



BOWL

For
Kids'
Sake

Tool Kit

Celebrating 50 years of reducing barriers
and igniting potential.

BOWL For Kids' Sake

ABOUT THE EVENT

Bowl For Kids' Sake (BFKS) is an annual fundraising event that allows individuals and teams to raise dollars to support Big Brothers Big Sisters of South Central Indiana's mission of defending potential in our community.

DETAILS:

When: April 22 & 23 12 pm - 4 pm and April 29 & 30 12 pm - 4 pm

Where: Classic Bowling Lanes 1421 N. Willis Dr. Bloomington, IN

How Do I Bowl?

To cover the cost of your bowling, shoes and snacks, we ask bowlers to raise a minimum of:

Individual: \$50

Team*: \$500

A team can have as many members as you want to fundraise but limited to 6 members to a lane at the bowling alley.

How Do I Get Started?

Step 1:

Register online as an individual or a team at:
www.bigsindiana.org/bfks-2023/

Step 2:

Recruit your team members or join a team!

Step 3:

Share your fundraising page and goal with your network! Small donations can make a BIG difference!

Step 4

Work together as a team to hit your goal. We encourage individuals to raise a minimum of \$50 and teams a minimum of \$500 to participate at the bowling alley.

Step 5

Attend the event at your selected bowling date/time and enjoy some bowling FUN!

Questions? Contact us at emascharka@bigsindiana.org
Scan the QR code to register yourself or your team



50 for 50

50 Years of Reducing Barriers and Igniting Potential

At Big Brothers Big Sisters of South Central Indiana (BBSSCI), we know potential exists in every child, we just need to defend it!

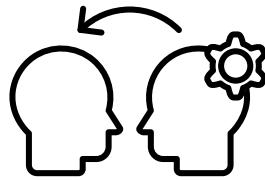
Serving Monroe and Owen County, BBSSCI makes meaningful, monitored matches between adult volunteers (Bigs), and children (Littles), ages 6 through adulthood by developing positive relationships that have a direct and lasting effect on the lives of young people.

In our 50th year as an agency, with your help, we are #BiggerTogether

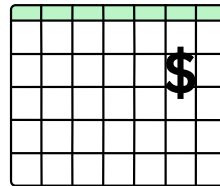
Our Need:



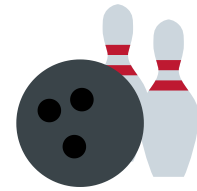
Corporate Dollars



Mentors



Monthly Donors



BFKS Teams

How You Help Reduce Barriers:

- | | |
|--|--|
| <ul style="list-style-type: none"> <input type="checkbox"/> Provides match support to Bigs and Littles. <input type="checkbox"/> Establishes new community partnerships. <input type="checkbox"/> Development of professional trained staff. <input type="checkbox"/> Creates safe-space events for matches throughout the year. <input type="checkbox"/> Provides meaning relationships to grow. | <ul style="list-style-type: none"> <input type="checkbox"/> Provides thorough background checks for all volunteers. <input type="checkbox"/> Secure major sponsor dollars, to serve more youth. <input type="checkbox"/> Provides new activities for Matches at no-cost. <input type="checkbox"/> Grows agency revenue stream. <input type="checkbox"/> Defends potential in our youth. |
|--|--|

Your dollars:

- Provides support to Bigs and Littles throughout their entire relationship.
- Keeps child safety a #1 priority by requiring volunteers to undergo federal background checks.
- Removes barriers by creating "The Big Tool Chest," a safe, no-cost, on-site space for matches to meet full of activities, games and educational resources.
- Expand programming with "Big Futures," a program that extends the mentorship relationship beyond age 18 during a child's transition from youth to young adult to provide support during this key, transformative time of life.
- Provides our programs to be in our local schools.

What BBSSCI will do:

- Recognition on all marketing materials throughout the year.
- VIP invitations to agency events.
- Access to our quarterly newsletter that features match stories and program updates.
- Serve more youth in our community to unlock and defend their potential through our programming.



Together, we will ignite even more potential in our community.



IGNITERS OF POTENTIAL MENU

Thank you for becoming a 2023 Bowl For Kids' Sake (BFKS) Fundraiser and Bowler - igniting potential in youth in the community!
Please see the menus for our fundraising tiers for both individual and team fundraising.

Individual Fundraising

WHAT YOU GET	\$50	\$100	\$150	\$500
Bowling + Shoes				
Snack + Soda				
Fun Agency Swag				
Fundraising Team Benefits				

Team Fundraising

WHAT YOU GET	\$500	\$750	\$1,000	\$1,500
Individual Fundraiser/Bowler Benefits				
Bowling + Shoes for Team of 6				
Concession Voucher for Team				
Premium Voucher for Team				
Upgraded to Sponsor Benefits				

IGNITE POTENTIAL TODAY!

At Big Brothers Big Sisters of South Central Indiana (BBBSCI) we know that potential is in every child. Help Big Brothers Big Sisters defend Monroe and Owen County youth who need someone in their corner. When you fundraise for Bowl for Kids' Sake 2023, you join us in defending the potential of our youth, our future, and our community!

For questions or additional information please contact Fund Development and Marketing Manager, Elizabeth Mascharka at: 812-415-5369 or emascharka@bigsindiana.org.


















Scan the QR code to register you and/or your team.





DEFENDER OF POTENTIAL MENU

Thank you for your consideration in becoming a 2023 Bowl For Kids' Sake (BFKS) Defender of Potential! Please consider which option below is a good fit for your company and contact us with any questions.

SPONSOR BENEFITS	DEFENDER \$1,500 (1 Complimentary Lane)	IGNITER \$2,500 (2 Complimentary Lanes)	BRONZE \$5,000 (3 Complimentary Lanes)	SILVER \$7,500 (4 Complimentary Lanes)	GOLD \$10,000 (5 Complimentary Lanes)
Fundraising Team Benefits					
Company/Organization name on BFKS website and recognition at BFKS event					
Sponsor a Big and Little to participate at BFKS event					
Sponsor a Little waiting for a Big to participate at BFKS event					
BBBS website recognition as "Community Partner"					
Commemorative memorabilia					
Recognized as a 2023 agency sponsor					
Invitation to speak at 50th year celebration and a complimentary table at event					

BECOME A DEFENDER OF POTENTIAL TODAY!

At Big Brothers Big Sisters of South Central Indiana (BBBSSCI) we know that potential is in every child. Help Big Brothers Big Sisters defend Monroe and Owen County youth who need someone in their corner. When you fundraise for Bowl for Kids' Sake 2023, you join us in defending the potential of our youth, our future, and our community!

For questions or additional information please contact Fund Development and Marketing Manager, Elizabeth Mascharka at 812-415-5369 or emascharka@bigindiana.org

YES! I would like to
DEFEND POTENTIAL



Company Name

Contact Person

Address

City

State

Zip

E-mail address

Phone

BOWL For Kids' Sake



Celebrate 50 years as an agency by scanning the QR code to sign up to be a sponsor and register you and your team for Bowl For Kids' Sake (BFKS) 2023!

SPONSORSHIP LEVEL (circle your selection)

DEFENDER

\$1,500

1 Complimentary Lane

IGNITER

\$2,500

2 Complimentary Lanes

BRONZE

\$5,000

3 Complimentary Lanes

SILVER

\$7,500

4 Complimentary Lanes

GOLD

\$10,000

5 Complimentary Lanes

Please contact me about becoming a **COMMUNITY CHAMPION** and making monthly, recurring IMPACT year-round!

Payment Information

Please invoice me for the above amount.

Check is enclosed.

Credit Card: #: _____ Expiration: ____ / ____ CVC: _____

I do not want to cover the processing fees associated with my sponsorship through Credit/Debit.

Name on Card

Authorized Signature

Date

COMPANY INFORMATION

Upon making your sponsorship commitment, please provide a full-color logo in one of the following formats: jpg, jpeg, png to [email emascharka@bigsindiana.org](mailto:emascharka@bigsindiana.org)

Our company would like to form a bowling team—call us!

QUESTIONS?

For questions or additional information please call Fund Development and Marketing Manager Elizabeth Mascharka at 812-415-5369 or emascharka@bigsindiana.org.

How To Register

(Create a fundraising individual or team page)



1. Go to BBBSSCI Bowl For Kids' Sake event page: www.bigsindiana.org/bfks-2023/
2. Click the "Register" Button
3. Once to the Bowl For Kids' Sake main page, click "Register" at the top, or the "Register for This Event" button along the right side.
4. Choose a classification (time you plan to bowl or "virtual" if you are supporting from afar.
5. Choose how you'd like to participate: "As an Individual" or "Join or Start a Team."
6. If joining a team, find the team you wish to join and click "Join" OR click "Start a new team" at the bottom of the screen to become the "Team Captain" of the team you are creating.
7. If creating a team, choose a team name and a fundraising goal. If an individual, choose a fundraising goal. **Both teams and individuals have a minimum goal to raise in order to bowl on the selected date.**
8. Whether you are an individual, joining a team, or creating your own, you will be prompted to fill in your details to confirm your information, how we can contact you with details about the event, and where the link to your personal fundraising page will be sent.
9. You can even add another participant to the team on behalf of your teammate if you'd like.
10. Click "Next."
11. If you wish to give an optional donation and kick things off on your fundraising page, you can do so on the donation page.
12. Click "Complete Registration."
13. A "You're Registered" page should appear with the option to select "My Fundraising Dashboard."
14. You will receive a "thank you" email and an email with a link to customize your individual fundraising page. If you are on a team, each team member will have their own unique fundraising page they can customize and share on social media/email/text to encourage donations that will go toward their team's goal.
15. Click "My Fundraising Dashboard" to view your personal fundraising page.
16. Create a log in for easy and secure access to your fundraising page.
17. Once logged in, you're ready to go! Customize your page and share on social media, email, text, word of mouth to reach your fundraising goal and beyond! You can even change your goal to a higher amount to support even more youth in our community.

Questions? Email us at emascharka@bigsindiana.org

Step-by-Step

How To Share Your Fundraising Page



1. Once you have registered yourself or your team, you will receive a "thank you" email and an email with a link to customize your individual fundraising page. If you are on a team, each team member will have their own unique fundraising page they can customize and share on social media/email/text to encourage donations that will go toward their team's goal.
2. Click "My Fundraising Dashboard" to view your personal fundraising page.
3. Create a log in for easy and secure access to your fundraising page.
4. Once logged in, you're ready to go! Customize your page and share on social media, email, text, word of mouth to reach your fundraising goal and beyond! You can even change your goal to a higher amount to support even more youth in our community.

Share on Facebook and Twitter:

1. To share on Facebook, you must already have a Facebook account.
2. Click the "Share on Facebook" button.
3. Click the "Share My Personal Fundraising Page" button.
4. If you aren't already logged into your Facebook account, you'll be prompted to log in.
5. Enter a fun message to encourage your friends to donate to your fundraising page.
6. Click "Post to Facebook" and you're done!
7. Keep sharing throughout the fundraising to share progress and goals.
8. You can also share via Twitter by following the same steps for Facebook but for your personal Twitter account.

Share via Email:

1. To Share via Email from your Fundraising Page:
2. Click the "Share via Email" button.
3. Draft up a catchy title.
4. Choose the email template or write your own!
5. If you want to save your own templates, click on "Email Management"
6. Select "Template" and then "New Template"
7. Draft up your own fun email!
8. Select "Save Template"
9. Now your templates will appear under "Start with an existing template" when drafting up an email.
10. Add in the email addresses of friends, family, co-workers, etc.
11. Schedule when you want it sent out.
12. Save as draft or click "Save and Preview Email"
13. Double check everything, and when you're ready click "Send Email"
14. Any fields with %XXX% will autopopulate with your personal information after you send so you don't have to add it in! Send a test to make sure, but feel free to add in your own info to be sure.

1. To Share via Email from your own email account:
2. Open up your preferred email account.
3. Create a new message and send to your friends, family and network!
4. Use one of our templates here:

Questions? Email us at emascharka@bigsindiana.org





Email Templates



Inviting people to donate to your page:

Hello!

It's that time of year again! I'm participating in Big Brothers Big Sisters of South Central's Bowl For Kids' Sake to raise money to defend potential in our community. This organization and their event are really important to me, and I'm working hard to support them by raising money to defend the potential of youth in our community. Won't you join me by donating and helping me reach my fundraising goal?

If you'd like to help me reach my goal, you can visit my page and make a donation here: %RegistrantDonationPage%. You can also leave a message for me about why you decided to donate – I'd love to hear from you!

If you can think of others who might be interested in making a donation, please forward this email to them or share it on social media! Big Brothers Big Sisters of South Central Indiana is a great organization and you'd be helping them (and me!) fulfill their mission of creating and supporting one-to-one mentoring relationships by spreading the word.

Thank you so much for helping me reach my goal, and for supporting Big Brothers Big Sisters of South Central Indiana. We couldn't do it without you!
We are #BiggerTogether!

Sincerely,
%RegistrantFirstName% %RegistrantLastName%

For additional information about Big Brothers Big Sisters of South Central Indiana or this year's Bowl For Kids' Sake, please visit: <https://secure.qgiv.com/event/v3xpxj/>.

Thanking your donors:

Hello!

Thank you so much for your donation to Big Brothers Big Sisters of South Central Indiana and this year's Bowl For Kids' Sake event. Your support has taken me one step closer to meeting my fundraising goal, and I can't thank you enough for your generosity. Your gift means a lot to me, and I know it means a lot to Big Brothers Big Sisters of South Central Indiana.

With your donation, Big Brothers Big Sisters of South Central Indiana is able to defend potential by creating and supporting one-to-one mentoring relationships for youth in our community.

If you want to learn more about Big Brothers Big Sisters of South Central Indiana or Bowl For Kids' Sake, please visit <https://secure.qgiv.com/event/v3xpxj/>.

Thank you again for everything – you're the best!
We are #BiggerTogether!

Sincerely,
%RegistrantFirstName% %RegistrantLastName%