





Need help fundraising? Don't worry — we've collected some of the best practices and tips from our top fundraisers below!


Remember, the individual fundraising goal is \$100, and the team fundraising goal is \$600 to \$1,200.


 Have you participated in Bowl for Kids' Sake before? Ask your former donors and teammates to get involved! If someone donated to your team before, it is very likely that they will donate again if you ask! If you want to see a list of your old teammates or donors from a past Bowl for Kids' Sake event, just let us know! Send an email to bjenkins@bbbspgh.org to request your lists.


 Remember the cause! Big Brothers Big Sisters of Greater Pittsburgh helps defend the potential of kids right here in our community by matching children from one-parent households with caring, adult mentors. When matched with a Big, Littles in Greater Pittsburgh are more likely to graduate high school and college, less likely to engage in risky behaviors, and report having higher self-esteem thanks to their experience with their Big. Use this information to help potential donors understand more about the cause behind the event — they'll be more likely to donate!


 Personalize your webpage. Personalizing your fundraising webpage is easy and fun. Participants who use their personalized webpage to raise funds typically raise more money because it's easy to donate with a credit card online.

 Use Facebook, Twitter, Instagram, and email! Your personalized webpage can be connected to your social media pages. Thank your donors publicly on social media to generate buzz, and make sure to share your fundraiser with your Facebook friends, too! If you are using a different social media platform, make sure to include the link to your personalized fundraising webpage.

 Ask about company matches. Many companies will match an employee's contributions to a charity. Search for your company using our matching gift search bar or ask your HR department to see if your company has a company match program, and if so, how you can participate. If they do, you could reach your goal even faster! You can enter matching gift amounts as offline donations on your webpage to keep track of your total in real time.

 Aim for donations of \$25 or higher. The quickest and easiest way to meet a \$200 goal is to ask 8 people to donate \$25. Your registration donation of \$25 first, it will help show that you are not asking anyone to give to something you aren't giving to.

 Tell your personal story. Use your personal fundraising page to answer the question, “Why do you support Big Brothers Big Sisters?” Tell your potential donors about any amazing outcomes and personal experiences you may have had with BBBS or your own mentor. People are more likely to remember and donate to a cause when there is a story to go along with it!



 Plan a unique fundraiser! A lot of teams have success by hosting their own fundraisers. Some examples of successful past fundraisers you can turn into a virtual fundraiser include:

- bake sales, wine/spirits tasting, portion of proceeds, fitness class, brown bag lunch, bingo.

On a corporate team? Previous corporate team competitions and fundraisers include:

- competing for a team lunch with an executive leader, a “jeans day” where people can donate to be able to wear jeans to work, event participants doing crazy antics such as shaving a mohawk or getting dunked in a dunk tank if they reach their goal, etc.

Be creative, use your contacts, and raise money however you can!

  Ask for help. We are here to support your team! Email bjenkins@bbbspgh.org or call 412-204-1216 with any questions or concerns.