**Tab 1**

**Enhancing the Win: Prompting Charitable Donations from Winning Customers**

**Vision**: Build charitable donations into gambling transactions.

**Mission:** Develop the technology and relationships to facilitate charitable giving for gambling customers.

**Background**

* ‘Microdonations’ increasingly common form of giving in commercial sector (e.g. rounding up)
* Not present in the gambling industry except in venues (e.g. donations tin)
* Some charities will not take funding from gambling businesses (but will take from lottery)
* Gambling industry – publicly perceived as adding little social value, not the case for the National Lottery – seen as valuable in part due to good works done with profit
* Donations build positive sentiments in customers, and yield better experiences (known as ‘negative state relief’ in charity speak)
* Potential for customer to build a more positive relationship with gambling (less focus on losses will lead to less loss chasing)
* Benefits for charities – much funding to be unlocked

Conversations to date held with major gambling operators, third sector trade bodies (NCVO/AVECO) and donations academics.

**Proposal:** Online gambling operators offer the option for customers to donate a proportion of their winnings to a chosen charity when they win. As a starting point this could be as little as 1, 2 or 5% of winnings.

**What next?**

Pitch this to the UK gambling trade body, then develop MVP and pilot with a gambling operator

**Discussion with Totally**

1. **General discussion**

* Viability, initial response
* Competitors / collaborators
* Complexity in this kind of tech

Depending on the outcome of this conversation I would ultimately need the following:

1. **User Flow Diagram to articulate the customer journey**

A diagram mapping out the journey a user would take when interacting with the donation feature including entry points, decision points, feedback.

1. **Wireframes / UI Mockups to show the key decision points visually**

Visual representations of the key screens’ users will interact with. e.g Win Notification with Donation Prompt

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