



## **Fundraising Tips!!!!**

Thank you for being part of Big Brothers Big Sisters of the 7 Rivers Region mission! Your participation in Bowl for Kid's Sake is very important to the youth of our community. Every dollar raised stays in our area and benefits our youth!

We ask each Bowler to raise a minimum of \$120 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 \$120 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	<b>\$150!</b>

**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 our regional 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 the 7 Rivers Region. Why are you bowling?? Big Brothers Big Sisters matches caring adults with children in our area and it works!!! Statistically:

- 68% of our Littles report increased **social acceptance**
- 62% of our Littles report improved **grades**
- 46% of our Littles report improved **school attendance**
- 92% of our Littles report that they are less likely to engage in **risky behaviors** (smoking, alcohol, drugs, truancy, violence)

Other outcome measures demonstrate that spending 1-2 hours a week with a child boosts confidence, decreases bullying and as adults they are confident and caring individuals. Many studies have proven the effectiveness of Big Brothers Big Sisters. You can start something 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 600 kids we served last year and the many more kids 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.



## Tips for fundraising:

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, profession and community networks.
- **Involve your kids!** Teach philanthropy early with something as simple as a lemonade stand or a bake sale.
- **Include a fundraiser with a garage sale or other activity you're involved in.**
- **Break it down:** ask 10 people for \$12.00.
- **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://www.firstgiving.com/7riversbbbs/> to post and promote your fundraising efforts to friends and family on social media.
- **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.