

BOWL FOR KIDS' SAKE

BOWLER FUNDRAISER GUIDE



Big Brothers
Big Sisters®

OF SOUTHWEST
LOUISIANA

**BOWL
AND
HAVE
AN IMPACT.
GET READY TO
START**

**GET STARTED
SOMETHING!**

**BOWL
FOR KIDS'
SAKE.**

**EVERY GAME
WILL BENEFIT
BIG BROTHERS
BIG SISTERS.
YOU'LL HAVE
A GREAT TIME
AND HELP KIDS
GET A CHANCE
TO STRIKE IT
BIG IN LIFE.
START
SOMETHING
NOW!**

Dear Bowler-Fundraiser,

Thank you for participating in Big Brothers Big Sisters of Southwest Louisiana's "BIGGEST" fundraiser...Bowl For Kids' Sake! Funds raised through this annual event allow us to serve hundreds of local children each year; and it's because of dedicated bowler-fundraisers like YOU that we are able to make a real difference for these youth in need of friendship and support. We couldn't do it without you!

Here's how the event works:



REGISTER ONLINE

RECRUIT TEAMMATES



COLLECT PLEDGES

CELEBRATE YOUR SUCCESS!



The following guide will walk you through each of the steps above, provide tips to fundraise online or offline, and help make sure you are well prepared to Bowl for Kids' Sake on Saturday, March 30th. If you have any additional questions, please contact bfks@bbbsswla.org.

See you at the lanes!

Erin Davison
Executive Director
Big Brothers Big Sisters of Southwest Louisiana



REGISTER ONLINE

Follow the steps below to register online for the 2019 Bowl For Kids' Sake and create your personal fundraising page. Registering online is very important as it secures your time slot, allows us to credit you with all funds raised both online and offline, and helps us track how close we are to reaching our event fundraising goal. If you have trouble registering, please contact bfks@bbbswla.org for help. Don't forget to write down your log-in info!

1. Visit www.bbbswla.org/events/bowl-for-sake/
2. Select the **GREEN** button "**Register Here**"
3. You can choose to log in with Facebook OR create a username and password. Remember to write it down so you don't forget!
4. Provide your information and select your bowling time.
 - You and your team will all bowl at the same time.
 - If you are not sure what time your team is bowling, contact your captain and select the option "I'm not sure" from the drop down menu.
 - If you would like to fundraise for Bowl For Kids' Sake but don't wish to bowl on May 30th, choose the "Virtual bowler" option from the drop down menu.
5. Choose to register as an individual, start or join a team, or start or join a company team.
 - If you want to register and fundraise but do not wish to bowl, select the register as an individual.
 - If you would like to register as a group of friends or family, select the 'start an individual team' option. If your team captain has already created your team, select 'join a team' and search for them on the following page.
 - If you would like to register as a group of colleagues or form teams as part of a company sponsorship, select the start a company team option. If your team captain has already created your team, select join a company team and search for them on the following page.
- 6a. If you are starting a team name, choose your team name, set your goal, and personalize your team page.
- 6b. If you are joining a team or after you have created your team page, personalize your own fundraising page.
7. Click the "create page" button and start fundraising!

Now You can Personalize and Manage Your Fundraising Page!!!

Refer to the links at the top of the screen to view and edit your page, send out emails encouraging others to support BBBS of Southwest Louisiana, and view reports about who has donated to you.

You can also copy the URL of your personal page and paste the link as a post on social media or in a separate email provider (gmail, yahoo, etc), encouraging others to support your efforts to bowl for kids' sake!

You can return to the event webpage at any time to log-in to your event fundraising page.

RECRUIT TEAMMATES



Each bowling lane fits up to 6 people – we encourage you to invite friends, family, co-workers or neighbors to participate on your bowling team. Teammates can register by visiting the event website and clicking “Register Now” and then selecting “join a team.” They will have to know your team’s name in order to complete search. You can also send them a link to your team page directly, where they will have the option to “join team.”

Here are the top 5 reasons why people should join your team:

It’s for the kids.

Most of us have had a coach, teacher, or mentor who made a difference in our lives, but many of our local youth don’t have access to the same opportunities and lack support from positive role models. Your participation in the Bowl for Kids’ Sake helps us find mentors for kids often growing up in poverty, with a single-, foster-, or incarcerated-parent. Our professionally- trained mentors and our volunteers inspire these kids to dream big and achieve what they never thought possible.

Giving back feels good.

Companies that invest time in their community have more engaged and happier employees. Helping others benefits everyone involved.

Team spirit competitions.

Because we all know Southwest Louisiana loves a party.

No bowling skills required.

You don’t have to be a good bowler to participate... the event is more of a party than a competition with food, music, and bowling fun.

Prizes.

We’ve got lots of prizes for our fundraisers, big and small.



COLLECT PLEDGES

The minimum fundraising goal to participate in the Bowl For Kids' Sake is \$180 per team, but we encourage our bowlers to aim big and set their goal for \$100....that's only \$10 from 10 people! There are two ways to collect pledges: on-line and off-line. Or, do a combination of both! All money raised on-line and off-line will be credited to your personal fundraising page. You can also bring donations on the day of the event or drop off cash or checks at our office.

OFF-LINE DONATIONS

- You will still need to set up a personal fundraising page by following the directions on the previous page. Registering online secures your time slot and allows us to credit you with all funds raised both online and offline, and helps us track how close we are to reaching our event fundraising goal.
- Visit our website to download a pledge sheet. We have also included a pledge sheet at the back of this packet. Use this to track all money raised off-line.
- Pass the pledge-sheet around your office, ask your family to sponsor you, or ask friends to make a cash/check contribution. Whether you hold a bake-sale of a chili cook-off, there are many ways to raise funds off-line!
- Turn in pledges sheets with the donations you collected to the BBBS office. Our staff will credit your page with the money raised. You can also turn in funds on the day of the event.
- Make sure to thank your donors!

ON-LINE DONATIONS

- If you have followed the guide above, you have now set up a personal fundraising page. Personalize this page by adding photos or text. Or, use the page that is already set up for you.
- Share your page with friends and family via email or social media and ask them to support your efforts to "Bowl for Kids' Sake" – every dollar makes a difference!
- To send an email via the website: log-in to your homepage and click "send emails" - enter the email addresses you want to send it to. You will have the option to edit the email or to use the email that is already set up for you.
- To send an email through your personal/work email account: log-in to your homepage and click "view personal page" – copy the html link and insert into other email provider
- To post your page on a social media account, simply copy the html link into your status box with a message encouraging people to support your efforts
- Track donations through your event HQ.
- Make sure to thank your donors!

CELEBRATE YOUR SUCCESS!



Now it's time to Bowl For Kids' Sake and celebrate your team's success! We will send pre-event logistics via email in the weeks leading up to the event.

On behalf of the children and mentors we serve at Big Brothers Big Sisters of Southwest Louisiana and all of our staff and board members, THANK YOU for bowling for our kids' sake and helping change so many lives!



 **Big Brothers Big Sisters.**
OF SOUTHWEST LOUISIANA

B  **OWL** For Kids' Sake

