

BOWL For Kids' Sake



BOWLER FUNDRAISING GUIDE



It takes Little to be Big!



potential
community
GOVERNMENT
GIVE
together, we are defenders of potential
BIG BROTHERS
BIG SISTERS
CARING
school network
confidence
service
CHANGE
meaningful
VISION
friendship
homework
PARENTS
LITTLES & BIGS
FRIENDS
higher aspirations
youth
educational
success
OUTCOMES
heart
HONOR
school based
ACADEMIC
ACHIEVEMENT
community based
differ
SMILES
growth
actions
EMPOWERMENT
COMPASSION
listening
champions
BOWL FOR
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Welcome, Bowler!

Thank you for participating in Big Brothers Big Sisters of Bartholomew County'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



COLLECT PLEDGES

RECRUIT TEAMMATES



CELEBRATE YOUR SUCCESS!



The following guide will walk you through each of the steps above, provide tips to fundraise on or offline, and help make sure you are well prepared to Bowl for Kids' Sake on Saturday, March 1st or Sunday, March 2nd.

Sincerely,

Kelly Backmeyer





REGISTER ONLINE

Follow the steps below to register online for the 2025 Bowl for Kids' Sake event, 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 on and offline, and helps us track how close we are to reaching our event goal. Don't forget to write down your log-in info! If you have trouble registering, please contact Karina Willats at karina@foundationforyouth.com for help.

- Visit <https://foundationforyouth.salsalabs.org/bfks25/index.html>
- Select the **BLUE** button "**Register**" and click "**add to cart**".
- Select the appropriate option - "**Me**" or "**Someone Else**" - and click "**Next**"
- Fill out the requested information:
 - Please note: If joining a team, you will select the team name from the drop-down.
 - If creating a new team, you must enter a team name. This is the name that others will use when joining the team.
 - When selecting time slots, please choose two different time slots. This will help us ensure you have a time slot that works best for you.
- Select "**Next**"
- If you would like to purchase an additional t-shirt, select "**Add**". Otherwise, select "**Next**".
- Choose to connect your Bowl for Kids' Sake account to Facebook or create a username and password for future access.
- Sign waiver and enter fundraiser information, including fundraising goal.
- Confirm details of registration.
- Click "**Submit**" to finalize registration.

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, 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.

Return to the event webpage at any time to log-in to your event fundraising page.

RECRUIT TEAMMATES



Each bowling lane fits up to 5 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 to Bowl for Kids' Sake**" and selecting "**Join a Team**". Teammates will be required to know your team's name in order to complete the search. You can also send them a link to your team page directly, where they will have the option to "**Join our Team**".

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

ITS 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 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 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.

PRIZES

We've got lots of prizes for our fundraisers, big and small!

NO BOWLING SKILLS REQUIRED

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

TEAM SPIRIT & COMPETITION

Who doesn't like a little friendly competition - especially for a good cause!!



COLLECT PLEDGES

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

OFFLINE DONATIONS

- You will 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 on and offline, and helps us track how close we are to reaching our event goal.
- Use the attached pledge sheet to track all money raised offline.
- 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 or a chili cookoff, there are many ways to raise funds offline.
- Turn in pledge sheets with the donations you collected to the FFY 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 you thank your donors!

ONLINE DONATIONS

- If you have followed the guide, you have now set up a personal fundraising page. Personalize this page by adding photos or text. Or, use the pre-populated template.
- Share your page with friends and family via email or social media asking them to support your efforts to Bowl for Kids' Sake - every dollar makes a difference.
- To send an email through your personal/work email account, log into your homepage and click "view personal page" - copy the HTML link and insert it into the body of your email.
- To post your page on social media, simply copy the HTML link into your status box with a message encouraging people to support your efforts.
- Track donations through your event homepage.
- Make sure you thank your donors!

CELEBRATE YOUR SUCCESS!



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

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





CHECK LIST FOR SUCCESS

EXPLORE THE BOWL FOR KIDS' SAKE WEBSITE

<https://foundationforyouth.salsalabs.org/bfks25>

CHECK YOUR PROGRESS BY VISITING THE WEBSITE

Look at the "Leader Board" to see the top participants! You can also visit your personal team page.

REGISTER AS A BOWLER

Start or join a team with your company, family, or friends.

SET YOUR GOAL

This helps supporters help you reach your goal.

HOST A HAPPY HOUR TO SHARE INFORMATION

Invite your friends to hear more about BFKS and why you support Big Brothers Big Sisters.

SEND A RECRUITMENT EMAIL

Email the link to your fundraising page to all your contacts.

RECRUIT OTHER PEOPLE TO CREATE TEAMS

ASK YOUR COMPANY TO MATCH YOUR FUNDRAISING EFFORTS

Many businesses will offer to match employee fundraising efforts.

MEET THE COMMITTEE



KELLY BACKMEYER
BBBS Program Director



KARINA WILLATS
FFY Chief Development Officer



ALYSSA DEVONISH
BBBS Enrollment &
Marketing Specialist



DANIELLE NICKERSON
Committee Member



JEFF ZIKE
Committee Chair



BELLA NICKERSON
Junior Committee Member



JEFF BACKMEYER
Committee Member



JERRIE POSEY
Committee Member



THOMAS HOBBS
Committee Member



TYLER NICKERSON
Committee Member



THIS COULD BE YOU!
Committee Member

For questions regarding Big Brothers Big Sisters, please contact Kelly Backmeyer at kelly@foundationforyouth.com.

For questions regarding the event or sponsorship information, please contact Karina Willats at karina@foundationforyouth.com.