



California Lottery

# Mission Education Campaign

January 2024

## Background

CA Lottery's Public Affairs and Communications (PAC) team is responsible for raising awareness of the Lottery's mission to contribute supplemental funding for public education.

- ⚠️ **Californians are largely unaware** of Lottery's purpose to benefit public schools and often misunderstand its operations.
- ⚠️ **Past efforts have been somewhat limited** to Lottery owned channels and through earned media.
- ★ **The Lottery launches a new campaign** to reach a broader audience across more platforms, showcasing the real impacts Lottery funds have on public school programs.

# Insights

## Findings of Lottery's Continuous Communications Effectiveness Tracking Study



**Less than half** of adults know the Lottery's mission



**Public trust** in the Lottery is low



Greatest Opportunity to Educate **Hispanics and Millennials**



calottery

education

YOU PLAY, SCHOOLS WIN.

**SHAWN WEINSHEINK**

Professor of Design and Technical Production  
Sacramento City College

**MS. KAREN DEAL**

Librarian  
Bell Avenue Elementary School

**WANDA RAMIREZ**

Teacher  
El Sol Science & Arts Academy

**GERARDO CASTILLO**

Chief Business Official  
Rebba Elementary School District

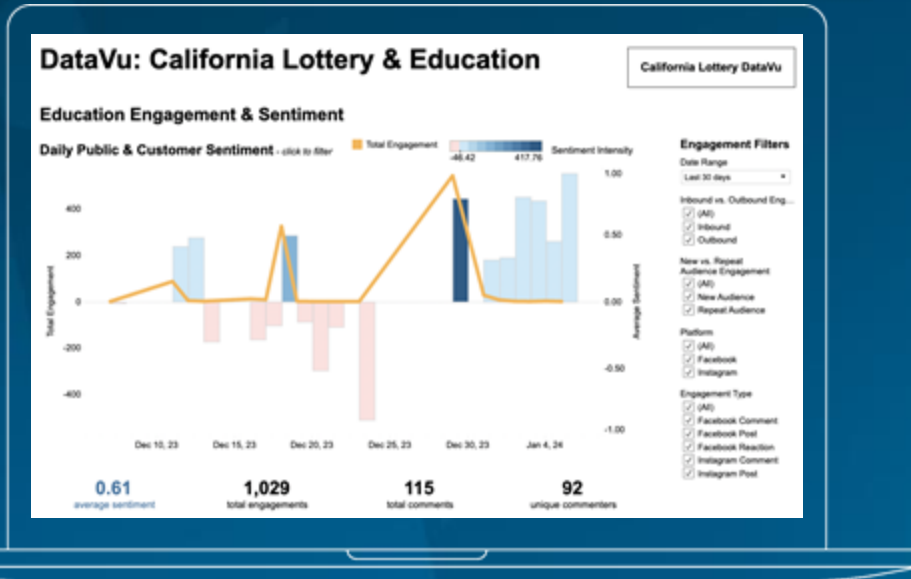
**NICOLE SIVELL**

Resident Costume Designer  
and Costume Shop Manager  
Sacramento City College



education

# Real-Time Sentiment Tracking



## AI Integration

- Forecast **awareness**
- Forecast **diversity** to enhance equitable outreach effort
- Improve **ROI**
- Test **new tactics**

## Tactics & Research

### A multi-pronged, robust research program



#### Focus groups

English and Spanish audiences tested campaign creative concepts and messaging before scale and execution



#### Online Survey

Administrators/educators invited to share stories about how Lottery funding supports education environments & students



#### Online Sentiment Monitoring

AI integrated dashboard to monitor online sentiment toward Lottery and education related topics



#### Data-Informed Refinements

Refine messaging based on analytics & sentiment at key milestones

## Tactics & Research

Conducted one-on-one outreach to 600+ schools across the state that receive Lottery funding and gathered information on how Lottery funds are used.

ALAMEDA COUNTY  
AMADOR COUNTY  
BUTTE COUNTY  
CALAVERAS COUNTY  
COLUSA COUNTY  
CONTRA COSTA COUNTY  
DEL NORTE COUNTY  
EL DORADO COUNTY  
FRESNO COUNTY  
GLENN COUNTY  
HUMBOLDT COUNTY  
IMPERIAL COUNTY  
INYO COUNTY  
KERN COUNTY  
KINGS COUNTY  
LAKE COUNTY  
LASSEN COUNTY  
LOS ANGELES COUNTY  
MADERA COUNTY  
MARIN COUNTY  
MENDOCINO COUNTY

MERCED COUNTY  
MONO COUNTY  
MONTEREY COUNTY  
NAPA COUNTY  
NEVADA COUNTY  
ORANGE COUNTY  
PLACER COUNTY  
PLUMAS COUNTY  
RIVERSIDE COUNTY  
SACRAMENTO COUNTY  
SAN BENITO COUNTY  
SAN BERNARDINO COUNTY  
SAN DIEGO COUNTY

# Campaign Strategy

## Real people. Real impacts.



### Storytelling / Owned Media

We showcased real people, students and educators in local school environments across the state.



### School Outreach

Calls to all schools that receive Lottery funding to gather information on how the non discretionary funds are used.



### Bilingual Targeted Paid Media

Bilingual paid media campaign targeting **Hispanics** and **Millennials** statewide with heavier targeting in Central Valley and San Diego to glean insights for broader statewide rollout.



### Earned Media

Reinforcing storytelling statewide, including ethnic and black community media and online advertising.



# Earned Media / Op-Ed Campaign



## CAPITOL WEEKLY

COVERING CALIFORNIA GOVERNMENT AND POLITICS

OPINION

### Public schools can count on the California Lottery



BY ALVA V. JOHNSON POSTED 03.10.2023

**OPINION** – A lucky man by the name of Ed claimed the record \$2.04 billion Powerball jackpot, but he is not the only one celebrating in California.

The cumulative ticket sales alone for that wild drawing also generated a record \$156.3 million for public schools – supplemental funding that local officials have discretion over. It can be used for a wide range of education, from retaining quality teachers and buying instructional materials to sustaining important learning programs.

TWITTER  
FACEBOOK  
EMAIL



## Santa Cruz Sentinel

<https://www.santacruzsentinel.com/2023/05/30/guest-commentary-public-schools-can-count-on-the-california-lottery/>

### Guest Commentary | Public schools can count on the California Lottery



A customer is handed Powerball lottery tickets to purchased at Lichine's Liquor & Deli in Sacramento, Calif., Monday, Oct. 31, 2022. The jackpot for Monday night's drawing soared to \$1 billion after no one matched all six numbers in Saturday night's drawing. It's the fifth-largest lottery jackpot in U.S. history. (AP Photo/Rich Pedroncelli)

By SANTA CRUZ SENTINEL |

May 30, 2023 at 1:49 p.m.  
By Alva V. Johnson




## Bakersfield.com

Opinion

### ALVA JOHNSON: California Lottery a winning ticket for local schools

BY ALVA JOHNSON JUL 28, 2023

Playing article  
Powered by Trinity Audio  
00:44



Alva V. Johnson is director of the California State Lottery.

At Fruitvale Junior High School in Bakersfield, battle-tested students who recently participated in a global competition leveraging technology and IT support funded in part with money from the California Lottery.

In Tehachapi, supplemental funding raised by lottery opens up putting new uniforms on high school student athletes and



## THE SUN

Calif. Lottery still a winning ticket for local schools

California's lottery is still delivering big wins for Valley school district, its director writes for Sun View.



Public schools can count on the California Lottery

Apr 1, 2023

More than 140 millionaires were minted through California Lottery game play in the past year, but they aren't the only ones celebrating their good fortune in the Golden State.

While big jackpot payouts always capture attention for their life-changing impacts, just as significant is the more than \$41 billion the California Lottery has delivered to the state's K-12 public schools, colleges and universities since the first lottery ticket was sold here in 1985.

True to its mission, the lottery, a self-supporting state agency, has delivered at least \$1 billion to public schools annually over the last 22 consecutive years through drawings and Scratchers ticket sales.

Antelope Valley Press

Antelope Valley Unified School District, millions of dollars received in supplemental funding through the California Lottery is used to purchase classroom textbooks and teacher pay.

# Earned Media / Op-Ed Campaign (Ethnic)

10 | La Opinión LUNES 8 MAYO 2023

## #ViveCA La Opinión

#COLUMBIA

### LOTERÍA DE CALIFORNIA: UN BOLETO GANADOR PARA LAS ESCUELAS LOCALES

Alva V. Johnson

En un laboratorio de química del Pasadena City College, los alumnos verifican la acidez de las soluciones con medidores de pH que fueron adquiridos con dinero extra de la Lotería de California. En otra parte de la ciudad, las alumnas de la Girls

los más de \$41 mil millones que la Lotería de California ha entregado a las escuelas públicas, colegios y universidades del estado de California se vendió el primer boleto de la lotería en 1985 son importantes. Según a su misión, la lotería, una agencia

## 公立學校可透過加州彩券獲額外教育資金

2023-04-11 14:51 ET



加州彩券局局長

生了超過 140 名百萬富翁，但他們不是唯一在加州

獎金如何改變獲獎者的生活，但同樣值得關注的。自發行彩票以來，加州彩券局已為該州的 K-12 公立學校提供了超過 410 億美元的補助資金。

加州彩券局秉持一貫的使命，透過販售彩票，連續 22 年提供公立學校每年至少 10 億美元的補



## Public Schools Can Count on the California Lottery



More than 140 millionaires were minted through California Lottery game play in the past year, but they aren't the only ones celebrating their good fortune in the Golden State.



## Así es cómo se usan los fondos de la lotería en el Valle Central

A nivel estatal, la agencia ha generado más de \$41 mil millones de fondos adicionales para la educación pública.

Por [TELEMUNDO FRESNO](#) • Publicado el 20 de junio del 2023 • Actualizado a las 3:48 pm del 20 de junio del 2023

Getty Images/none

FRESNO, California - Casi dos mil millones de dólares de la lotería de California han sido destinados a los condados de Tulare, Fresno y Madera para mejorar la educación pública desde 1984.

Estos fondos constituyen el 95% de los ingresos obtenidos por la lotería estatal y se estima que el aporte es sólo una mínima parte del presupuesto estatal para la educación.

## Earned Media

# Leveraging jackpot news cycles to reinforce mission messaging



[Play Video](#)



# Earned Media

4 LOCAL WEATHER U.S. & WORLD THE SCENE ENTERTAINMENT NEWSLETTERS...

TRENDING New Laws Help for the Hungry Play the Challenge Watch: The Rundown I-Team Tips

CALIFORNIA

## Glendale Community College using Lottery funds for welding department

The California Lottery tells the NBC4 I Team that from 2022 through June of this year, an estimated \$3.2 billion has been generated for public education across the state

By Lolita Lopez  
September 23,



[Play Video](#)





Real People. Real Impacts.

# Campaign Execution Video

 El Sol Academy

Santa Ana, CA

A photograph of a teacher, Wanda Ramirez, sitting at a desk and talking to a group of students in a classroom. The teacher is smiling and looking towards the students.

**“LOTTERY FUNDING  
HELPS OUR STUDENTS  
REACH THEIR FULL  
POTENTIAL.”**

**WANDA RAMIREZ**  
Teacher  
El Sol Science & Arts Academy



# Campaign Execution Video

# Sacramento City College Sacramento, CA



“WE COULDN'T EXIST WITHOUT LOTTERY FUNDING.”

**SHAWN WEINSHEINK**  
Professor of Design and Technical Production  
Sacramento City College



# Campaign Execution Video



## Robla School District Sacramento, CA



“GRACIAS AL DINERO DE LA LOTERÍA TENEMOS LIBROS PARA CADA ESTUDIANTE.”

**GERARDO CASTILLO**  
Chief Business Official  
Robla Elementary School District





# Paid Media

## Flight 1 Jan - Feb 2024 (8 weeks)

Platform	Geography	Language
Paid social (FB & IG)	Statewide	English & Spanish
Radio & streaming audio	Fresno & San Diego	Spanish
Streaming TV	Fresno & San Diego	Spanish

## Flight 2 May - June 2024 (8 weeks)

Platform	Geography	Language
Paid social (FB & IG)	Statewide	English & Spanish
Radio & streaming audio	Fresno & San Diego	Spanish
Streaming TV	Fresno & San Diego	Spanish
Public radio	Fresno, San Diego & Sacramento	English
African-American print	Fresno, San Diego & Sacramento	English



# California For All



***“You Play, Schools Win”*** is an opportunity for educators to gain visibility for their successful programs that bridge language gaps, promote equity, and foster inclusive learning environments.



Thank You