

2024/

# CAPTAIN'S PACKET



# BOWL FOR



*Holiday Extravaganza*

# KIDS' SAKE

presented by

**SCHEELS**

/ Learn more at [bbbsnw.org/BFKS](https://bbbsnw.org/BFKS)

# 2024

# BOWL

For  
Kids'  
Sake

*Holiday Extravaganza*



## CAPTAINS INTRO & EVENT DATES

So you're committed to Bowl for Kids' Sake, but you're thinking, what's next? It all starts with the Captain. The first step in getting your team going is identifying the person who is willing to give a little more effort to get you going. The person who can help get information out to the rest of the team. The person we can turn to if we have any questions about your team. **The Captain.**

First things first, you'll need to pick your shift, your teammates, your team name, and figure out what costumes you'll wear - yes - this is a costume party. When those things (or most) are figured out, you're going to set up some custom fundraising websites!

Now, a few tips on how to make the most of your Bowl for Kids' Sake experience:

- We ask each bowler to strive to raise at least **\$100** - this covers costs & helps us reach our goal!
- The more you raise, the more we all win! (*but we also have a bunch of great prizes for you too*)
- Your Funraise page is your friend. Make it personal to you and share it via all the socials.
- The following pages are meant to give you an idea of what to expect and how to get started.
- **Can't find an answer? Reach out!** We're happy to help. Call 715-835-0161

**CHIPPEWA FALLS** @ *Gjibwa Bowling Lanes*

**Friday, April 19<sup>th</sup>**

5:30-7:30 Pm & 8:00-10:00 Pm

**MENOMONIE** @ *Broadway Bowl*

**Friday, April 26<sup>th</sup>**

6:00-8:00 Pm

**EAU CLAIRE** @ *Wagner's Lanes*

**Thursday, May 2<sup>nd</sup>**

6:00-8:00 Pm

**Friday, May 3<sup>rd</sup>**

5:30-7:30 Pm & 8:00-10:00 Pm

**Thursday, May 9<sup>th</sup>**

6:00-8:00 Pm

**Friday, May 10<sup>th</sup>**

5:30-7:30 Pm & 8:00-10:00 Pm

**RIVER FALLS** @ *St. Croix Lanes*

**Thursday, May 16<sup>th</sup>**

6:00-8:00 Pm

**HUDSON** @ *Hudson Bowling Center*

**Friday, May 17<sup>th</sup>**

5:30-7:30 Pm & 8:00-10:00 Pm

[bfks2024.funraise.org/](https://bfks2024.funraise.org/)







## FUNDRAISING CHALLENGES



So what are the categories?  
Here they are ↘

The team challenges are an extra way to add some competition into Bowl for Kids' Sake! Do you have a 'rival' club or maybe it's the bank across town? Maybe you don't have a rival per se but you kick butt at fundraising. Whatever your motivation, we want to recognize the groups with the best fundraising strategies. Winners of each category will get a plaque to hang for a year and all the bragging rights that come with it!

If you've bowled with us in the past, you probably know a little something about our team challenges. All categories compete across regions, so if your business spans several cities, you can roll all of your teams into one challenge.

If you want to know more about team challenges, reach out!

**College + Education**  
**Financial Institutions**  
**Friends + Family** *(By Team)*  
**Health Care**  
**Large Business** *(>50 employees)*  
**Small Business** *(<50 employees)*

For questions, please contact  
**Cherity Nelson or Kim Munsch**  
 at (715)-835-0161 or [info@bbbsnw.org](mailto:info@bbbsnw.org)

# 2024

# BOWL

For  
Kids'  
Sake

*Holiday Extravaganza*



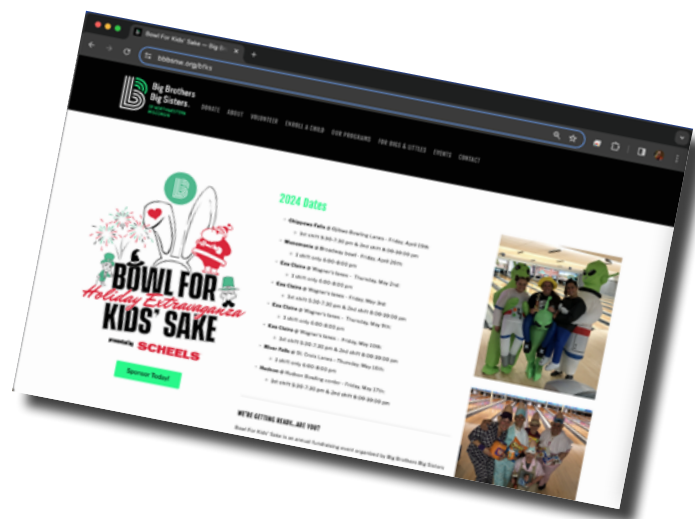
## HOW TO REGISTER YOUR TEAM IF YOU'VE USED THE FUNRAISE PLATFORM WITH US BEFORE (SINCE 2020)

### It always starts with the captain!

1. Navigate to **bbbsnw.org/bfks**
2. Click 'register to bowl' button
3. Login to your Funraise\* (top right)
4. Click 'Register to Bowl' button
5. Click 'Create Team' button

Follow the prompts to create your team (more details about each prompt on the next page)

\*If you don't remember your login credentials, you can select 'forgot password' to reset it.



### Not the captain?

- If you're not the captain but you've used our Funraise Platform before, registering is fairly simple!
1. Follow steps 1-3 above to login to your account.
  2. Navigate to your team page (This is a URL you can get from your captain or search for under the 'Fundraisers' link)
  3. Click on the 'Join Team' button (located below your team profile picture)
  4. Follow the prompts to complete registration.

Questions? Please contact  
**Cherity Nelson or Kim Munsch**  
at (715)-835-0161 or [info@bbbsnw.org](mailto:info@bbbsnw.org)





## NEW TO THE EVENT? HOW TO REGISTER & SET-UP YOUR ONLINE FUNDRAISING PAGE!

### NEW CAPTAIN REGISTRATION

- Go to **[www.bbbsnw.org](http://www.bbbsnw.org)**.
- Find "Events" on top of the page and click on the "Bowl for Kids' Sake" page.
- Click on "Register to Bowl" under the event logo. This will take you to the main registration page.
- Click "Create Team". You will be asked to create an account. You will use this to sign in each time you visit the site. **\*\*If you have registered in previous years you will be asked to login.**
- On the next page, you will be asked to enter personal information and answer the following questions:

#### **Are you the team captain?**

-Yes

#### **At which shift would you like to bowl?**

- Choose a city, date, & time

#### **Which team challenge are you competing in?**

- Choose a grouping your team will compete in.

- Customize your Personal Page:

#### **Add a Profile Image**

- Although not necessary, a profile image will give a personal touch to your page!

#### **Choose a Fundraising Goal**

- We ask each bowler to raise at least \$100 but encourage you to strive for a higher goal!

#### **Add a Page Title**

- Try something simple like, "I'm Bowling for Kids" or get creative!

#### **Add an Appeal Story**

- Tell your donors why mentoring matters to you!

- Customize your Team Page:

#### **Add a Profile Image**

- Your team profile image may be your company logo or a picture of you from a previous year. Have fun with it!

#### **Team Name**

Give your team a unique name!

#### **Team Goal**

Shoot for the stars!

#### **Team Page Title**

- Try something simple like, "I'm Bowling for Kids" or get creative!

#### **Appeal Story**

- Tell your donors why mentoring matters to your team!

**\*\*\*Please note that at the end of registration, you will be on your team page. Scroll to your name and click to view your page. You should always share your personal page with donors.**

### ADDING TEAMMATES

We recommend everyone register themselves since access to the email account being registered is often necessary -but - as Team Captain you can register the rest of your team provided you are willing to go through a few extra steps.

- If the Captain registers their teammates, you will need to logout of your account and follow the Bowler Registration instructions for each team member.

CONTINUED ->

# 2024

# BOWL

For Kids' Sake

*Holiday Extravaganza*



## HOW TO REGISTER & SET-UP YOUR ONLINE FUNDRAISING PAGE! (CONTINUED)

### NEW BOWLER REGISTRATION

- Go to **[www.bbbsnw.org](http://www.bbbsnw.org)**
- Find "Events" on top of the page and click on the "Bowl for Kids' Sake" page.
- Click on "Register to Bowl" under the event logo. This will take you to the main registration page.
- Once there, click "Join Team". You will be asked to create an account. You will use this to sign in each time you visit the site.
- On the next page, you will be asked to fill in personal information and answer the following questions:

#### **Are you the team captain?**

-No

#### **At which shift would you like to bowl?**

- Choose a city, date, & time

#### **Which team challenge are you competing in?**

- Same as your captain choice\*

- Customize your Personal Page:

#### **Add a Profile Image**

- Although not necessary, a profile image will give a personal touch to your page!

#### **Choose a Fundraising Goal**

- We ask each bowler to raise at least \$100 but encourage you to strive for a higher goal!

#### **Add a Page Title**

- Try something simple like, "I'm Bowling for Kids" or get creative!

#### **Add an Appeal Story**

- Tell donors why mentoring matters to you!

- Enter your Team as provided by your captain

### WORKING WITH YOUR ONLINE FUNDRAISING PAGE

On the top right hand corner of your page, you will see several control links.

- **"Settings"** button will allow you to further personalize your page and update information in your account.
- **"My Page"** will take you to your personal page if you are visiting another site. Clicking
- **"Log Out"** will log you out of the system completely.
- **"Facebook"** create a post that automatically links to your personal donation page.
- **"Twitter"** send out a tweet asking for help reaching your goals. The tweet will automatically include your personal web address.
- **"Email"** send a personal appeal to people in your address book with a link to your page.

*\*Please Note: If there is a difference between bowlers and Captain's response we will default to the Captain's choice.*

**\*\*\*At the end of registration, you will be on your team page. Scroll to your name and click to view your page. You should always share your personal page with donors.**

---

For questions, please contact  
**Cherity Nelson or Kim Munsch**  
at (715)-835-0161 or [info@bbbsnw.org](mailto:info@bbbsnw.org)

---



## MAXIMIZE YOUR FUNDRAISING!

### THE CAUSE

Big Brothers Big Sisters of Northwestern Wisconsin creates and supports one-to-one mentoring relationships that ignite the power and promise of youth. Mentoring is a cost-effective, preventative solution aimed at keeping youth engaged in school, graduating, obtaining a job, giving back to their community.

A survey completed by Harris Interactive on adults who participated in the Big Brothers Big Sisters program as children, found that:

**90%** *agreed their Big made them feel better about themselves.*

**81%** *say their Big caused them to change what they thought possible in life.*

**77%** *set higher goals than they would have on their own.*

**65%** *say their Big helped them reach a higher level of education than they thought possible.*

***BOWL FOR KIDS' SAKE IS OUR LARGEST ANNUAL FUNDRAISER AND 100% OF THE PROCEEDS STAY LOCALLY.***

### *Remember to*

### **PERSONALIZE YOUR WEBPAGE**

Don't forget to login to your personal webpage, customize it and fundraise directly from the site. It's an easy way to raise money and keep track of your donations.

### *Our Goal is to*

### **ENCOURAGE FUN**

Encourage your team to dress up to match the theme! Remember that your bowling night is for fun, so go out there and let loose!

### *Don't lose sight of*

### **YOUR GOALS**

You know best what you're able to raise, so set a goal that's realistic yet a challenge. It costs an average of \$1,500 per year to make and maintain a match - consider motivating your team to strive to raise \$1,500. If every individual on your team raises \$250 you'll ensure another child gets the support they need.

### **QUESTIONS OR NEED HELP?**

**Cherity Nelson or Kim Munsch** at (715)-835-0161 or [info@bbbsnw.org](mailto:info@bbbsnw.org)



# 2024

# BOWL

For  
Kids'  
Sake

*Holiday Extravaganza*



## INCENTIVES & PRIZES

### TEAM INCENTIVE PRIZES

#### **\$1,000 & up!**

\$100 in Local Restaurant Gift Certificates / Team  
\$10 Action City Gift Card / Bowler  
& BBBSNW Framed Team Photo

#### **\$1,500 & up!**

VIP Waiter  
\$150 in Local Restaurant Gift Certificates / Team  
\$20 Action City Gift Card / Bowler  
& BBBSNW Framed Team Photo

### INDIVIDUAL INCENTIVE PRIZES

\$100 ..... 2024 BFKS T-shirt  
\$200 ..... Hooded Sweatshirt  
\$250 ..... 2024 BFKS T-shirt  
..... & Hooded Sweatshirt  
\$500 ..... \$25 Fuel Gift Card  
..... 2024 BFKS T-shirt  
..... & Hooded Sweatshirt  
\$1,000 ..... \$50 Fuel Gift Card  
..... 2024 BFKS T-shirt  
..... & Hooded Sweatshirt

Chippewa Valley Grand Prizes\*

## COMING SOON!

St. Croix Valley Grand Prize\*

## COMING SOON!

VIP\*\*  
PRIZE

COMING  
SOON

\*The Grand prizes will be awarded to top individual fundraisers in the region.

\*\*The VIP Prize will be awarded to the top individual fundraiser agency-wide.

\*\*\* Each Bowler is eligible for 1 prize - VIP awarded first





## FUNDRAISING TIPS

*All of these tips and suggestions are from past Bowl for Kids' Sake participants and what has been successful for them. **Do you have a strategy to share?** Let us know!*

### 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** (UW-Stout)
- "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 fund-raised 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.)"

# 2024

# BOWL

For  
Kids'  
Sake

*Holiday Extravaganza*



## FUNDRAISING TIPS (CONTINUED)

### 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."
- "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.)

### BREAK IT DOWN TO SMALLER GOALS

- "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."

### USE 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 regularly 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."

### SELL SOMETHING AT WORK/SCHOOL, SUCH AS:

- Paper bowling pins / pinups
- 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 IT VISUAL LIKE:

#### A LARGE THERMOMETER WITH YOUR TEAM'S GOAL

- Update it as you raise money. This is a great way for everyone to see how close you are to your goal.

### CREATE 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.



***IT COSTS AN AVERAGE OF \$1,500 PER YEAR  
TO MAKE AND SUPPORT A MATCH***



# 2024 Pledge Form



Set up your own web page and take pledges online at:  
[bfks2024.funraise.org/](https://bfks2024.funraise.org/)

BOWLER'S NAME \_\_\_\_\_ TEAM NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

	Name	Address	City	State	Zip	Pledge Amount	Send receipt?
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
16							
17							
18							
19							
20							

Bring this form with you to Bowl for Kids' Sake. All pledge forms and money will be collected at your lane. If your pledgers want a receipt, please be sure to mark the last column.  
 Make checks payable to Big Brothers Big Sisters of Northwestern Wisconsin.

*We hope  
you enjoy*



**BOWL FOR**  
*Holiday Extravaganza*  
**KIDS' SAKE**

presented by  
**SCHEELS®**