



Fundraising Tips!!!!

Thank you for being a part of Big Brothers Big Sisters Central Arkansas' mission! Your participation in Bowl for Kids' Sake is very important to the youth of our community. Every dollar raised stays in our area and benefits our youth!

We are asking each fundraiser to raise a minimum of \$100 to support Bowl for Kids' Sake. But Bowl for Kids' Sake isn't just about raising the minimum amount—after all, the more you raise, the more children we can match with Big Brothers or Big Sisters. As the chart below shows, raising more than the \$100 minimum is easy—if you take the steps below!

How to Raise \$150 in 5 Days!

Day 1 Start it off with your own \$20	\$20
Day 2 Ask 3 family members for \$10	\$50
Day 3 Ask 3 friends for \$20	\$110
Day 4 Ask 2 neighbors for \$10	\$130
Day 5 Ask 2 co-workers for \$10	\$150!

See the next pages for additional ideas!!!!



10 Ways to Have Fun and Raise Money for Big Brothers Big Sisters!

1. Relax and realize how EASY it is! For last year's Bowl for Kids' Sake, the average bowler raised \$150 just by asking friends and family to donate.

2. Get competitive! Challenge your co-workers to a friendly competition over who can raise the most money.

3. Email your friends and family (twice). Let them know why you're bowling to support Big Brothers Big Sisters and ask them to send a check to you or directly to Big Brothers Big Sisters of Central Arkansas. Why are you bowling?? Big Brothers Big Sisters matches caring adults with children in our area can produce some BIG-TIME results. Statistically:

- 95% of Littles report increased **social acceptance**
- 84% of our Littles report improved **grades**
- 46% of our Littles report improved **school attendance**
- 96% of Littles report that they are less likely to engage in **risky behaviors** (smoking, alcohol, drugs, truancy, violence)

Other outcome measures demonstrate that spending 4-6 hours a month with a child helps them excel academically, make better decisions, develop youth leadership skills, and build lifelong personal and professional relationships. Many studies have proven the effectiveness of Big Brother Big Sisters. You can start something BIG just by bowling!!!!

4. Start a team of other coworkers, students or friends to join you and bowl, make it a group effort.

5. Facebook your friends and provide a link to online donation!

6. Ask us for help! We're here to encourage you, motivate you and make this fun!

7. Think about the children you'll be helping. Think about the nearly 200 kids we've served this year and the hundreds of kids on our waiting list we plan to serve in the future. Behind each number, behind each dollar, is another child who can benefit from a Big Brother or Big Sister mentor in his/her life.

8. Be a champion! Not a champion BOWLER, but a champion within your company and/or community. Encourage other people to get involved too.

9. Think about the friends that you've donated to (for walks, fundraisers, etc.). It's their turn to support you!

10. Remember that it's not about bowling; it's about raising money and having FUN to help kids. These kids are your neighbors, your children's classmates or even your future employees. Here's your chance to become a part of something BIG.



Other Proven Fundraising Ideas...

Baby Face - Ask employees to bring in a childhood photo. Create a display and charge a fee for people to make a guess. Give winners a donated prize.

Bake for Kids' Sake - Every company has its premier "bakers!" Ask them to make one of their fantastic treats and host a bake sale one morning.

Bowl with the CEO - Engage your company's leadership. The top 7 fundraisers get to bowl with the boss at Bowl for Kids' Sake. Or, maybe start an Executive Challenge? VP vs. VP...or Staff vs. Executive Team...
Cafeteria Day - Ask your in-house caterer to donate a portion of one day's proceeds to your Bowl for Kids' Sake effort.

"Change for Change" - Set up coin collection containers to collect loose change. It's also a great way to educate kids about the power of giving; consider having a Change for Change collection in the classroom.

Day Off - How about rewarding the top fundraiser with a day off?

Department Challenges - Marketing vs. Sales...IT vs. Accounting...Let the trash-talking begin!

Jeans Day - Charge \$5 for the chance to wear jeans on a designated Friday. For those bargain hunters, maybe \$20 buys you 5 weeks!

Potluck Lunch - Test your culinary skills with a potluck lunch! Pick a day and have people bring in a favorite dish. Set up your spread in a high-traffic area, promote with emails and flyers and charge \$5-\$10 for lunch.

Sports Tournaments - Whether you are into basketball, softball, football or prefer pool and poker, set up a fun tournament with the entry fee going to BBBS.



Top 10 Fundraising Tips:

Rallying your friends, family, and colleagues for donations can be fun and easy—and this guide has the fundraising tips you need to become a successful fundraiser.

- **Start early and personalize your asks.** Utilize your personal, professional and community networks.
- **Be persistent:** The people you know want to support your Bowl for Kids' Sake fundraising. Some of them might need to be reminded 2 to 3 times.
- **Set a Goal!** You cannot hit a target you don't see.
- **Host a fundraiser:** You can raise money in any way you want to raise money. A Jean or Sweatpants Day at work, a bake sale, a fundraising challenge, etc... Get creative and host a fundraiser to spread the word and bring home the awards.
- **Break it down:** ask 10 people for \$10.00.
- **Don't be afraid to ask.** Be clear and concise and ask for a specific dollar amount.
- **It's true: every dollar helps.** Although we encourage you to ask for donations of \$50 or \$25, no donation is too small. Whether it's \$5, \$10, or \$100...what's important is getting people to support Big Brothers Big Sisters!
- **Create an online fundraising page** at <https://give.bbbsca.org/campaign/bowl-for-kids-sake-central-arkansas/c416471> to post and promote your fundraising efforts to friends and family on social media. Be sure to personalize. People want to know why you are participating in Bowl for Kids' Sake.
- **Involve family and friends in your fundraising.** Share these tips with them and see if they can ask their own friends and colleagues to support your fundraising effort.
- **Thank Donors!** Big Brothers Big Sisters is very appreciative of every dollar raised. Please remember that as a Bowl for Kids' Sake participant, you are an ambassador of Big Brothers Big Sisters. We sincerely appreciate your help in engaging the community and continuing our efforts to make people feel good about their connection to our work.



Social Media Works...

Message One (after creating your B4KS page) – I've registered for Bowl for Kids' Sake supporting Big Brothers Big Sisters of Central Arkansas' mission to ignite the promise and power of youth. Join me as a defender of potential. I'm involved with BBBSA because [your reason] and you can help me reach my fundraising goal by making a donation here [personal or team fundraising page]

Message Two (leading up to Bowl for Kids' Sake) – I'm supporting Bowl for Kids' Sake supporting Big Brothers Big Sisters of Central Arkansas because 100 percent of the proceeds will go directly to shaping the lives of the children and their families. This is BIG. Visit my webpage at [individual or team fundraising page].

Message Three (halfway to goal) – I'm almost to my goal! I only need \$X more to reach it. STEP UP BIG and help me reach my goal. Visit my page and make your donation today at [your team or personal fundraising page]

Message Four (Week of Bowl for Kids' Sake) Bowl for Kids' Sake is this week! This is the home stretch. Join my efforts by making a donation! I'm excited to be a part of the event this year and create big-time results for the young people of Central Arkansas.

Message Five – I am thankful for everyone's generosity. With your help, I have raised [\$] to support Bowl for Kids' Sake and won't stop raising money until October 29, 2022, at 11:59 pm.



Email and Text Messages Work Even Better...

Here is a good starting point:

Once you register – Personally email 5-10 contacts that you are pretty sure will make a donation. That way you can create some momentum before reaching out to others.

Week 1 – Send an email to your next circle of friends and family.

Week 2- Send an email to everyone in your network.

Tips for Writing an Email that produces BIG Results:

- Explain your WHY and Bowl for Kids' Sake
- Tell your potential donors that 100 percent of the money raised for Bowl for Kids' Sake will help children and families who participate in Big Brothers Big Sisters of Central Arkansas' mentoring programs.
- Write for your audience- this might mean three different messages for three different sets of people. But sounding like yourself will always have better results!
- Always include the link to your personal or team fundraising page

Sample Email:

Dear Supporter,

On October 29th every dollar matters!

I'm a proud supporter of Big Brothers Big Sisters of Central Arkansas and its mission to ignite the potential and promise of youth.

Big Brothers Big Sisters is important to me. [Insert Reason] I'm asking you to join me in defending potential by making a donation to help me meet my personal goal of [insert amount and link to personal fundraising page]