

BOWL Fandemonium!

FOR KIDS' SAKE



Fundraising Tips

Keep in Mind

Every dollar (even every penny!) helps... whether its \$10 or \$100, what's important is that each dollar supports Big Brothers Big Sisters of York Region and the children we serve!

The infographic is set against a dark purple background with white icons and text. On the left, it says "HOW TO RAISE \$150 IN FIVE EASY STEPS". The five steps are:

1. \$20 SPONSOR YOURSELF
2. ASK 2 NEIGHBOURS FOR \$10
3. ASK 3 RELATIVES FOR \$15
4. ASK 4 COWORKERS FOR \$10
5. ASK 5 FRIENDS FOR \$5

- Sign up for **On-Line Fundraising** at www.bbbsy.ca and then e-mail, e-mail, e-mail
- Ask your **Facebook** and **Twitter** friends to sponsor you.
- Take your pledge sheet **everywhere for offline donations**
- **Set a fundraising goal** for your efforts and keep track as you collect pledges.
- 100% of funds raised from this event directly support Big Brothers Big Sisters youth mentoring programs in our local community.
- **All donations are 100% tax deductible** as allowed by law.
- **Involve family and friends in your fundraising.** Share these tips with them and see if they can ask their own friends and colleagues to support your fundraising effort.
- **Know a little something about Big Brothers Big Sisters and A & B Courier Bowl for Kids' Sake.** Being familiar with the work of Big Brothers Big Sisters can make your ability to raise funds much more successful. As with any 'sales' position, knowing just a few facts is all you need. Check out www.bbbsy.ca for more information.
- **Personalize...who was your mentor?** Think back to that special adult who made a difference in your life when you were a child....or even now.
- **Remember...do it for kids' sake.**

How Do I Ask?

- **The #1 reason people don't pledge for A & B Courier Bowl for Kids' Sake - they're not asked!**
- **Be Clear.** Ask for a specific dollar amount - \$25, \$50 or even \$100 - and realize people will donate at a level that works for them. **Just ask!** Shoot for the stars! Ask for a minimum pledge of \$5.
- **Thank your Sponsors!** Big Brothers Big Sisters is very appreciative of every dollar raised and donated to help children, each and every day of the year. Please remember that as an **A & B Courier 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.
- **Personalize it!** Whether you write a letter, email, or make a call, relating your own Big Brothers Big Sisters story, an experience you had with a mentor while growing up, or your own reasons for supporting kids in our community, success will come from making the ask personal.
- **Explain where the money goes.** Let your sponsors know their hard-earned dollars are going where they intend. Every cent raised from the **A & B Courier Bowl for Kids' Sake** pledge sponsors directly supports Big Brothers Big Sisters of York and its mentoring programs. Corporate sponsors help underwrite event expenses and thus ensure that all funds raised from our bowlers go to the programs for our Littles.

Share on Social Media

We want to give you every possible tool to make sure that your friends, family, and the rest of your network are able to easily donate to support you. If you have registered to collect donations online, here's the easiest way to share your donations page link:

1. Log into your BBBSY Bowl for Kids Sake <https://www.canadahelps.org> account
2. At the top right of the page, you will see your name in a grey box. Click it, and a drop-down menu will appear.
3. Click "Edit My Page" – You will be redirected to your page manager.
4. On your page manager, you will see "Short URL". You now have two options:
 - a. Click the "Copy" button beside the short URL and you can then paste it anywhere.
 - b. Under "Share Across Your Network" you will see buttons for different social media platforms.

If you don't like the automated message, you can simply write one of your own or, copy & paste one that we've drafted for you:

Ideal for Twitter:

This month I'm bowling with @BBBSyork to raise money to fund mentorship programs for local kids. Sponsor my team here: [insert donations page link] #bowlforkidssake2019

Ideal for Facebook:

I'm going to be bowling this month to raise money for Big Brothers Big Sisters of York. 100% of the donations raised for Bowl for Kids Sake go directly to supporting the organization and its mentoring programs for local kids. If you'd like to sponsor me or my team, please click on the link below.

