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Lottery Links is provided free to licensed retailers, Lottery Advisory Commission members, vendors and other interested parties. Lottery Links is available on the website at LOTTERY.ND.GOV.

2BY2 INSTANT WIN RETURNS

Beginning November 5, players who buy a single play, seven draw 2by2 ticket for \$7 get a chance to INSTANTLY WIN \$500 cash or a FREE seven draw 2by2 ticket.

Will your store make the "Top 5" for this promotion? To sell more tickets, make sure you know the promotion details. If a player is an instant 7 draw ticket winner, their free 7 draw 2by2 ticket will print immediately after their purchased ticket. If a player is a \$500 instant winner, a \$500 coupon will print.

To receive credit for cashing a \$500 instant winner, the coupon must be scanned through the lottery terminal in the same manner as a winning lottery ticket. Encourage players to sign the back of their coupons. With all 7 draw 2by2 purchases, any prize won on Tuesday doubles in value, including the jackpot.

Stores will receive credit for all cashed coupons, as well as the free 7 draw tickets. Preprinting 2by2 transactions is strictly prohibited. Complete details and official rules can be found at LOTTERY.ND.GOV.

In conjunction with the instant win promotion, players can enter their single play, seven draw 2by2 tickets into a Second Chance drawing through the ND Lottery Players Club (via app or website). Players who enter will have a second chance to win one of ten (10) \$500 Second Chance prizes. Complete details and rules for the Second Chance drawing can be found at LOTTERY.ND.GOV.

INSTANTLY WIN \$500 OR A FREE 7-DRAW TICKET!
Buy a 7-draw 2by2 ticket for \$7 for your chance!

North Dakota 2by2
Play 7 Days and Double Tuesday Prizes

PLAYERS CLUB

FOR A 2ND CHANCE TO WIN \$500, ENTER YOUR TICKET ON THE APP OR VISIT LOTTERY.ND.GOV

NOVEMBER 5 - DECEMBER 2

North Dakota LOTTERY
IMAGINE THE POSSIBILITIES!

PLEASE PLAY RESPONSIBLY.
The North Dakota Lottery promotes the sale of its own products, licensed with its usual rules, not provided in any other jurisdiction or by government prior experts.

DIRECTOR'S MESSAGE



The North Dakota Lottery's partnership with retailers provides an entertaining, but secure, option for customers to use their disposable income to dream a little and experience a bit of local fun. The integrity and fairness of the games dominates the Lottery's focus.

At the close of Fiscal Year 2023, there were 116 lottery retailers in Northwest North Dakota, 82 in the Northeast, 114 in the Southwest and, not surprisingly, the largest concentration of retailer terminals is in the Southeast part of North Dakota with 133 locations.

Total Retailer Sales Compared to Previous Fiscal Year (By Region)					
	FY 2019	FY 2020	FY 2021	FY 2022	FY 2023
Region 1 (NW)	\$9,802,156	\$6,519,651	\$7,530,002	\$6,903,924	\$9,322,293
Region 2 (NE)	\$4,926,157	\$3,353,916	\$4,190,664	\$3,985,178	\$5,338,685
Region 3 (SW)	\$9,691,784	\$6,672,058	\$8,266,746	\$7,757,947	\$10,213,788
Region 4 (SE)	\$9,357,496	\$6,234,018	\$7,894,781	\$7,592,164	\$10,397,033
Total State	\$33,777,593	\$22,779,643	\$27,882,193	\$26,239,213	\$35,271,799
<i>*NOTE: These totals DO NOT include Pick & Click/Subscription sales*</i>					
% Change Compared to Previous Fiscal Year (By Region)					
	% Change FY 2019	% Change FY 2020	% Change FY 2021	% Change FY 2022	% Change FY 2023
Region 1 (NW)	14%	-33%	15%	-8%	35%
Region 2 (NE)	8%	-32%	25%	-5%	34%
Region 3 (SW)	12%	-31%	24%	-6%	32%
Region 4 (SE)	11%	-33%	27%	-4%	37%
Total State	12%	-33%	22%	-6%	34%

The Lottery also has 50 PlayCentral (PCT) self-service terminals coupled with counter terminals in larger retailer locations. Sales from these PCTs accounted for \$2.6 million, or 6.5%, of all lottery sales and accounted for 33% of the lottery sales in the locations they served. Hosting retailers support the PCT at their location, but the acceptance and success of a PCT is ultimately up to the customer.

During the record fiscal year (2023), retailer ticket sales reached \$35.2 million and Pick & Click online play sales were just under \$4.1 million.

The considerable scale of brick-and-mortar ticket sales over Internet transactions demonstrates that licensed Lottery retailers play a critical role in the sale of Lottery tickets. While PCTs and the mobile app are convenient, many players want to enjoy their lottery experience with a store clerk. They prefer interaction with a personable employee instead of a self-service machine or a smart phone.

For Fiscal Year 2023, approximately 29 cents of every dollar of lottery tickets sold benefited the State. The Lottery contributed a total of \$11.28 million with:

- \$7.4 million to the State General Fund;
- \$800,000 to the Multi-Jurisdictional Drug Task Force Fund;
- \$320,000 to the Problem Gambling Prevention and Treatment Fund; and
- \$2.76 million to the State-Wide Litigation Pool

Please utilize the advice and service of the North Dakota Lottery's capable team of Customer Service Specialists and terminal technicians. These professionals strive to ensure retailers have operating terminals and point-of-sale material needed to optimize lottery ticket sales. Ask clerks to actively promote the sale of lottery tickets, not only during special promotions or high jackpots, but throughout the year. The games are fun, they generate business for your stores, and the proceeds support those who live in, work in, and visit our great state.

Laura D. Tacke

LOTTERY TIDBITS

- Give **ALL** winning and non-winning lottery tickets back to the player.
- Give **ALL** customer receipts to the player.
- Keep all retailer receipts for the store's records.
- No credit will be issued to retailers for misprinted tickets.
- Valid misprinted tickets may be sold to players before the draw occurs.
- Lottery tickets cannot be voided, canceled or refunded.
- Players cannot use credit cards to purchase lottery tickets.
- Confirm ticket purchase amount. Collect payment up front for large ticket purchases (example \$50+) prior to ticket printing.
- Does your staff need lottery terminal training? Please contact your North Dakota Lottery Customer Service Representative at 701-328-1574 to setup a training session.

MONEY MEDAL MADNESS

The Lotto America MONEY MEDAL MADNESS promotion was a resounding success! Lotto America sales for the four week promotion saw a 99.1% increase in sales when compared to the 26-week, weekly average prior to the promotion. Total sales reached \$357,720 and players won \$32,242 in instant prizes.

Check out the Top 5 North Dakota Lottery retailers with the most instant winners:

1. Family Fare Supermarket #103 - West Fargo
2. Family Fare Supermarket (25th St.) - Fargo
3. M&H Gas #13 - Mandan
4. On the Run/Superpumper (N. 19th) - Bismarck
5. Rosie's Food and Gas - Dickinson

Not on the list? Check the back of this newsletter and see if you made the Top 60!

RETAILER REQUEST FOR CREDIT FORM

To receive credit for a defective ticket (due to a hardware or software error), a retailer must fill out a Retailer Request for Credit form available at the North Dakota Lottery website (LOTTERY.ND.GOV), under the FOR RETAILERS tab.

Along with the completed form, retailers must also submit the original ticket (if available), a "Reprint Last" ticket and a Transaction History report. Both the "Reprint Last" ticket and the Transaction History report should be printed immediately after the error occurs. **NEVER** give the "Reprint Last" ticket to a player. This is **NOT** a valid ticket.

To determine if you have been charged for a ticket, refer to the Transaction History report. As shown, an error occurred when cashing a 2by2 ticket that won 41 free plays.

Four tickets printed before the error occurred. The retailer was given credit, but not charged, for the subsequent tickets that did not print. In this case, the retailer owes the player \$37 for the non-printed tickets. Questions can be directed to your Lottery Customer Service Representative at 701.328.1574.

14:15c	Close	Cust	Close		\$37.00
14:05 D	Sell	2BY2		1 Draw	\$0.00
14:05 D	Sell	2BY2		1 Draw	\$0.00
14:05 D	Sell	2BY2		1 Draw	\$0.00
14:05 D	Sell	2BY2		1 Draw	\$0.00
14:05 D	Sell	2BY2		1 Draw	\$0.00
14:05 D	Sell	2BY2		1 Draw	\$0.00
14:05 D	Sell	2BY2		1 Draw	\$0.00
14:05 D	Sell	2BY2		1 Draw	\$0.00
14:05 D	Sell	2BY2		1 Draw	\$0.00
14:05 D	Sell	2BY2		1 Draw	\$0.00
14:05 D	Sell	2BY2		1 Draw	\$0.00
14:05 D	Sell	2BY2		1 Draw	\$0.00
14:05 D	Sell	2BY2		1 Draw	\$0.00
14:05 D	Sell	2BY2		1 Draw	\$0.00
14:05 E	Sell	2BY2		Printer pa	\$0.00
14:05 E	Sell	FT 2BY2		Printer pa	\$1.00
14:05 C	Sell	FT 2BY2		1 Draw	\$1.00
14:05 C	Sell	FT 2BY2		1 Draw	\$1.00
14:05 C	Sell	FT 2BY2		1 Draw	\$1.00
14:05 C	cash			1 Draw	\$41.00

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TOP 60 MONEY MEDAL MADNESS PROMOTION RETAILERS



NORTH DAKOTA LOTTERY
PLAYERS CLUB OFFICIAL MOBILE APP



iPhone (iOS): Available on
the App Store®

/NDLottery

@ND_Lottery

LOTTERY.ND.GOV

NORTH DAKOTA LOTTERY
PLAYERS CLUB OFFICIAL MOBILE APP



Android: Our app is now
available on Google Play

Rank	Retailer	Rank	Retailer	Rank	Retailer
1	Family Fare Supermarket #103 - West Fargo	21	M&H Gas #22 - Dickinson	41	Neighborhood Grocery & Gas - Jamestown
2	Family Fare Supermarket #115 (25th St.) - Fargo	22	M&H Gas #15 - Jamestown	42t	New Century Ag - Crosby
3	M&H Gas #13 - Mandan	23	Cash Wise Foods #3042 - Watford City	42t	Red Carpet/Superpumper #80237 (N. 11th St) - Bismarck
4	On the Run/Superpumper #80139 (N. 19th St.) - Bismarck	24	Simonson Station Store #6 - Williston	44	Arrowhead Marketplace Foods - Minot
5	Rosie's Food and Gas - Dickinson	25	Barney's C-Store - Mandan	45t	Farmers Union Oil - Richardton
6	Cash Wise Foods #3012 - Fargo	26	Red Carpet/Superpumper #80241 (Trenton Dr.) - Bismarck	45t	Enerbase Velva #44 - Velva
7	Cash Wise Foods #3020 - Bismarck	27	Family Fare Supermarket #3130 - Mandan	47	North Hill Marketplace Foods - Minot
8	Family Fare Supermarket #3126 (South) - Bismarck	28	Farmers Union Oil - Watford City	48	The Corner Post - Watford City
9	Pit Stop LLC - Dickinson	29	Pony Express Shell - Bismarck	49	M&H Gas #33 (1st Ave W) - Williston
10	Marketplace Food & Drug (S. Broadway) - Minot	30	Albertson's #2028 - Williston	50	Cenex - Hazen
11	Broadway Marketplace Foods - Minot	31	Hornbacher's Express #2692 - Fargo	51	Dan's Sooper Stop - Jamestown
12	Cash Wise Foods #3043 - Minot	32	M&H Gas #34 (2nd Ave W) - Williston	52	Hugo's #9 - Jamestown
13	Patriot Fuels of Carrington - Carrington	33	Hugo's #8 (32nd Ave) - Grand Forks	53	Allied Energy/CENEX - Edgeley
14	Family Fare Supermarket #3125 (North) - Bismarck	34	Red Carpet/Superpumper #80246 (E. Main) - Bismarck	54	Hornbacher's Southgate #2687 - Fargo
15	Cenex C-Store - Jamestown	35t	Holiday Stationstore #189 - Devils Lake	55	Cash Wise Foods #3045 - West Fargo
16	Hornbacher's Village West #2693 - Fargo	35t	Cenex General Store - Dickinson	56t	Leevers Foods (North) - Devils Lake
17	Simonson Station Store #4 - Minot	37	Superpumper #80151 (E. Main) - Mandan	56t	On the Run/Superpumper #80140 (Tacoma Ave) - Bismarck
18	Simonson Station Store #3 - Grafton	38	The Hub Convenience Store #2 - Beulah	58	Cash Wise Foods #3049 - Jamestown
19	Cash Wise Foods #3044 - Dickinson	39	Red Carpet/Superpumper #80242 (Saratoga Ave) - Bismarck	59	May-Port Arco - Mayville
20	Enerbase North Hill Cenex - Minot	40	Westside Fuel - Williston	60	Regent Oil Co. - Regent