



Big Brothers Big Sisters
of the Fox Valley Region



Presented by



Team Captain Guide **2012**

For Registration, Event or Web Site Questions
Contact: Melissa Graber at (920) 750.5862 or mgraber@bemybig.com

Big Brothers Big Sisters of the Fox Valley Region
(920) 739.3542 • BeMyBig.com

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Bowl for Kids Sake 2012

Beach Party Theme! Don't forget to dress to impress. Awards will be given to best dress individual and best dress team!

**CHOOSE YOUR SHIFT &
REGISTER YOUR TEAMS
TO BOWL TODAY!**

Friday, March 2nd – Galactic Bowl 6 p.m. or 9 p.m.
Shore View Lanes- 1823 Grove St., Oshkosh

Thursday, March 8th – Happy Hour Bowl 4:30 p.m. or 6:30 p.m.
The 10th Frame- 618 W. Wisconsin Ave., Appleton

Friday, March 9th – 4 p.m. or 6 p.m.
The 10th Frame- 618 W. Wisconsin Ave., Appleton

Saturday, March 10th – 11 a.m.
The 10th Frame- 618 W. Wisconsin Ave., Appleton

Why Bowl for Kids' Sake?

Bowl for Kids' Sake is a fun way to support Big Brothers Big Sisters (BBBS) mentoring programs in Calumet, Outagamie, Waupaca and Winnebago counties and enjoy an evening or afternoon of free bowling with family and friends. But Bowl for Kids' Sake (BFKS) is much more than bowling—it's about giving back to the community and helping thousands of area kids.

Top 5 Reasons to Bowl for Kids' Sake

1. **It's important.** Last year, BFKS raised more than \$83,000, helping Big Brothers Big Sisters of the Fox Valley Region provide caring mentors to area children.
2. **It helps kids.** Your bowling dollars support mentoring programs that can help youth facing adversity improve academic performance, self-confidence and relationships with adults.
3. **It makes cents.** Of every dollar you raise, approximately \$0.92 goes directly to mentoring programs that help children in the Fox Valley Region.
4. **It has benefits.** All donations to BBBS and Bowl for Kids' Sake are tax-deductible.
5. **It's FUN!** Join us for a free bowling party where you'll bowl two free games, eat free pizza, win prizes, meet other bowlers and get to know the mission of Big Brothers Big Sisters!

How Does It Work?

It's easy!

1. Pick a bowling party date and register your team by calling our office at (920) 739.3542 or register at bemybig.com
2. Invite four to five family, friends or co-workers to join your BFKS team. You can send emails right from your personal BFKS web page!
3. Use easy online tools and emails to raise **at least \$50 per person** by asking family, friends, neighbors or co-workers to donate to Big Brothers Big Sisters in support of your bowling team.
4. Then celebrate with your team and the Big Brothers Big Sisters staff as we "Thank You" for your efforts with **FREE bowling, shoe rental, pizza, prizes and contests!**

How to Raise \$50 in 5 Days

Day 1-Put in your own \$10	\$10
Day 2-Ask 3 family members for \$5	\$15
Day 3-Ask 2 friends for \$5	\$10
Day 4-Ask 2 neighbors for \$5	\$10
Day 5-Ask 1 co-worker for \$5	\$5
Total:	\$50



Team Captain Overview

This guide is intended to assist team captains in gathering a fantastic FUNdraising team.

How We Help

Big Brothers Big Sisters will make this as easy and as fun as possible for you. To help, we:

- Reserve your selected date and time at a bowling center
- Provide customizable online donation capabilities
- Provide two games of free bowling with shoe rental
- Provide ideas to encourage people to bowl and donate
- Provide fundraiser incentives for you and your team
- Create a party atmosphere at your event with contests, prizes, food and more
- Keep you up to date on the latest event news

How You Help

- Promote Bowl for Kids' Sake to your family, friends and co-workers
- Act as the "point-person" for your team
- Motivate your team members and get them excited for the event
- Stay in contact with BBBS Development Director, Melissa Graber, on any team news (920.739.3542 or mgraber@bemybig.com)

How to Register Your Team

1. Call our office at (920) 739.3542 OR Go to the [Bowl for Kids' Sake](#) web page
2. Click **Register Now**
3. Choose **Start a Team**
4. Add your Team Name, Team Goal (aim high, you can do it!) and Recruiting Goal (must have at least 5 team members on each team), and click Continue
5. Complete your personal information
6. Enter your username and password
7. Enter personalized web page links for your page and your team's page, if you want
8. Enter a donation—your donation sets the stage for all donations to follow, so don't skip this important step!
9. Complete your fundraising goal (\$50 is the minimum).
10. Choose the bowling place and time for your team
11. ****NEW:** If you and your team are participating in the "Team Challenge," select which category your team will participate in. See details on "Team Challenge" under **Event Info** that is on the home page of the Bowl for Kids' Sake website. Contact Melissa at mgraber@bemybig.com with questions.
12. Click Continue. You're done!



How to Set Up Your Personal and Team Web Pages

1. Click on **My HQ**. If you're not already logged in, enter your username and password
2. On the top of the page, click the **My Webpage** tab
3. If you want, edit the header text, select or upload a new image or video and edit the caption or page text. Click Preview to see your changes
4. Click Submit to finish your Personal Page
5. On the top of the page under you're My HQ tabs, click **Edit Team Page**
6. Make any changes to the text or image for your team page
7. Click Submit to finish your Team Page

How to Recruit Team Members and Donors through Email

1. Click **Send Emails to Friends and Family** under **My HQ**. If you're not already logged in, enter your username and password
2. Enter a Greeting (e.g. Hey Susan) and Recipient Email for as many prospective team members or donors as you want to e-mail. You can also use this same idea from an existing home e-mail address.
3. Choose a pre-made e-mail template or choose Blank to type your own personalized message
4. Edit or enter the Subject, Highlighted Message and Body
5. Preview your e-mail, and then click Send Email.

How to Track Your Donations

1. Click **Reports** tab
2. Check your progress toward your goal, and see who has donated to you
3. You can also see your General Team Donation Report and Team Participation report by clicking the links along the top under the HQ tabs.

How to Get Assistance

If you need assistance with the Bowl for Kids' Sake web page, call Melissa at 920.739.3542 or e-mail mgraber@bemybig.com

Recruitment and Fundraising Tips

Share the power of Big Brothers Big Sisters mentoring.

- Big Brothers Big Sisters of the Fox Valley Regions serves more than 500 children per year.
- Big Brothers Big Sisters one-to-one mentoring helps children improve academic performance, develop better relationships and build self-confidence.
- 100% of the proceeds raised stay local to help children in our community and help support the programs of BBBS.
- If you have been personally involved with BBBS, tell your story!

Encourage your team to collect donations online.

- Eliminate the hassle of pledge sheets and collecting cash and checks.
- Online fundraisers collect more money in less time.
- Your personal donation page lets you send emails to donors for fast, easy online giving.

Challenge your team members or another team.

- Friendly competition can never hurt, and it motivates and increases excitement.

Use the power of email.

- Online donations during normal work hours are higher than other times.
- Emails sent from your BFKS web page automatically contain a link to your personal donation page.

Get your company involved.

- Ask if your employer makes matching gift donations.
- Sponsorships and participation within a BFKS offer positive exposure to hundreds of participants. (Contact Melissa at 920.739.3542 for details.)

Don't be afraid to ask!

- Most people are happy to support a well-known charity that benefits children. Big Brothers Big Sisters is more than 100 years old and the nation's largest donor-and-volunteer-supported mentoring network—that is exciting!
- Every dollar counts! Get just \$5 from 10 people and you've made your minimum goal of \$50!

Say thank you!

- Send thank-you emails or notes to anyone who gave directly to you.
- Publically thank donors during a meeting or group gathering.
- After the event, share a picture of your team and your fundraising totals with your donors.

Donation Collection Guidelines

- Please provide tax receipts to donors requesting a receipt. Receipts are included in this packet.
- Make checks of \$25 or more payable to Big Brothers Big Sisters. Secure online donations can be made at www.bemybig.com.
- Please have each bowler combine all donations, cash or checks for less than \$25, and write one check for the combined amount of the donations to Big Brothers Big Sisters.



TEAM CAPTAINS: Register your team online at
 www.bemybig.com
 or email: mgrabber@bemybig.com
 or call (920) 739-3542
**\$50 minimum in pledges per individual or
 \$250 minimum per team of 5
 (Children bowl free with parent)**



Bowler's Name: _____
 Address: Home Work _____
 City: _____ State: _____ Zip: _____ Phone: _____
 Email: _____
 Employer: _____
 My company has a matching gift program YES NO
 Team Captain: _____

Please COLLECT ALL donations and bring all money with this form to your bowling event!

Thank you for supporting Big Brothers Big Sisters mentoring programs.

If you cannot attend a bowling event, you may mail your sponsor payments to BBBS, 160 S. Badger Ave, Appleton, WI 54914

Sponsor's Name	HOME ADDRESS	PHONE	EMAIL	\$ Collected	Staff Only PD?
1.					<input type="checkbox"/>
2.					<input type="checkbox"/>
3.					<input type="checkbox"/>
4.					<input type="checkbox"/>
5.					<input type="checkbox"/>
6.					<input type="checkbox"/>
7.					<input type="checkbox"/>
8.					<input type="checkbox"/>
9.					<input type="checkbox"/>
10.					<input type="checkbox"/>
11.					<input type="checkbox"/>
12.					<input type="checkbox"/>
13.					<input type="checkbox"/>
14.					<input type="checkbox"/>
15.					<input type="checkbox"/>
16.					<input type="checkbox"/>
17.					<input type="checkbox"/>
18.					<input type="checkbox"/>
19.					<input type="checkbox"/>
20.					<input type="checkbox"/>

STAFF USE ONLY! Check: _____ Cash: _____ Online: _____ Total Collected: _____
 Sheet _____ of _____ Company Name: _____ Lane: _____ Sign-off: _____





• • • 2012 Bowl for Kids' Sake Donation Receipt • • •

Big Brothers Big Sisters is a 501(c)(3) charitable organization (EIN 39-6103907) and your donation is tax deductible to the extent allowed by law. This form serves as a receipt in accordance with Internal Revenue Service regulations regarding charitable contributions, and should be kept with your income tax records. This donor did not receive goods or services in return for this gift.

Donor Name: _____ Receipt Date: _____ Gift Amount: _____

Bowler: _____

*On behalf of the little brothers and little sisters
whose lives you help to impact so positively, **thank you for your support.**
Visit www.bemybig.com for more information*



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