
BOWL FOR KIDS' SAKE 2020: "UNDER THE BIG TOP" - INTERNAL NEWSLETTER / EMAIL / SOCIAL MEDIA BLURBS

These are some content templates to get you started, make sure to tailor and personalize to your company or organization's needs and registration procedure! Or use your own content, you know your team the best, but make sure to check out the various phases and ideas!

Phase 1: Bowl for Kids' Sake Kick Off

Example 1A: Announcement

It's time to get the ball rolling and help improve the lives of children and families in Southwest Louisiana while having a great time doing it! Big Brothers Big Sister's annual fundraiser, Bowl for Kids' Sake, is on March 28th this year and they need our participation! Everyone who participated last year had a blast, so let's start forming teams again and raising pledges. Then we will go to their annual bowling party to enjoy entertainment, music, prizes, and fun. The theme this year is "Under the Big Top" – come dressed as your favorite circus character or with team t-shirts! Prizes will be given for top fundraisers! So sign up now, lanes are open! Register your team online at: <http://www.bbbsswla.org/events/bowl-kids-sake/> or contact bfks@bbbsswla.org for more information or contact [Team Captain] or sign up [in the breakroom/at the front desk/etc.]

Big Brothers Big Sisters is dedicated to providing caring mentors for children facing adversity in our community. They serve hundreds of children annually and their mentoring programs help children to achieve proven positive outcomes including educational success, avoidance of risky behaviors, higher aspirations, greater confidence and better relationships.

Phase 2: Recruit More Teams

Example 2A: Follow-up to Announcement

We're committed to improving the lives of children and families in the Southwest Louisiana community. Big Brothers Big Sisters' vision is that all youth achieve their full potential—but to do that, they need our help! We're participating in this year's Bowl For Kids' Sake on March 28th and we've been working hard to form teams! Please consider participating so we can help create & support one-to-one mentoring relationships that ignite the power and promise of youth in SWLA! Best of all, you are guaranteed to have a lot of fun bowling with your team at the annual bowling party! Register your team online at: <http://www.bbbsswla.org/events/bowl-kids-sake/> or contact bfks@bbbsswla.org for more information.

Example 2B: Follow-up to Announcement with Incentives (if your company/organization does this, we encourage it)

We're committed to improving the lives of children and families in the Southwest Louisiana community. Big Brothers Big Sisters' vision is that all youth achieve their full potential—but to do that, they need our help! We're participating in this year's Bowl For Kids' Sake on March 28th! We've been working hard to form teams! Please consider participating so we can help create & support one-to-one mentoring relationships that ignite the power and promise of youth in SWLA! Best of all, you are guaranteed to have a lot of fun bowling with your team at the annual bowling party! To encourage participation, we are offering [XXX] to the team that raises the most funds! Register your team online at: <http://www.bbbsswla.org/events/bowl-kids-sake/> or contact bfks@bbbsswla.org for more information.

Example 2C: Team Captain Call-out

[Team Captain] is recruiting members for this year's Bowl For Kids' Sake team! Join [Team Captain] to raise money on behalf of Big Brothers Big Sisters of Southwest Louisiana. Then, on March 28th, bowl with your teammates to celebrate the money that you've raised! Our team goal this year is [\$XXX]. Day-of activities include bowling, Split the Pot, and team costumes! This year's theme is "Under the Big Top", so you can dress up like your favorite circus-theme! If you're interested in joining, you can contact [Team Captain] or sign up [in the breakroom/etc.]

Phase 3: Encourage Fundraising

Example 3A: Push Your Goal

We're well on our way in our efforts for this year's Bowl For Kids' Sake on Saturday, March 28th, but there is still time to sign up! So far we have [XX] teams recruited, but we'd love to have more! Our goal is to raise [\$XXX] on behalf of Big Brothers Big Sisters of Southwest Louisiana, and so far we've raised [\$XXX]. Even if you don't want to bowl, feel free to donate or participate in other ways! Contact [Team Captain] for more information!

Example 3B: Share Fundraising Ideas / Push Company Incentive Plan

Bowl for Kids' Sake is just around the corner! How much has your team raised? Remember, there are prizes for the team that raises the most funds. Here are some proven ways to raise more funds: host a bake sale, host a team car wash, host a dinner party or wine tasting party, use the BFKS web tool to post on Facebook to reach out to your friends and families...

Example 3C: Praise a Top Fundraiser to drive that competitive spirit

We'd like to give a shout out to [Team Member] for raising the most money this week for Bowl For Kids' Sake! We're raising money as a team for Big Brothers Big Sisters of Southwest Louisiana and [Team Member] has impressed us with their fundraising ability! Only a few weeks out now and our team is [\$XXX] away from our goal! Contact [Team Captain] for more information on how to get involved!

Example 3D: Leverage BBBS Mission

Did you know that BBBS-SWLA serves hundreds of kids in the Southwest Louisiana community each year? That's why we've decided to raise money on their behalf during this year's Bowl For Kids' Sake. So far we've raised [\$XXX] which is only [\$XXX] away from our goal! If you're interested in donating or helping in any way, contact [Team Captain]! Time is running out!

Example 3E: One Week Out – Last Call

It's crunch time. We're down to the last week of fundraising and we still have [\$XXX] to go! Will you help our team raise the money that BBBS-SWLA needs to continue the mentoring programs they provide for the children in the Southwest Louisiana community? Contact [Team Captain] to see how just a "LITTLE" help can make a "BIG" impact!

Phase 4: Post Event Thank you

Thank you to everyone who participated and donated toward our team at this year's Bowl For Kids' Sake! We were able to raise [\$XXX] which will go on to help the children and families right here in the Southwest Louisiana community—and make a "BIG" impact in their lives!