

PARTNERSHIP TOOLKIT



CHECKLIST TO SUCCESS

- ☐ **CHECK OUT** the Bowl for Kids' Sake website at bowl-big.org
- ☐ **REGISTER YOURSELF AS A BOWLER.**
Signing up as Company Coordinator does not give you a personal fundraising page, so you will need to either "Start a Team" or "Join a Team" with your company.
- ☐ **SET YOUR GOAL.**
Setting your team and personal goal will encourage donors to help you raise funds.
- ☐ **ASK IF YOUR COMPANY WILL MATCH FUNDS**
raised by employees or talk with HR to see if they can offer a special incentive prize (day off to your top earner, small gift cards, free coffee delivery, etc.).
- ☐ **SEND A RECRUITMENT EMAIL**
to everyone in your company with a link to the website (don't forget family and friends too).
- ☐ **ASK PEOPLE FACE-TO-FACE (OR ON ZOOM!) TO PARTICIPATE.**
Bowl for Kids' Sake is a great team-building activity and morale booster!
- ☐ **RECRUIT AT LEAST THREE FUNDRAISING TEAM CAPTAINS.**
Remember: You only have to recruit Team Captains, not the whole team! Let Team Captains recruit their own bowlers.
- ☐ **HOST AN INFORMATIONAL HAPPY HOUR.**
Invite your friends virtually or in person for some info on BFKS and why you support Big Brothers Big Sisters of Central Ohio.
- ☐ **CHECK YOUR ORGANIZATION'S 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!





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.

10 EASY FUNDRAISERS TO HELP REACH YOUR GOAL

1 PLAN A BFKS STAFF KICKOFF PARTY (virtual or in person) with a trivia contest, and reward the winner by having your company cover their registration fee.

2 HOST A HAPPY HOUR with a door fee.

3 Hold a weekly **50/50 RAFFLE**.

4 SET UP TIP JAR WARS.
Examples: Apple vs. Android, Coffee vs. Tea, Sweet vs. Savory, etc.

5 PLAY TV GAME SHOWS and charge an entry fee.
Examples: Family Feud, Jeopardy, Minute to Win It and Double Dare. Create teams and encourage team members to hype up the event all week.



6 HOST AN ONLINE AUCTION with items that encourage staff to bid BIG. *Examples: The parking spot closest to the building, weekly lunch delivery via DoorDash, monthly ice cream subscription box, gift cards (Amazon, DoorDash, Uber Eats).*

7 HOST PENNY WARS between departments.

8 Host an afternoon **DELIVERY SNACK CART.**

9 SET UP A COFFEE AND HOT CHOCOLATE BAR, and charge a fee for drinks and delivery.

10 HOST A PARKING LOT FOOD TRUCK RALLY and charge a fee or ask the trucks to donate a portion of their proceeds.

SPREAD THE WORD ON SOCIAL MEDIA



SAMPLE CAPTION:

We just launched our Bowl for Kids' Sake fundraising campaign to benefit Big Brothers Big Sisters of Central Ohio! @bbbscentraloh empowers children to achieve by matching them with caring, adult mentors.

Will you help us defend the potential of Central Ohio youth by contributing to our campaign? *[Insert your fundraising page link here.]*

#BFKS2024

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SAMPLE CAPTION:

We aim to raise [\$X amount] for Central Ohio youth through Bowl for Kids' Sake. We're still looking for a few more donations to help us reach our goal! Will you join us in supporting Big Brothers Big Sisters of Central Ohio? Visit *[Insert your fundraising page link here.]*

#BFKS2024

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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!

    @BBBSCentralOH

