
BOWL FOR KIDS' SAKE 2020: "UNDER THE BIG TOP" - HOW TO FUNDRAISE

Once you have a team (or teams) in place, the next step is to fundraise! Asking people for money, particularly when there are so many wonderful causes to support these days, is never fun. But by coming up with new and creative ways to raise money, hopefully it becomes less of a chore and more of a fun activity for you and your team!

Below are three levels of fundraising—company level, team level and personal level—with a few creative ideas to raise funds. This is by no means an exhaustive list; just a few ideas to get you started!

Share this list with your management, team captains and bowlers or assign a point person to execute these ideas for everyone.

Company Level Ideas

Company level fundraising activities can include your entire organization, including those who aren't part of any BFKS team. It could also include targeting your customers or patrons of your business! Here are a few ideas to get you started.

- **Offer Incentives.** Arrange with management that the highest fundraiser internally has some sort of incentive for doing well and widely publicize it internally. Here are some ideas for company incentives to offer your bowler- fundraisers:
 - o An extra vacation day
 - o A VIP parking spot
 - o A t-shirt day
 - o A gift card to a local restaurant
- **Penny Wars.** This requires some willing volunteers. Put a number of buckets with a picture of a volunteer over each one. Choose a consequence for the "winner" like a pie in the face or a live karaoke performance. Over the span of a week, put pennies into the bucket of the person you'd most like to see "win" and larger coins or bills into the bucket of those you'd like spared! At the end of the week, tally up points and let the "winner" collect their "prize"! For more information on how penny wars work:
<http://www.pennies.org/index.php/how-to-conduct-a-penny-fundraising-drive>
- **Sell Bowling Pins.** Like the Heart Walk or Children's Miracle Network does—cut out bowling pins or bowling balls and allow customers to put their names on the pins for a donation. Display them prominently in the office so new customers can ask about them when they come in.
- **Social Media.** Have the company post on their social media that your team(s) is (are) fundraising on behalf of BBBS-SWLA and link to your team's fundraising page. Not only do you get wider exposure, but the community will learn about the good work your company is doing in the community!

Team Level

- **Host a Bake Sale.** Whip up some delicious treats and bring them into the office one day. Host a bake sale during lunch and have the proceeds go to your team's fundraising efforts! Other ideas in this vein could include a plate lunch or a snack sale.
- **Host a Jumble Sale.** Have your team clear out their closets, garages and storage units. Have one member volunteer to host a good old fashioned garage sale, with all the proceeds going toward your team's fundraising efforts. Spring cleaning while helping a great cause, what more could you want?
- **Car Wash.** Host a car wash outside work or somewhere nearby and invite friends and colleagues to attend! Make it free, but accept donations and whatever funds you raised can be applied to team totals!
- **Social Media.** Create a secret Facebook group or group message for your team. Update them daily with totals, swap fundraising ideas, or call out those who have done particularly well that day/week. If your team is reminded every day of their progress, they'll be more motivated to do well!

Personal Level

- **Host a Dinner Party.** Cook a three-course meal and grab some wine to go with it. Invite friends and family to attend, on the condition that they donate to your fundraising page!
- **Organize a Game Night.** Host a fun activity like a game night for friends and family to attend. Make sure to have yummy refreshments for everyone and, again, have the "admissions" be a donation to your personal fundraising page!
- **Write Letters.** Write personal letters to your loved ones letting them know why you've chosen to raise money on behalf of BBBS-SWLA. Knowing your commitment and seeing why you've chosen to support our cause will motivate those who care about you to help you achieve your goals!
- **Social Media.** Post the link to your personal fundraising page on social media. Explain why you've chosen to participate in BFKS and state your fundraising goal. You'll be surprised how many people are willing to help when they see a cause is near and dear to your heart!

Conclusion

As stated earlier, this is by no means an exhaustive list of fundraising ideas. Encourage others to come up with more ideas and never be afraid to try something new! By thinking outside the box and challenging yourself and others, your fundraising will not only be more successful—it will be a lot more fun, too!