



# RETAILER CONNECTION

July  
2022



**\$10**  
**\$50 & \$100**  
**Explosion**  
Loaded with  
\$50 and \$100 prizes



**\$5**  
**\$100,000**  
**Taxes Paid**  
**\$100,000 top prize**



## New Scratchers on Monday, July 25

MO Money Monday is back with three new Scratchers games this month! By **confirming/activating** each pack and **validating** a winner from each new game by midnight the day after delivery, you will earn a \$25 bonus.

# MO

**MONEY**  
**MONDAY**



**\$1**  
**10X the Bucks**  
**\$5,000 top prize**





# Retailer Receives Keno Crown Club Recognition

Customer appreciation events for Keno Crown Club members continue this summer. Spanky's Bar and Grill in Raytown made it into the Keno Crown Club for the first time in 2021 by selling more than \$250,000 in Club Keno® tickets.

Congratulations, and thank you for your continued dedication!

| Retail Location                 | Contribution to Education |
|---------------------------------|---------------------------|
| Spanky's Bar and Grill, Raytown | \$78,271                  |



# What Happens to Unclaimed Prizes?

The Missouri Lottery loves winners, but sometimes prizes may go unclaimed. When this happens, those unclaimed prizes are returned to Missouri public education.

Help your customers avoid missing out on a prize by reminding them about claiming deadlines and ways to check their ticket.

## Claim Time Limits

- Draw Games – 180 days from the last winning draw date on the ticket.
- Scratchers games – 180 days from the official game ending date.

## Ways to Check a Ticket

- Scan it on a Check-A-Ticket machine at retail or the Lottery's mobile app.
- Find winning Draw Games numbers at MOLottery.com or the mobile app.
- See unclaimed prizes for all Scratchers games, as well as Draw Games prizes of \$50,000 or more, at MOLottery.com.



PROCEEDS TO  
EDUCATION



# Best Practices: Ticket Manifest

We've made some changes to the current ticket manifest that comes in all Scratchers shipments. These updates will make it much easier for you to verify your order and avoid order discrepancies.

Whether you're verifying your Lottery inventory or confirming a ticket pack, it's important to use the ticket manifest. Here's how:

## Old Ticket Manifest

**TICKET DELIVERY FORM**

RETAILER: [REDACTED] DATE: 11/20/2020  
ORDER: [REDACTED] Delivery

Thank you for remembering to **CONFIRM** orders and **ACTIVATE** packs!

**ORDER SUMMARY**

| GAME                         | COST  | UNITS     | AMOUNT         | PRICE | TICKETS | PER RETAIL     | UNIT | COST |
|------------------------------|-------|-----------|----------------|-------|---------|----------------|------|------|
| 299 GOLD RUSH                | \$570 | 2         | \$1,140        | \$10  | 30      | \$1,200        |      |      |
| 180 HAPPY HOLIDAYS           | \$270 | 2         | \$1,140        | \$10  | 30      | \$1,200        |      |      |
| 204 \$50 A \$100             | \$570 | 2         | \$1,140        | \$10  | 30      | \$1,200        |      |      |
| 189 HOLIDAY CASH             | \$285 | 2         | \$570          | \$5   | 30      | \$600          |      |      |
| 105 FAB 55                   | \$285 | 2         | \$570          | \$5   | 30      | \$600          |      |      |
| 110 DOUBLE BELL              | \$285 | 2         | \$570          | \$5   | 30      | \$600          |      |      |
| 111 CASHING THROUGH THE SNOW | \$285 | 2         | \$570          | \$5   | 30      | \$600          |      |      |
| 112 SANTA PAYS               | \$285 | 2         | \$570          | \$5   | 30      | \$600          |      |      |
| <b>TOTAL</b>                 |       | <b>16</b> | <b>\$8,280</b> |       |         | <b>\$8,280</b> |      |      |

**ORDER DETAIL**

| GAME               | COST    | UNITS    | AMOUNT         | TICKET PRICE | TICKETS PER UNIT | RETAILER COST   |
|--------------------|---------|----------|----------------|--------------|------------------|-----------------|
| 127 JACKPOT RICHES | \$1,900 | 1        | \$1,900        | \$10         | 200              | \$2,000         |
| 130 JACKPOT RICHES | \$950   | 2        | \$1,900        | \$5          | 200              | \$2,000         |
| 129 JACKPOT RICHES | \$950   | 1        | \$950          | \$5          | 200              | \$1,000         |
| 128 JACKPOT RICHES | \$950   | 3        | \$2,850        | \$5          | 200              | \$3,000         |
| 126 JACKPOT RICHES | \$950   | 2        | \$1,900        | \$5          | 200              | \$2,000         |
| <b>TOTAL</b>       |         | <b>9</b> | <b>\$9,500</b> |              |                  | <b>\$10,000</b> |

**ORDER NUMBER**  
01-0000003-01

**TRACING NUMBER**  
12 526 156 03 0000 0028

Any questions with this order? Call 1-866-665-6883, toll free and press 1 for Inside Sales.

## New Ticket Manifest

**TICKET MANIFEST**

RETAILER: 100104 ORDER: 01-0000003-01 DATE: 03/24/2021  
Delivery: UPS GROUND

ACKNOWLEDGE accuracy of shipment before selling.

1.) Verify packs received, match packs listed in Order Detail below:  
2.) Confirm order if accurate (report any issues to Inside Sales at 866-665-6883 opt: 1)  
3.) Activate packs to sell

**ORDER DETAIL**

| GAME               | COST    | UNITS    | AMOUNT         | TICKET PRICE | TICKETS PER UNIT | RETAILER COST   |
|--------------------|---------|----------|----------------|--------------|------------------|-----------------|
| 127 JACKPOT RICHES | \$1,900 | 1        | \$1,900        | \$10         | 200              | \$2,000         |
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| <b>TOTAL</b>       |         | <b>9</b> | <b>\$9,500</b> |              |                  | <b>\$10,000</b> |

**ORDER NUMBER**  
01-0000003-01

**TRACING NUMBER**  
12 526 156 03 0000 0028

Check all packs listed in the Order Detail Section.

Are all packs accounted for?

**YES**

Confirm order on the terminal by scanning the barcode printed on the manifest.

**NO**

Contact your Inside Sales Representative immediately if a pack is missing or there's an additional pack that was not included on the ticket manifest.

Remember, if Inside Sales is not notified about discrepancies in your order, it could result in paying for a pack you don't have or the inability to fulfill a winner prize.

# Three Steps to Boost Your Lottery Sales

- 1. Merchandise and stock effectively.** When jackpots grow, so does the demand for all Lottery tickets. Check your Draw Games ticket stock, monitor for Scratchers outages and make sure your tickets are displayed in a visible location.
- 2. Plan for high volume traffic.** Keep things moving with a designated area for customers to easily scratch off or check tickets.
- 3. Connect with social media.** Engage with customers and keep them informed. Try it with:
  - New Game Launches
  - Lottery Promotions
  - Jackpot Announcements
  - Winner Awareness



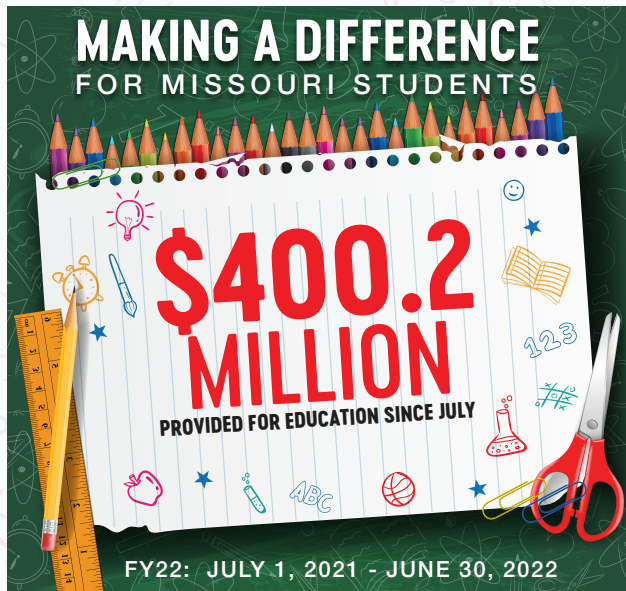
## DID YOU KNOW?

**TRUE or FALSE:**  
**GAMBLING IS A RECREATIONAL ACTIVITY THAT POSES NO REAL RISK TO THOSE WHO PARTICIPATE.**

**THE ANSWER IS FALSE.** While only 2-3% of Americans are classified as problem gamblers, some people can experience difficulties as a result of their gambling, regardless of how often they participate or how much they spend.

## Monthly Proceeds Update

Proceeds based on ticket sales in June totaled more than \$22.8 million. That brings the total proceeds for education in FY22 to more than \$400.2 million.



## July Calendar

**JULY 4** Independence Day, all Lottery offices closed

**JULY 5** "Scratch Big, Win Big" Monthly Drawing

**JULY 17** National Lottery Day One-Day Promotion

**JULY 25** MO Money Monday - New Scratchers Ticket Delivery

**JULY 28** "Out-of-the-Way Getaway" Summer Promotion, Drawing #2

**Next MO Money Monday Delivery:**  
August 29, 2022



**JULY 17, 2022**

Purchase a \$5

**SHOW ME CASH**

single ticket

receive a

**FREE \$1 CASH POP**

**ONE DAY ONLY**

**MOLOTTERY** 1-866-665-6883

**RETAILER PORTAL** [retailer.molottery.com](http://retailer.molottery.com)

**IGT EQUIPMENT HOTLINE** 1-800-729-4832

**WINNER CLAIM APPOINTMENTS** 573-751-4050 (option 9)



**MO Lottery**



**Missouri Lottery**