

# TWO VIABLE WAYS FOR THE U.S. TO RAISE REVENUE

A Discussion of a National Lottery and  
Advertising on Dot-Gov Websites

*Honors Thesis Defended by Lisa Nelson  
4.13.12*

# AGENDA

- ⦿ National Lottery
- ⦿ Advertising on Dot-Gov Websites
- ⦿ Conclusion

# NATIONAL LOTTERY IN THE U.S.

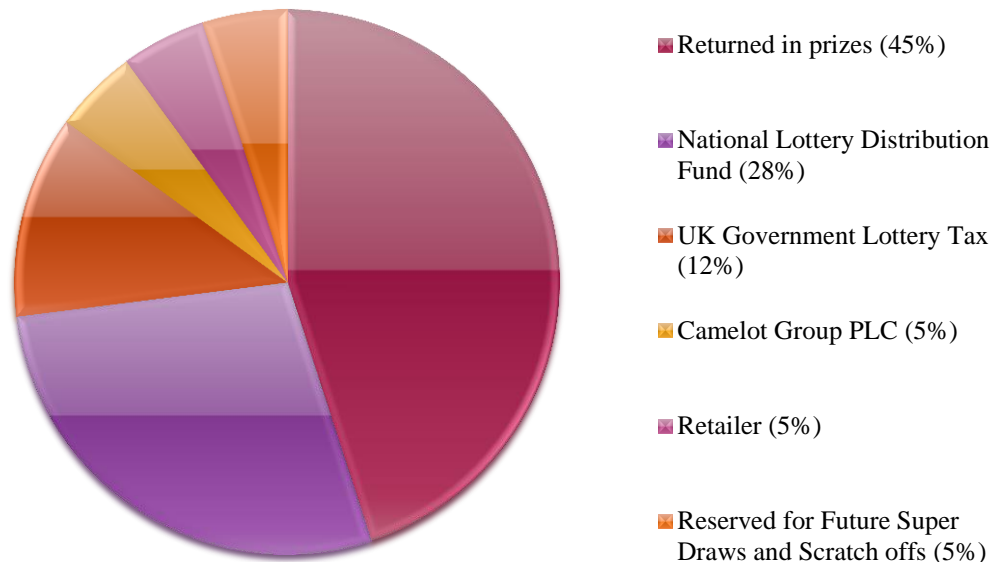
# HISTORY OF LOTTERIES IN THE U.S.

- Started in the 17<sup>th</sup> century in all British Colonies
  - Many different forms
- National lotteries failed
- Banned across states by end of 19<sup>th</sup> century
- Now in 42 states and Washington DC

# WORLDWIDE NATIONAL LOTTERIES

- UK, New Zealand, Canada, Australia
- UK lottery started by Camelot in 1994
  - Privately run
  - Email fraud

Figure 1.1 UK National Lottery Revenues



# POSITIVES OF NATIONAL LOTTERY IN THE U.S.

- ◉ Amount of possible revenue
- ◉ Voluntary
- ◉ Supported by states
- ◉ Ever evolving

# NEGATIVES OF A NATIONAL LOTTERY IN THE U.S.

- ◉ Social evil
- ◉ Hidden tax
- ◉ Semi national lottery
  - State lotteries

# ADVERTISING ON DOT-GOV WEBSITES



# POSITIVE OUTCOMES

- Revenue generator
- Advertising already on governmental owned property
  - Texas
- Need more money to update websites

# NEGATIVE OUTCOMES

- Reputation of government
  - Needs extensive regulations
  - Social implication
- Risk of malware

# WASHINGTON PILOT PROJECT

- ◉ WA State Ferries websites began advertising
  - Directs to dot-com website
- ◉ Expanding the project
- ◉ Strict regulations
- ◉ Other states have projects

# CONCLUSIONS

# NATIONAL LOTTERY ORGANIZATION

- ◉ Reduce national deficit
- ◉ Temporary and re-evaluated
- ◉ Format
  - Like lotteries today
  - Option on Tax Return

# DOT-GOV ADVERTISING

- ◉ Pilot Program
- ◉ Regulations
- ◉ Positive advertising
- ◉ Attractive to possible advertisers

QUESTIONS?