



# BOWL for Kids' Sake 2023

## FUNDRAISING TIPS

Bowl for Kids' Sake is a peer-to-peer fundraising effort that is a great way to engage your company or friends in friendly competition. All you have to do is form your team, fundraise and party to help Littles reach their **biggest possible futures!**

### REMEMBER THE CAUSE.

Big Brothers Big Sisters matches children facing adversity with caring, adult mentors. Kids who have Bigs are more likely to graduate high school and college, less likely to use drugs and alcohol and have higher self-esteem than their peers. Share what you know about BBBS with your prospects and they will be more willing to donate.

Learn more about our programs at [www.mentoringinfo.org](http://www.mentoringinfo.org)

### GET IT MATCHED.

Many companies will match an employee's contributions to a charity. Ask your HR Director or Office Manager if your company participates in a Company Match program. If so, your donation will go even further.



### MAKE IT PERSONAL.

Tell your network why you're supporting Big Brothers Big Sisters. Let them know about the **life-changing outcomes and personal** experiences you may have had with BBBS or your own mentor.

### FACE-TO-FACE.

Fundraisers have a lot of luck by simply walking around their office or neighborhood and asking their contacts to support them with a donation.



### START WITH PAST DONORS.

If you want to see a list of your supporters from a past event, just let us know! We can supply their contact info and donation amounts as well.



### BE SOCIAL.

Utilize your social network by creating a fundraiser on Facebook (don't worry, we will assign the \$\$ to your page on the back end). Share your personal story, thank your supporters publicly on social media to generate buzz.

- Select 'Fundraisers' on the left side of your homepage.
- Click 'Select Nonprofit' and choose Big Brothers Big Sisters of the Southern Adirondacks
- Click through the steps and you're set!

### MAKE IT UNIQUE.

Mix it up by creating unique opportunities and incentives for your donors.

Some examples include:

- Happy hour or trivia night
- Declutter and host a garage sale
- Coin drives
- Raffles on your social media page

**Raising money in the office?**

Check out our workplace fundraising tips.



### AIM HIGH.

The quickest and easiest way to meet your goal is to ask for at least \$25 every time.

**Make your personal pledge the first!**

### ASK FOR HELP.

We are here to support your team and help you reach your goal! Email or call Marie for more ideas or materials to help your fundraising.  
**Marie@bbssadk.org or 518.798.1010**

### FOLLOW US.

Find us on Facebook and Instagram.  
**Big Brothers Big Sisters of the Southern Adirondacks**  
Program-Team Megan-Alex  
**@bbssadkmegan**