

# BOWL FOR KIDS' SAKE

## *Fundraising Tips*

*All of these tips and suggestions are from past Bowl for Kids' Sake participants and what has been successful for them.*

### **Start Early & Personalize the Emails**

- "Starting early is really important, I'd bring it up in conversation periodically and ask if they'd like to donate. Also, send out personal e-mails rather than a mass e-mail." - Grady Richartz (Greater Menomonie Area Young Professionals)
- "Make the email you send out to your friends and family personalized. Start with the template Big Brothers Big Sisters gives you and make it unique to yourself."

### **Don't be afraid to ask**

- "We contact friends, family, co-workers and people we work with outside of the office on a daily basis (attorneys we work with). We keep thinking of new people and ask anyways. You can't be embarrassed about it. If they don't (give), they don't (give)." -Yvonne Kraimer (Eau Claire County)
- "Ask everyone you can. The worst answer you can get is a no, and you never know if you don't ask! Make sure and tell them it's for a good cause and they usually give at least what they have available."
- "Talk to people about Big Brothers Big Sisters and people you know who are or have been Bigs and share their experiences. Then offer them the opportunity to support your efforts." - Kirk Hendrickson (Xcel Energy)
- "We called our vendors and asked them to team up with us to raise money. We feel that we give our vendors a lot of money during the year and hopefully they will give back a little."
- "I offered folks an 'opportunity' to be a part of making a difference in kids' lives here in our area by donating to a great cause and told them about how the funding works, why it is so important, etc."

### **Team communication is key**

- "We get our team together in advance to plan a theme and costumes for the event. We did things to raise funds individually and as a group. In the past, we've put a change jar around the office (by the vending machine for extra change), brought in baked goods so people could donate money in exchange for them, and we also put up flyers on bulletin boards and then a big thank you note after the event." -Kristy Martin (Nestle)
- "Encouraged my team mates to use the online system and sent a few emails to motivate my team to keep on raising money. The prizes at the \$1,000 level helped me motivate my team."
- "Set up an incentive. Do not procrastinate on fundraising. Communicate more within a team and talk about who has fundraised what so your team knows how much money you are raising as you go. (So it is not a shocker at the end, like 'oh man we could have raised \$50 more each to get \$1,000.)"

### **Do small fundraisers at work**

- "Bake sale and raffled off baskets."
- "Penny war and jeans days."
- "We held a great fundraiser at work. Jeans for a day cost \$5, breakfast for a day costs \$5, but if you do both we discounted to \$8."
- "We did a March Madness Men's Basketball Bracket Challenge. Charged people \$10 to enter the bracket (\$5 to Big Brothers Big Sisters and \$5 to the winner's pot." - John Englund, WESTconsin Credit Union
- "Pie smash contest. Put our teams photos up with a donation box for each and who raised the most money gets a pie in the face."
- Raise money to have a co-worker, boss, or someone at work do something funny (i.e. dance, pie to the face, dress up funny, etc.)

### **Include a fundraiser with a garage sale or other activity you're already doing**

- "My team had a bake sale at a garage sale my fiancé and I were having. You would be surprised how many people wouldn't buy stuff, but they would buy treats or leave a donation!" - Brooke Seal (Sacred Heart)

# BOWL FOR KIDS' SAKE

## Break it Down

- "Be persistent! I emailed friends and family weekly (as well as posted via Facebook) with my progress and how much I still needed to get to my goal. I also broke my total goal down into smaller pieces. i.e. my goal was \$250, so I said I only needed 10 people to donate \$25 or 25 people to donate \$10."

## Online Fundraising

- "Set up the account online and email your family, friends, and work associates—then send out thank you's and send the entire group a couple of reminders."
- "Post weekly on Facebook asking for donation and stating how much you've raised/need for the goal."

## Be Competitive

- "Make it a friendly competition. It gets everyone involved."

## Host a fundraising event with your team to raise money! Some ideas are:

- *Hold a concert at a local bar*—Ask a local band to donate their time and charge a cover charge and use the proceeds for your team.
- *Wii Bowling Tournament*—Charge an entry fee and give a portion of the fees to the winner and keep the rest as a donation for your team.
- *Car Wash*
- *Guitar Hero or Rock Band Competition*—Charge an entry fee and the winner receives a portion of the entry fee.
- "We sold bead and stickers for St. Patrick's Day to people out celebrating." - R. Carlsrud

## Sell something at work/school. Some ideas are:

- Paper bowling pins
- Candy
- Baked Goods
- Jewelry or other homemade crafts
- Cards
- 'Make your own' Ice Cream Sundae
- Walking Tacos
- Chili Feed
- Soda, Water or Juice (i.e. charge \$1.50 per bottle and keep the proceeds for a donation to your team)

**Make a large thermometer with your team's goal on it.** Update it as you raise money. This is a great way for everyone to see how close you are to your goal.

## Host a unique sports event.

- *Power Puff game*—Spectators pay a small donation.
- *Small basketball tournament*
- *Tennis tournament*

## Create unique shirts for your team and 'sell spots' on your t-shirts.

For example, for every \$25 received you'll list someone's name on your shirts and for every \$100 donation they will get their name twice as big.

## Serve Lunch/Breakfast

Cater in (or have your team members each make something) and sell 'meals'. Charge enough to cover your costs and earn money for your team. Some examples are:

- *Chili*—team members could donate the costs of the supplies, bread, crackers, and condiments (by splitting up the costs) and charge \$5-8 per person.
- *Burrachos, Famous Dave's, etc.*—Bring in a special treat. Cover the cost per person for the catering and add additional on for the donation.