

THE GAMEPLAN

RETAILER NEWSLETTER OF THE SOUTH CAROLINA EDUCATION LOTTERY • MAY 2026 EDITION

Make Your Own LUCK

BEST PRACTICES

You can attract customers and good fortune to your store with the BEST PRACTICES in this issue. So give one, two or three of these simple techniques a try and see where it takes you.

Any one of these could be your lucky charm.



ASK FOR THE SALE

Don't be afraid to ask customers if they would like to try a lottery ticket.

This technique earns you new customers and introduces current players to new games. Plus, it's super easy to do. So, give it a try.



SMILE

Did you know that just a smile can impact your store's bottom line?

Wish players luck and always thank your customers for playing and congratulate winners. Customers remember excellent customer service.



KEEP 'EM FULL

An empty selling slot could cost you a sale. Keep your dispenser fully stocked. Activate and display new games to keep tickets fresh.



Q&A

When a player has a question, have the correct answer.

Players will frequent retailers who are knowledgeable about lottery games and promotions.

CASH Winning Tickets!



DATES TO KNOW

LAST DAY TO SELL

Wed., May 13: Corner Payout (#1620)

LAST DAY TO RETURN

Mon., May 4: Elf (1643) & 3 Times Lucky (1572)

Fri., May 8: Junior Jumbo Bucks (#1625)

Fri., May 15: 5 Star Wins (#1616)

LAST DAY TO CLAIM

Tues., May 5: Loteria (#1624)

Tues., May 12: Double Up! (#1641)

Tues., May 19: Lady Jumbo Bucks Crossword (#1623)



“SCEL COIN” DRAWINGS

Summer Beach Bundle (1 winner) – Draw Date 5/13

“SCEL COIN” ACHIEVEMENTS

May 1-31

Enter \$50 worth of any tickets

Enter \$5 worth of Pick 4

Enter \$10 worth of Mega Millions

Enter \$100 worth of \$20 scratch-offs

Enter 5 \$3 scratch-offs

Enter \$10 in Pick 3 & \$20 in Hit \$250

May 4-10, 11-15, 18-22, & 25-31

Enter \$10 in Palmetto Cash 5

Enter 5 \$2 scratch-offs

Community is at the Center of this Service Counter

Quick Corner of Sumter is more than just a stop for essentials, it’s a staple of the neighborhood defined by the personal touch of its owners, Bobby Patel and his wife. The dedicated duo has created an environment that feels welcoming from the moment you walk in. The shop is meticulously organized, with neatly stocked shelves and a bright, clean layout that makes it easy to find everything from a morning coffee to a quick snack.

The store is a local hub for lottery enthusiasts, boasting a dedicated area where players can check numbers or pick up their favorite scratch-offs. Bobby and his wife are known for exceptional service, greeting regulars by name and sharing a friendly word while processing tickets. This hands-on approach ensures that every transaction—whether it’s a high-stakes Powerball entry or a simple grocery run—is handled with a smile and a genuine sense of care.

The Patels have turned Quick Corner into a landmark for the community, where their presence provides a sense of security and consistency. It’s a testament to the impact a small, family-run business can have when the people at the helm are truly invested in their customers' experience.

- Christian Nance, Midlands LSR



NEW GAMES

Tuesday, May 5:



Tuesday, June 2:



THINK OUTSIDE THE BOX

Consider having lottery-supplied, custom window signage created and installed for your storefront. It looks great! Ask your LSR for details.



SET GOALS

Decide where you want your lottery sales to be a year from now. Plan with your staff a few strategies to make it happen. The best practices in this issue are a great place to start.

Celebrate accomplishments along the way.



RECOGNIZE WINNERS

Create a winning atmosphere.

Display winning tickets and winners' posters so your customers know that your store sells winning tickets. Lottery players want to buy their tickets at a "lucky" store.

SELL, SELL, SELL!

