



CHEETAH Clean
Auto Wash

**BOWL
FOR KIDS'
SAKE
2018**

**Big Brothers Big Sisters
of South Central Kentucky**

Bowling Green	Glasgow
April 11th & 14th	April 21st

For more information 270-781-1180
register or donate online at www.bbbsky.com

What is Big Brothers Big Sisters?

As the nation's oldest, largest, most effective donor supported mentoring network, Big Brothers Big Sisters helps vulnerable children beat the odds. Mentoring has proven to help children overcome the challenges of poverty, dangerous neighborhoods, and poor school performance. A 2009 Harris Interactive study found that adults mentored as children through Big Brothers Big Sisters are more likely than peers with similar backgrounds but who were not involved in the program to have a four-year college degree and incomes of \$75,000 or more.

The Big Brothers Big Sisters alumni reported that having a "Big" in their lives positively influenced their self confidence, provided stability, and changed their perspectives on life, taught them new things, influenced aspects of their education, pushing them to set higher goals, and make better decisions.

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 raise money to support Big Brothers Big Sisters as we change how children grow up! 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 hosts a celebratory party at Southern Lanes in Bowling Green and at Ralphie's Fun Center in Glasgow. No bowling expertise is required, only the willingness to share in our heartfelt and sincere thanks for helping us transform our community.

2018 BOWLING GREEN AND GLASGOW BOWL FOR KIDS' SAKE EVENTS:

Wednesday, April 11	Southern Lanes	4 pm – 10 pm
Saturday, April 14	Southern Lanes	9 am – 4 pm
Saturday, April 21	Ralphie's Fun Center	8 am – 3 pm

Where does the money go?

Thanks to all of our sponsors, 100% of your donation goes directly to help serve local children. Big Brothers Big Sisters depends on donations to conduct screening checks on volunteers to ensure child safety, and provide ongoing support for children, families, and volunteers to build and sustain long-lasting relationships.

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

How Does it Work?

Step 1: Register Online! It's easy to do online- just visit www.bbbsky.com/2018bfks and follow the simple instructions!

Alternatively, you can pick up a Bowl For Kids' Sake Pledge Sheet to collect donations by coming by our office at 958 Collett Ave., Suite 200 Bowling Green, KY 42101.

Step 2: Raise a minimum of \$25 to bowl at the event!

AIM HIGH! We suggest \$250, but some of our top bowlers raise over \$1,000! Receive one complimentary hour of bowling, food and sodas from our hospitality room, and a chance to win door prizes.

Step 3: Collect Donations for Big Brothers Big Sisters and earn prizes!

- Raise a minimum of \$25 per person to bowl at the event (minimum of \$125 per team).
- Raise a minimum of \$40 per person and receive the **2018 Bowl for Kids' Sake Event T-Shirt**.
If your team registers by 3/25 you will be guaranteed your t-shirt size. After that date, t-shirts sizes will be available first come/first serve.
- Each bowler who raises \$90 will earn a **Big Brothers Big Sisters Ear Buds**.
- Each bowler who raises \$150 or more will earn a chance to win an **Amazon Echo Show**.
- Each bowler who raises \$300 or more will earn a chance to win a **GMC Sierra Denali 12-Volt Battery-Powered Ride On Vehicle (travels 2.5-5 miles per hour)**.
- Each bowler who raises \$500 or more will earn a chance to **win an Apple iWatch (Series 1)**.

Challenge prizes will be awarded in different categories for teams collecting the largest amount in donations in their respective category. Categories include:

Large Business (>200 employees)

Small Business (<200 employees)

Healthcare

Banks

Churches

Schools

Media

Law Firms & Law Enforcement

Retail

Clubs/Organizations

Step 4: Reserve your lane by selecting a Team Captain for each team who will then choose a day and time for the team to bowl. **Your Team Captain will contact us to reserve your lane.** All teams are asked to come 30 minutes prior to their scheduled bowling time for registration.

Step 5: Submit Your Completed Pledge Sheet/Online Donations Form at the event and **Have Fun!** Join us at Southern Lanes in Bowling Green or at Ralphie's Fun Center in Glasgow to celebrate your team's success! Remember, it's not about how good of a bowler you are, it's celebrating the impact your team will have on children in your community!

Fundraising 101

It's easy to raise money for Big Brothers Big Sisters! Individuals want to invest in programs proven to change lives and break cycles of poverty. As our community struggles with increasing numbers of children growing up in poverty you can trust that Big Brothers Big Sisters will leverage your donations into a solution.

Keep in mind:

- 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.
- You can ask in person or via a letter, email, or voice mail.
- Make your own contribution and let others know that you are donating not only your money, but also your time.
- Ask at your regular meetings. If you belong to a service club or religious or social group, request time to ask for support.
- Personalize, personalize, and personalize! Whether you write a letter, email, or call, relating your own Big Brothers Big Sisters story or an experience you had with a mentor while growing up will help bring success because the ask has personal touch.
- 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."
- All donations are 100% tax deductible and all donors can receive a letter/email confirming their donation.
- Ask everyone you meet. Carry a Pledge Sheet 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. **Your next supporter could be...**

Friends from your old job
 Friends from your present job
 Friends from school
 Members of your sports team
 Members of your hobby group
 Members of your church
 Friends from your old neighborhood
 Your relatives
 People you know through your spouse
 People from your lodge or club

Your insurance agent
 Your CPA
 Your painter/decorator
 Your next-door neighbor
 Your veterinarian
 Your children's coach or teacher
 Your physician(s)
 Your babysitter
 Your children's school principal
 Fellow committee members

How to Signup Online

Step 1: Go to the website: www.bbbsky.com/2018bfks

Step 2: Click on **REGISTER**. Enter your email address and create a password.

Step 3: If you are the Team Captain you will need to click **Create a Team**. If you want to join a team that has already been created then click **Join a Team**.

- **Team Captains, follow these steps:**

- Click on **Create a Team**.
- You will need to decide if your team is single team or if your team is bowling with a group.
- If your company has only one team or you are a team of friends or family – **CHOOSE: Create a Single Team**.
- If your company will have more than one team, contact Karen at (270) 781-1180 or karen@bbbsky.com and she will help to set up your page so all of your teams will be linked.
- Once that is determined you will need to fill in what your team name will be and what your team's fundraising goal will be. Remember that it is \$25 per person to bowl and each team has a maximum of 5 participants (\$125 for a full team).
- Next, you will determine and complete your page name for your personal fundraising page. Make sure you write these down because this is how you will log into your personal Bowl for Kids' Sake fundraising page.
- Next is your confirmation page with important information on it. Once you click **Continue**, it will take you to your Bowl For Kids' Sake Fundraising page.
- Once you are on your fundraising page, you will need to look around and become familiar with everything. You can send emails from this page asking your friends, family, co-workers, etc. to donate to you. You can adjust your fundraising goal. You can share your page on Facebook and Twitter. Be creative!! Make the page one that shows your support for Big Brothers Big Sisters.

- **Joining a Team, follow these steps:**

- Click on **Join a Team**:
 - You will need to type in the name of the team that you are about to join.
 - Ex. Bowling Rules.
- Search the name of the company you want to bowl with and click **Next**.
- Make sure that you recognize the Team Name and the Team Captain before you click **Join Team**.
- Next, you will determine and complete your username and password. Make sure you write these down because this is how you will log into your personal Bowl for Kids' Sake fundraising page.
- Next is your confirmation page with important information on it. Once you click **Continue**, it will take you to your Bowl For Kids' Sake Fundraising page.
- Once you are on your fundraising page, you will need to look around and become familiar with everything. You can send emails from this page asking your friends, family, co-workers, etc. to donate to you. You can adjust your fundraising goal. You can share your page on Facebook and Twitter. Be creative!! Make the page one that shows your support for Big Brothers Big Sisters.

Online Fundraising

Since less and less people carry cash with them these days, we've made it easy for people to still donate to you or your team through our online fundraising program. Each person on your bowling team can have their own personal website by registering. Here are some easy tips once you've set up your online fundraising page:

5 Easy Online Fundraising Tips

1. Edit your homepage to tell your friends why you're participating in Bowl for Kids' Sake. You can add pictures, YouTube Videos, and share your story!

How this helps: People who upload a picture or share their story can raise 10x more than people who don't.

2. Post about it on your Facebook status!

How this helps: People who use their Facebook status can raise 3x more money than those who don't.

3. Send e-mails to 20 friends!

How this helps: On average, each e-mail you send raises \$10!

4. Send a Facebook message to 50 friends.

How this helps: Sending messages can help you raise more money!

5. Send a tweet on Twitter.

How this helps: People who fundraise on Twitter can raise 10x more than people who don't.

Remember:

- When you ask for a pledge, remember that you and your donors are helping kids and all donations are tax deductible!
- Fundraising online saves time and gives you an easy way to increase your donations.
- Visit www.bbbsky.com/2018bfks today to get registered and start fundraising.
- It's fun, fast, easy and completely secure!

And remember—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 the Big Brothers Big Sisters organization. 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 Karen Hardin at (270) 781-1180!

Thank you for your commitment to help change the lives of children right here in South Central KY!