

**CHEETAH Clean**  
Auto Wash

**BOWL FOR KIDS' SAKE**  
2018

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

**Bowling Green**  
April 11th & 14th

**Glasgow**  
April 21st

For more information **270-781-1180**  
register or donate online at **[www.bbbsky.com](http://www.bbbsky.com)**

# Welcome!

Thank you for participating in Big Brothers Big Sisters of South Central Kentucky's signature event, Bowl For Kids' Sake! This event offers everyone in our community a chance to positively impact a child's life. The children served by Big Brothers Big Sisters are among America's most vulnerable, often living in a single parent household, growing up in poverty, or coping with parental incarceration. By participating in Bowl For Kids' Sake, your team helps children from this community 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 them and Big Brothers Big Sisters of South Central Kentucky. 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 South Central Kentucky. If you have any questions, please call Karen Hardin at (270) 781-1180 or email [karen@bbbsky.com](mailto:karen@bbbsky.com).

Thank you for your dedication!

Big Brothers Big Sisters of South Central Kentucky  
Bowling Green Office: (270) 781-1180  
[www.bbbsky.com](http://www.bbbsky.com)

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## **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, pushed 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.

## What Does A Team Captain Do?

**Step 1: Register your team!** It's easy to do online- just visit [www.bbbsky.com/2018bfks](http://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 the Bowling Green office at 958 Collett Ave., Suite 200.

**Step 2: Set a team fundraising goal-** AIM HIGH! We suggest \$300, but some of our top team's raise over \$1,000!

**Step 3: Recruit 4 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 Karen Hardin at (270) 781-1180 and we will help you get that organized!

**Step 4: Motivate your team to raise money** for Big Brothers Big Sisters & **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 pair of **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)**.

Also: 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 & Enforcement**  
**Retail**  
**Clubs/Organization**

**Step 5: Reserve your lanes!** Fill out the Team Sign-Up Form and fax it to (270) 782-5127, email to [karen@bbbsky.com](mailto:karen@bbbsky.com), or bring it to the Big Brothers Big Sisters office.

The agency will contact you to confirm your bowling date and time. Also, please advise your team members of the time once it is confirmed.

All teams are asked to come 30 minutes prior to their scheduled bowling time for registration.

**Step 6: Submit Your 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 a bowler you are, it's celebrating the impact the money your team collected 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 a 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](http://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](mailto: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](http://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!**

### 2018 BOWL FOR KIDS' SAKE

#### BIG BROTHERS BIG SISTERS OF SOUTH CENTRAL KENTUCKY

Bowling Green Office: (270) 781-1180 Fax: (270) 782-5127  
www.bbbsky.com karen@bbbsky.com

### TEAM SIGN-UP FORM

Business/Organization Representing \_\_\_\_\_

#### Preferred Bowling Date and Time

Check one of the following Dates and Locations:

Glasgow Events:  Saturday, 4/21/18  
Bowling Green:  Wednesday, 4/11/18  Saturday, 4/14/18

**Time:** \_\_\_\_\_ One hour of complimentary bowling can begin at the top of the hour or bottom of the hour (ex. 9 am, 9:30 am, 10 am, 10:30 am, etc.)

*The one-hour bowling sessions are scheduled on a first-come, first-serve basis.  
The teams that turn in this entry form first will be scheduled for their preferred date and time.*

<b>Wednesday, April 11</b>	<b>Saturday, April 14</b>	<b>Saturday, April 21</b>
4 pm -10 pm	9 am - 4 pm	8 am - 3pm
Southern Lanes	Southern Lanes	Ralphie's Fun Center

**Team Captain's Name:** \_\_\_\_\_

Email: \_\_\_\_\_

Daytime Phone # & Shirt Size \_\_\_\_\_

**Bowler 2 Name:** \_\_\_\_\_

Email: \_\_\_\_\_

Daytime Phone # & Shirt Size \_\_\_\_\_

**Bowler 3 Name** \_\_\_\_\_

Email: \_\_\_\_\_

Daytime Phone # & Shirt Size \_\_\_\_\_

**Bowler 4 Name** \_\_\_\_\_

Email: \_\_\_\_\_

Daytime Phone # & Shirt Size \_\_\_\_\_

**Bowler 5 Name:** \_\_\_\_\_

Email: \_\_\_\_\_

Daytime Phone # & Shirt Size \_\_\_\_\_

**RETURN THIS FORM** by emailing to karen@bbbsky.com, faxing to (270) 782-5127 or in-person to Big Brothers Big Sisters. **DEADLINE FOR RETURNING**

**BOWLING GREEN: FORM IS DUE BY Monday, March 23 to Guarantee t-shirt sizes. Monday April 9 to participate. GLASGOW: FORM IS DUE BY Monday, April 16.**

We will contact you to confirm your requested time. (Helpful hint: some businesses with several participating teams have found it helpful to designate one staff employee to coordinate all of their teams.)