilliland@azlottery.gov>

Fri, Apr 24, 2020 at 9:06 AM

Good morning John,

I spotted an entry in the data that I didn't notice before. On April 21, 2020, scratcher sales totaled \$8,745,175 in the spreadsheet you sent me, when on most other days, the sales were between \$2-3 million.

Could you please confirm that number isn't an error?  
If that's not doable by today, I'll make my comparisons between April 1-20 of each year.


Second, just wanted to remind you about the research re: Arizona lottery players and their average household income. It will be helpful to see that when you get a chance to send it through.

Thanks very much,  
Helen

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Helen Wieffering  
M.A. Investigative Journalism | 2020  
Walter Cronkite School of Journalism and Mass Comm.  
Arizona State University  
[helen.wieffering@gmail.com](mailto:helen.wieffering@gmail.com)  
612 998 2285

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13K

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**John Gilliland** <jgilliland@azlottery.gov>  
To: Helen Wieffering <helen.wieffering@gmail.com>

Fri, Apr 24, 2020 at 12:17 PM

Good afternoon, Helen...

I've attached the demographic data we discussed. As for our enhanced GIVES BACK messaging efforts, the Arizona Lottery is remaining accessible to our customers while providing respite from the current challenges people face. On March 16, 2020, our sales-focused messaging pivoted, and a different approach was ushered in:

**Beneficiary Messaging:** We are currently running campaigns featuring our GIVES BACK messaging on public radio, traditional news outlets, social media and broadcast television to highlight the work the Arizona Lottery has always done and continues to do in support vital programs throughout our state. We developed a \$50,000 sponsorship with Central Arizona Shelter System to help mitigate the spread of COVID-19 among individuals experiencing homelessness throughout Maricopa County.

**Social Media Giveaways:** We are increasing our social media presence to offer our players more giveaways, contests and opportunities to win cash. We have \$200,000 allocated for weekly prize giveaways throughout April to help restaurant workers, educators, healthcare professionals and many others impacted by the pandemic. The response from our followers has been inspirational.

**Players Club Promotions:** We are increasing the prize pool for our Players Club promotional giveaways to get more cash prizes in the hands of loyal players over the next quarter. Additionally, we will be implementing a no purchase necessary promotion to encourage casual users to join the Players Club and engage with Arizona Lottery.

**Media Spending:** We are not pulling back on our media buy, but rather shifting dollars to areas that have the greatest impact.

**Promotional Messaging:** 50%; **Beneficiary Messaging:** 30%; and, 20% donated to Arizona Department of Health to broadcast COVID-19-related messaging. We want to ensure a strong presence during this crisis while also planning for what may be high media demand in Q4.

**Operational Support:** We've changed our operations at our offices in Tucson and Phoenix to account for social distancing measures. Players can mail in their claims, drop claims off safely in a lock-box, or set in-person appointments by phone. This has all required new display signage and structural changes at our offices to serve players better.

At the Arizona Lottery, our mission is stronger than ever during these times and if anything, the need for our resources has grown. While we are shifting our message and promotional approach, we are not going dark. The current challenge presents an opportunity for us to serve our community even more. That includes players, retailers, beneficiaries, partners – and the wider Arizona community.

We are still working on your Scratchers sales question. I'll let you know as soon as I have more.

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**John Turner Gilliland**

Public Information Officer, Arizona Lottery

DESK: 480-921-4438 CELL: 602-702-2758 EMAIL: [jgilliland@azlottery.gov](mailto:jgilliland@azlottery.gov)

4740 E University Dr, Phoenix, AZ 85034



The Arizona Lottery's mission is to support Arizona programs for public benefit by maximizing net revenue in a responsible manner. Proceeds from sales of Lottery tickets, nearly \$4.0 million per week, fund a variety of state programs. Since July 1981, the Arizona Lottery has paid out more than \$7.3 billion in prizes to players, more than \$3.87 billion in net funding to the state, and more than \$857 million in commissions to retailers. Learn more at [www.ArizonaLottery.com](http://www.ArizonaLottery.com).



**Average spending and game play across various income.docx**

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**Helen Wieffering** <[helen.wieffering@gmail.com](mailto:helen.wieffering@gmail.com)>

Fri, Apr 24, 2020 at 1:26 PM

To: John Gilliland <[jgilliland@azlottery.gov](mailto:jgilliland@azlottery.gov)>

Thank you, John!

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Helen Wieffering

M.A. Investigative Journalism | 2020

Walter Cronkite School of Journalism and Mass Comm.

Arizona State University

[helen.wieffering@gmail.com](mailto:helen.wieffering@gmail.com)

612 998 2285

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**John Gilliland** <[jgilliland@azlottery.gov](mailto:jgilliland@azlottery.gov)>

Fri, Apr 24, 2020 at 2:25 PM

To: Helen Wieffering <[helen.wieffering@gmail.com](mailto:helen.wieffering@gmail.com)>

I have an answer for you on the data you requested. We've researched your question and the anomaly in the sales figures you point out stems from our change from one warehousing and distribution vendor to another, necessitating a conversion process on 3/1/2020 that led to larger-than-usual settlement figures for the day in question. It is important to note that a ticket "settles" when the Arizona Lottery recognizes that the sale has occurred, which is not necessarily the day that the ticket was actually sold. There was no actual spike in sales, rather it was just a function of the accounting process. Please let me know if you need anything else. Have a great weekend!

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