

FUNDRAISING TOOLKIT



CHECKLIST TO SUCCESS

☐ CHECK OUT

the Bowl for Kids' Sake website at bowl-big.org.

☐ REGISTER TO MAKE AN IMPACT.

You can either "Register" yourself as a bowler or "Start a Team." Building a team is a great way to get your friends together to have a blast while giving back.

☐ SET YOUR GOAL.

Setting your team and/or personal goal will encourage friends and family to help you raise funds.

☐ SPREAD THE WORD.

Send a message to your colleagues, friends and family with a link to the website and ask them to get involved. Talk about why you want to support Big Brothers Big Sisters of Central Ohio. Maybe even host a fundraising activity, like an informational happy hour!

☐ CHECK YOUR PROGRESS

by going to bowl-big.org. Click on "What's Happening" and then click "Leader Boards" to find the top participants, top individual and top team. Or, visit your team page!


☐ GET READY TO BOWL.


Check back for your bowling time slot so you know when to head to Columbus Square Bowling Palace on Saturday, March 2, 2024. This is where we come together to celebrate your fundraising efforts!








FUNDRAISING TIPS


 **HAVE YOU PARTICIPATED** in Bowl For Kids' Sake before? Ask your former donors and teammates to get involved! If someone donated to your team before, it's very likely that they'll donate again if you ask. If you want to see a list of your old teammates or donors from a past Bowl for Kids' Sake event, just let us know. Send an email to acampolito@bbbscentralohio.org to request your past donors.


 **REMEMBER THE CAUSE!** Big Brothers Big Sisters of Central Ohio helps defend the potential of kids right here in our community by matching them with caring, adult mentors. When matched with a Big, Littles are more likely to graduate high school and college, are less likely to use drugs and alcohol and report having higher self esteem. Use this information to help potential donors understand more about the cause behind the event — they'll be more likely to donate!


 **PERSONALIZE YOUR WEBPAGE.** Personalizing your fundraising webpage is easy and fun. Participants who use their personalized webpage to raise funds typically raise more money because it's easy to donate with a credit card online. Get started by logging in at bowl-big.org.


 **USE YOUR SOCIAL MEDIA.** Your personalized webpage can be connected to your social media to help broaden your reach. Thank your donors publicly on social media to generate buzz, and make sure to share your fundraiser with your friends, too!


 **ASK ABOUT COMPANY MATCHES.** Many companies will match an employee's contributions to a charity. Ask your HR department to see if your company has a company match program, and if so, how you can participate. If they do, you could reach your goal even faster! You can enter matching gift amounts as offline donations on your webpage to keep track of your total in real time.

 **AIM FOR DONATIONS OF \$15 OR HIGHER.** The quickest and easiest way to meet a \$150 goal is to ask 10 people to donate \$15. If you make a personal donation of \$15 first, it will help show that you are not asking anyone to give to something you aren't giving as well.

 **TELL YOUR PERSONAL STORY.** Use your fundraising page to answer the question, "Why do you support Big Brothers Big Sisters?" Tell your potential donors about any amazing outcomes and personal experiences you may have had with BBBS or your own mentor. People are more likely to remember and donate to a cause when there's a story to go along with it!

 **PLAN A FUNDRAISING EVENT.** Get your friends, family and neighbors together for some fun! Host a happy hour, trivia night, delivery dinner party, cooking class, etc.

 **JUST ASK!** Text, call, e-mail and ask around. Bowlers have a lot of luck by simply asking around their office or neighborhood to support them with a donation. Example: A \$20 donation to BBBS is as simple as ordering one fewer coffee a week for one month.

 **ASK FOR HELP.** We are here to support your team! Email events@bbbscentralohio.org or call with any questions or concerns.

SPREAD THE WORD ON SOCIAL MEDIA

ASK YOUR FOLLOWERS TO JOIN YOU

- Post a selfie and share about Bowl for Kids' Sake in the caption.
- **DOWNLOAD THIS IMAGE** to share to your page.
- Or, post a carousel with a selfie as the first slide and this image as the second slide!



SAMPLE CAPTION:

I'm participating in Bowl for Kids' Sake to raise funds for @bbbscentraloh. Why?
[Explain why the cause is important to you here.]

Join me in making an impact! You can join my team or register as an individual.
Learn more at Bowl-Big.org.

#BFKS2024

TAKE THE BIG IMPACT CHALLENGE

Did you have a mentor growing up who made a BIG impact in your life? Who was it, and how did they inspire you? Post a photo or video, tell your story and tag your friends to pass along the challenge!

SAMPLE CAPTION:

I'm participating in the #BIGImpactchallenge

[Share your story about the mentor(s) that impacted your life]. That's why I'm proud to be fundraising for Bowl for Kids' Sake to benefit Big Brothers Big Sisters of Central Ohio! @bbbscentraloh empowers children to achieve by matching them with caring, adult mentors.

Will you join me in supporting Central Ohio youth? Even the smallest donation can make a BIG impact. [Insert your fundraising page link here or Bowl-Big.org.]

#BFKS2024



THANK YOU

FOR DEFENDING THE POTENTIAL OF YOUTH

WE'RE HERE TO HELP!

Contact Mandy Campolito at acampolito@bbbscentralohio.org or 614-839-2447 ext. 168 for support.

FOLLOW US ON SOCIAL!

