

## nebraska lottery

Drawing Results, Winners, and Scratch Game Information **402-471-6114**  
Players Hotline **402-471-6139** and **800-224-LUCK (NE & WY only)**  
Main Number **402-471-6100** and **800-587-5200**  
Website **nelottery.com**

## scratch tickets and osr

**877-651-6296**  
**lottery retailer hotline**  
**800-560-2919**  
**problem gambling help line 800-522-4700**



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Lincoln, NE 68509-8901  
16-30-00

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**ticket talk**

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### Follow Us!



## Accounting Tips & Tricks



- Remember to confirm your ticket shipments when they arrive and activate packs before selling tickets. See the delivery confirmation slip and the Altura Quick Reference Card for more information.
- To avoid confusion, do not return validated Scratch or Lotto tickets to players unless the ticket has **NOT** been paid. If you encounter a problem validating a ticket and have not paid, give both the receipt and the ticket back to the customer and instruct them to claim their prize at a Nebraska Lottery Claim Center. Please write your first name on the receipt so Lottery Accounting can contact the proper person if they have any questions.
- If you have scanned a winning Scratch ticket and don't have enough cash on hand to pay, please do not press the "Pay" key. If the "Pay" key was accidentally pressed, please call Lottery Accounting at 800-587-5200. Mark the back of the ticket as "not paid," along with your name and date. Give both the receipt and the ticket back to the customer and instruct them to claim their prize at a Nebraska Lottery Claim Center.
- Do not accept photocopies or reproductions of tickets for validation. This does not apply to eCoupons that MVP Club members print at home.
- If a communication error occurs on your Lotto terminal during a transaction, you can touch the **Last Transactions** button, and then touch **Last Transaction** to check if the transaction was successfully completed and the value of the last validation. You can also view a report showing your **Last 50 Transactions** in the same section. If further assistance is needed, please call the Hotline at 800-560-2919.
- Prizes from closed Scratch games or expired Lotto tickets cannot be claimed. If a customer tries to redeem a ticket from a closed or expired ticket, remind them that prizes can be redeemed up to 180 days after the closing date (for Scratch tickets) or 180 days after the drawing date (for Lotto tickets). Prizes from these tickets cannot be claimed by mailing them to the Nebraska Lottery or by directing players to visit a Lottery Claim Center.
- Tickets can be validated manually by touching **Manual Validations**, then touching **Scratch Validation** or **Lotto Validation**. For Scratch tickets, enter the 14-digit game, pack, and ticket number from the back of the ticket AND the 14-digit validation number under the latex on the front of the ticket. For a Lotto ticket, enter the 19-digit ticket number.
- If you are unable to validate a Scratch ticket by scanning the barcode or by manual entry, instruct the player to mail the ticket to the Nebraska Lottery at the prize claim P.O. Box on the back of the ticket to claim their prize.

# ticket talk

THE NEWSLETTER FOR NEBRASKA LOTTERY RETAILERS



# RETAILER RALLY RECAP

## What's Inside

- Lottery Facts
- Winner Stats
- Selling Tips
- Questions From The Road

DECEMBER 2015



## Rally Recap

by Jill Marshall,  
Acting  
Lottery Director

It was wonderful to see all who attended retailer rallies in their local communities. Thank you for your participation and input. If you were unable to attend, you'll find valuable information from the rallies in this issue of Ticket Talk.

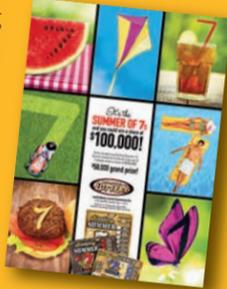
In fiscal year 2015 (July 2014 through June 2015) the Nebraska Lottery transferred \$37.1 million to our beneficiaries. In addition, Nebraska Lottery retailers earned more than \$10.2 million in commission in fiscal year 2015.

Thank you for your work in promoting our Holiday Getaway Giveaway promotion and holiday Scratch games. LSRs have already shared photos of retailers decorating their Lottery displays for the holidays. We love the creativity!

Lastly, I'd like to congratulate our advertising vendor, SKAR Advertising, on winning a "Batchy" Award at the 2015 North American Association of State and Provincial Lotteries convention.

The winning submission was a poster highlighting a promotion for the Summer 7s Scratch games.

Have a safe and happy holiday season!



*Nebraska Lottery retailers earned more than \$10.2 million in commission in fiscal year 2015.*

## Lottery Facts

- A recent survey shows that revenue from Lottery ranks 2nd behind cigarettes for total inside sales dollars generated in convenience stores.
- On average, lottery players spend approximately 65% more on in-store purchases than non-lottery players.



**Based on revenue generated per square foot, Lottery is the #1 ranked category for most retailers.**

## Selling Tips

We compiled some of our favorite tips from retailers all over the state on what they like to do to sell Nebraska Lottery games in their store. See what they said.

### Engaging:

- Share excitement with winners.
- Explain promotions to new players.
- Share stories about past winners from the store.
- Talk about which games you enjoy.
- Wish players good luck.
- Suggest players use change to play.
- Have coupons on hand for customers.
- Know jackpot amounts.

### Promoting:

- Take advantage of all point-of-sale materials.
- Inform players about current Lottery promotions.
- Know the games.
- Always suggest Lottery tickets to players.
- Remind non-players that it only takes a dollar.
- Prominently display tickets and banners.
- Tell customers about new games.

## Where The Money Goes

- **Almost 25 cents of every dollar spent on lottery products goes to our beneficiaries.**
- **All 93 counties have benefited from Lottery funds.**
- **Over 68,000 Nebraska college students have received a grant funded with Lottery proceeds.**

Over the past 12 months, the Lottery has transferred:

- \$16.29 million to the Education Innovation Fund and the Nebraska Opportunity Grant Fund.
- \$16.29 million to the Environmental Trust Fund.
- \$3.67 million to the State Fair Improvement Fund.
- \$866,000 to the Compulsive Gamblers Assistance Fund.



## Questions From The Road



One of the main reasons for holding Retailer Rallies is to provide retailers with the opportunity to ask Lottery staff their questions directly. Here are some common questions asked at the rallies and the answers for reference.

### How can players get help with their MVP Club account?

If a player is experiencing problems with their MVP Club account, we suggest resetting their password as a first step. Passwords can be reset online at nelottery.com using the Help page in the site menu under MVP Club -> Help. After completing the help form, the player will receive an email with a temporary password or an explanation why their password could not be reset. Additional assistance is available by contacting us at lottery@nelottery.com or 402-471-6100.

### How do you add Power Play® or Megaplier® to a manual entry ticket purchase?

To generate a ticket manually with an add-on game, select the desired game and click on the Power Play or Megaplier button at the bottom of the first screen. The button will change from red to green. You can then open the Manual Entry button and select numbers for the ticket.

If you did not select the add-on game before going into Manual Entry, click the red Back button to return to the previous screen, select the add-on game, and then return to the Manual Entry screen. The Manual Entry screen will indicate if the ticket has Power Play/Megaplier at the bottom left of the screen.

### What is the difference between the annuity and cash jackpot?

For Powerball and Mega Millions, the cash jackpot amount represents the cash on hand from ticket sales. A portion of every ticket sold goes to the jackpot prize pool. If a player wins the jackpot and selects the cash option, they'll receive this money as a lump sum payment minus taxes.

The annuity jackpot amount represents the cash jackpot amount invested in a multi-year annuity with regular dividends. For example, the Powerball annuity jackpot provides 30 annual payments to players that increase by 4% every year. Because the annuity jackpot is invested over several years, it will always be higher than the cash jackpot.

### How much does a store receive for selling a winning ticket?

A retailer will receive a High Prize Seller's Bonus for any winning ticket they sold with a prize of \$1,000 or more. This bonus is 1% of the prize won, up to \$50,000. For example, a retailer that sells a \$1 million Mega Millions ticket will receive a bonus of \$10,000.

### Where can I find the game, pack, and ticket number for a Scratch ticket?

The serial number on the back of a Scratch ticket contains the game, pack, and ticket number. The serial number is located above the barcode with the format XXXXX-XXXXXX-XXX. The first five digits is the game number. The six digits in the middle is the pack number, and the last three digits is the ticket number.



### What is an EZ Play play slip?

EZ Play play slips are available for Nebraska Pick 3 and MyDaY. These slips guide new players through the steps to buy one play for that game. Please encourage new players to try Pick 3 or MyDaY by using an EZ Play play slip.

## Winner Stats

- The Nebraska Lottery pays out an average of \$1.6 million per week to winners.
- Nebraska has had 24 Powerball and Mega Millions winners of \$1 million dollars or more since 2012.
- The Nebraska Lottery has an average of 188,000 winners every week.