

Bowl For Kids' Sake

Welcome!

Thank you for participating in Big Brothers Big Sisters of San Luis Obispo County's fundraiser, Bowl For Kids' Sake (BFKS), which offers everyone in our community a chance to positively impact a child's life. Big Brothers Big Sisters is a donor and volunteer supported organization proven to help vulnerable children of single, low-income and/or incarcerated parents succeed through one-to-one relationships. Funding provides for targeted and careful volunteer recruiting, screening and matching, as well as ongoing support for volunteers, children, and families, insuring child safety and sustaining successful long term relationships with positive outcomes. By participating in Bowl For Kids' Sake, your team helps children reach their potential and, through them, transform families, schools and communities.

As a Team Captain, you are responsible for recruiting individuals to your team and making the connection between your team and Big Brothers Big Sisters. You are the heart and soul of Bowl For Kids' Sake. We've developed this Team Captain guide to help your team be successful. This short guide will help you speak knowledgeably about Big Brothers Big Sisters, answer questions, and, encourage others to become involved. More importantly, you'll be ready to show your passion for changing how children grow up in San Luis Obispo County. If you have any questions, please contact me.

Thank you for your dedication!

Ken Kehs
Development Director
805.781.3226 ext. 13

Go to www.slobigs.org and select "Bowl for Kids' Sake" or [click here](#).

What is Big Brothers Big Sisters?

Big Brothers Big Sisters is a donor and volunteer supported organization proven to help vulnerable children of single, low-income and/or incarcerated parents succeed through one-to-one relationships. Since opening for service in 1995, we have created more than 1,200 mentor relationships. In 2008, we served a total of 356 children in San Luis Obispo County. Over the last three years we have effectively doubled the number of children we serve each year.

Having a consistent, responsible adult in the life of a young person makes that child feel important and valued. Based on the data we collect from our clients locally, 87% of parents reported their child's self-confidence increased. When children's self-confidence increases and they feel better overall, positive changes start to occur. Seventy seven percent increased their grades, 82% improved their classroom behavior, 77% were better able to avoid substance abuse, 75% showed more respect for other cultures, and 77% improved their relationships with other children.

On a national level, a Public-Private Ventures study found that children enrolled in our program are more likely than their peers to perform better in school, behave non-violently, avoid illegal drugs and alcohol and have stronger family relationships. And, a study conducted for Big Brothers Big Sisters by Harris Interactive finds that adults who were involved as children in our program are better educated, wealthier, and report strong relationships with their spouses, children and friends.

What is Bowl For Kids' Sake?

Bowl For Kids' Sake is Big Brothers Big Sisters' signature fundraiser. Each year half a million people across America come together to have fun and change how children grow up as we raise money to support Big Brothers Big Sisters in communities around the country! Bowl For Kids' Sake is the perfect way for individuals to make an impact on our community- it only takes a little bit of effort to raise the money that is vital to our program's success.

As a "thank you" for your support and enthusiasm, Big Brothers Big Sisters will host a celebratory party at your local bowling center. No bowling expertise is required, only the willingness to share in our heartfelt and sincere thanks for helping us transform our community.

Where Does the Money Go?

Funding provides for targeted and careful volunteer recruiting, screening and matching, as well as ongoing support for volunteers, children, and families, insuring child safety and sustaining successful long term relationships with positive outcomes.

Your role in this effort to help local children can not be overstated: We need your help to raise community awareness about the challenges faced by local children and to ask for the financial support needed to help change the trajectory of a child's life.

What Does A Team Captain Do?

Step 1: Register your team! It's easy to do - just fill out the team roster form at the back of this guide and mail or fax it to us. (Contact information is included on the form.)

Step 2: Set a team fundraising **goal** – AIM HIGH! We suggest \$375 but some of our top team's raise \$1,000!

Step 3: Recruit 4-5 people to join your team. It could be friends, family, or co-workers. You've set an ambitious goal, so choose people who will help you exceed it!! Want to get your place of worship, your club, or your workplace involved? Call Ken at 805.781.3226 ext. 13 and we will help you get that organized!

Step 4: Motivate your team to raise money for Big Brothers Big Sisters

- Share information about the impact of Big Brothers Big Sisters on your community
- Keep your team informed about incentive prizes, rules, games, contests, etc.
- Communicate successes (Katie just got a \$50 donation! Joel has already exceeded his goal of \$200! Our team just surpassed the \$1,000 mark!)

Step 5: Have Fun! Join us at the Cal Poly Mustang Lanes to celebrate your team's success! Remember, it's not about how good a bowler you are, it's about celebrating the impact the money your team collected will have on your community!

Step 6: Say THANK YOU! Thank your team members for their time and commitment to participate! Don't forget to say thank you to the people who donated to you! Call or e-mail them after the event to let them know how much money your team raised and thank them for supporting local children!

Helpful Hints

- Make your own contribution and let others know that you are donating not only your money, but also your time.
- Know your product. Review the information packet so you will be able to describe how Big Brothers Big Sisters impacts *our* children and the community.
- Personal contacts make a difference! Personal, face-to-face contacts have proven to be the most effective approach to securing a positive response. In some cases a phone call, letter, or email might do the job.
- Personalize if possible. Relate your own Big Brothers Big Sisters story or an experience you had with a mentor while growing up. Success will come from making the request personal.
- Go after your best prospects first. This gets you off to a good start!
- It's true: every dollar helps. Though we encourage you to ask for donations of \$50 or \$25, no donation is too small.
- Aim high! Ask for \$100 and settle for \$50. Gear the amount you're requesting to your audience. As long as you are respectful and sincere about your motivation (changing the lives of children, right here, right now, in *your* community) many people gladly give at a level that is comfortable for them. Whether its \$25 or \$100, what's important is that they support Big Brothers Big Sisters.
- Involve family and friends in your awareness and fundraising. Share these tips with them and see if they can ask their own friends and colleagues to support your fundraising effort.
- Ask at your regular meetings. If you belong to a service club or religious or social group, request time to ask for support.
- Ask everyone you meet. Carry a collection envelope with you so that when you talk to people about Big Brothers Big Sisters and Bowl For Kids' Sake. You can ask them to contribute right then.
- If they decline the chance to support your agency, thank them sincerely for listening and giving you their input. In many cases "no" means, "not now."
- Encourage pledge giving. Sometimes, your prospect may not have the immediate funds available to donate. Big Brothers Big Sisters will gladly bill your prospect.
- All donations are 100% tax deductible
- All donors receive a letter/email confirming their donation and providing all necessary information for their tax deduction.

Your next supporter could be....

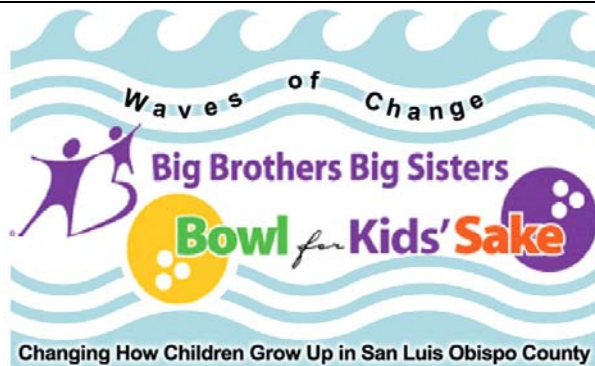
Your best lunch date	Your travel agent
Friends from your old job	Your next-door neighbor
Friends from your present job	Your wedding attendants
Friends from school or college	Your veterinarian
Members of your sports team	Your children's music teacher
Members of your hobby group	Your physician(s)
Members of your church or synagogue	Your lawyer
Friends from your old neighborhood	Your son's or daughter's scout leader
Your landlord	Your dry cleaner
Your car salesperson	Your florist
Your car repair person	Your letter carrier
People you know through your spouse	Your babysitter
People from your lodge or club	Your children's school principal
People who sell you groceries	Fellow committee members
People who sell you clothing	Your insurance agent
Your plumber	Your relatives
Your painter/decorator	Your CPA

And Remember to Say "Thank You"

Big Brothers Big Sisters is very appreciative of every dollar raised and hour donated to help children, each and every day of the year. Please remember that as a Bowl for Kids' Sake participant you are an ambassador of Big Brothers Big Sisters. We sincerely appreciate your help in continuing our efforts to make people feel good about their connection to our work.

These tips and ideas are for your use to help make your Bowl For Kids' Sake Team successful! If you have any questions or need further support, please contact Ken at 805.781.3226 ext. 13.

Thank you for your commitment to help change the lives of children right here in San Luis Obispo County.



Sunday, March 7th, 2010

Please Mail or Fax Completed Form To:

Big Brothers Big Sisters of SLO County

P.O. Box 12644

San Luis Obispo, CA 93406

Phone: 805.781.3226 Fax: 805.781.3029

E-mail: ken@slobigs.org

TEAM ROSTER

TEAM NAME: _____

Business, Club, or Organization: _____

Mailing Address: _____

TEAM CAPTAIN : _____ E-mail: _____

Phone: _____ Best Time to Call: _____ Fax: _____

Mailing Address: _____

Bowler #2 _____ Phone: _____ E-Mail: _____

Bowler #3 _____ Phone: _____ E-Mail: _____

Bowler #4 _____ Phone: _____ E-Mail: _____

Bowler #5 _____ Phone: _____ E-Mail: _____

Bowler #6 (optional) _____ Phone: _____ E-Mail: _____

MUSTANG LANES, CAL POLY ~ 11:00 a.m. to 7:00 p.m

Call to reserve your lane time today! (805) 781-3226.

11 a.m. – 1 p.m.

3 p.m. – 5 p.m.

1 p.m. – 3 p.m.

5 p.m. – 7 p.m.

Thank you for participating in **Bowl for Kids' Sake!**

Bowl For Kids' Sake

Team Captain Guide

Big Brothers Big Sisters
 P.O. Box 12644
 San Luis Obispo, CA 93406
 Phone: 781-3226
 Fax: 781-3029

BOWLER PLEDGE FORM



Bowler's Name: _____ Team Captain Name: _____

Mailing Address: _____

Phone: _____ E-Mail: _____

	NAME	ADDRESS	CITY	ST	ZIP	PLEDGE AMOUNT	PLEDGE COLLECTED Y/N	INTERESTED IN BBBS INFORMATION
1								
2								
3								
4								
5								
6								
7								
8								
9								
10								
11								
12								
13								
14								
15								
16								
17								
18								
19								
20								

Bowl For Kids' Sake - Sunday, March 7, 2010 - Mustang Lanes, Cal Poly

Please turn in pledges to Big Brothers Big Sisters by March 5th, 2010. Only last minute pledges will be collected at the event.