
BOWL FOR KIDS' SAKE 2020: "UNDER THE BIG TOP" – TEAM RECRUITMENT TOOLKIT

Bowl for Kids' Sake is one of the longest running fundraisers in SWLA and is Big Brothers Big Sisters' largest annual fundraiser for almost 40 years! This year we have set an ambitious goal of \$100,000 and we need your help! This event is a unique opportunity for local businesses and organizations to form bowling-fundraising teams and give back to the community while building team spirit and morale through a fun social event accessible to everyone.

We want to partner with you and help you, through this toolkit, to recruit more teams and encourage more fundraising than ever before! This toolkit contains tips, ideas, and content to help you: 1) get management endorsement, 2) engage and recruit bowlers to sign up, and 3) motivate the teams to fundraise on behalf of Big Brothers Big Sisters of SWLA.

And remember, not only does this event give back to the community and help support local children facing adversity with caring mentors, but it is a great, easy way to also team build among your organization or company. We hope you find this toolkit useful and see you at the lanes this year!

- **When:** Saturday, March 28th, 2020 (9:30-10:30am / 11am-12pm / 12:30-1:30pm / 2-3pm / 3:30-4:30pm)
- **Where:** Petro Bowl
- **Theme:** "Under the Big Top" – come dressed in your favorite circus costume or with themed t-shirts!
- **Online Registration:** www.bbbsswla.org

For any questions please don't hesitate to contact us: bfks@bbbsswla.org

BFKS 2020 Toolkit Content

Step 1: Get Management Endorsement

Your employees will be more likely to want to participate if management is leading the charge. Have management be the first to form a team, to send out an email encouraging the event, and most of all support to you in your efforts to recruit and incentivize participation and fundraising. Why should management be interested in this event? Not only does it give back to the local community demonstrating corporate social responsibility, but this is a great team building event that all employees can participate to. Each team has up to 6 bowlers and you can have as many teams as you want. The company can cover the minimum \$180 fundraising contribution or encourage the employees to raise the funds themselves. It is probably one of the easiest and most cost efficient team building events every year!

Tools:

- 2. Team Building & Bowl for Kids' Sake FAQ Sheet

Step 2: Recruit Team Members

Once you have management endorsement, it is all about engaging bowlers to want to sign up. It is important to communicate the event and the BBBS mission through your internal communication methods: company newsletters or emails, breakroom tv screens, flyers, social media, in-service meeting, etc...

Tools:

- 3. How to Recruit Team Members: A BFKS Guide

- 4. BFKS Newsletter Blurbs
- 5. BFKS Print Flyer
- 6. BFKS TV Screen Shot
- 7. BFKS Social Media Image
- 8. BFKS Breakroom Sign-up Flyer
- 9. BFKS Bowler-Fundraiser Guide

Step 3: Motivate Teams 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!

Tools:

- 10. How to Fundraise
- 11. BFKS Team Organizational Setup Chart