

BOWL FOR KIDS' SAKE

FUNDRAISING IDEAS & TIPS

Workplace Fundraisers

- Change for Change - Set up coin collection containers to collect loose change. It's also a great way to educate kids about the power of giving; consider having a Change for Change collection in the classroom.
- Ask your employer to match your team's contribution or to pledge your team (we'll provide the tax receipt)
- Auction a Manager job-swap opportunity (could be for half day/full day)
- Auction or raffle work perks like a day off with pay, be the boss for half a day, best parking spot, etc.
- Baby Face - Ask employees to bring in a childhood photo. Create a display and charge a fee for people to make a guess. Give winners a donated prize.
- Bake for Kids' Sake – Every company has its premier “bakers!” Ask them to make one of their fantastic treats and host a bake sale one morning.
- Bowl with the CEO - Engage your company's leadership. The top 7 fundraisers get to bowl with the boss at Bowl for Kids' Sake. Or, maybe start an Executive Challenge? VP vs. VP...or Staff vs. Executive Team...
- Cafeteria Day - Ask your in-house caterer to donate a portion of one day's proceeds to your Bowl for Kids' Sake effort.
- Department Challenges - Marketing vs. Sales...IT vs. Accounting...Let the trash-talking begin!
- Drink the company coffee – challenge everyone to drink coffee at work and donate what they would have spent on fancier coffee (or tea)
- Hold a boss challenge - if team reaches goal, boss must do something fun
- Host an office games tournament – could be classic board games, picnic games (like 3-legged race), hula hoop contest, parking lot golf, D&D, whatever appeals to the people you work with!
- Jeans Day - Charge \$5 for the chance to wear jeans on a designated Friday. For those bargain hunters, maybe \$20 buys you 5 weeks!
- Lunch with the CEO - Ask your CEO to endorse a challenge: if the Team raises \$1,200, free lunch for everyone! (Compliments of the CEO).
- Potluck Lunch - Test your culinary skills with a potluck lunch! Pick a day and have people bring in a favorite dish. Set up your spread in a high-traffic area, promote with emails and flyers and charge \$5-\$10 for lunch
- Set up a company etiquette jar – offenders pay between \$1 and \$5 for crimes like being late for work, answering cell phones in meeting, etc.

Individual Fundraisers

- Add the link to your personal fundraising page to your e-mail signature
- Ask 10 people to pledge you \$10
- Ask your Facebook friends to sponsor you
- Cater in (or make something yourself) and sell lunches at work — once you've met your costs for the food, use the proceeds to go toward your pledge money.
- Email! Email! Email! Send emails to everyone you know and ask them to pledge you online. Online pledging is quick, easy, and secure. You can even ask friends and family to support you.
- Guess the number of jelly beans (or other candy) in the jar contest
- Host a video-game competition (Rock Band, Wii bowling, etc.) — charge an entry fee and give a portion of the total to the winner, using the remainder toward your donations.
- Host a wine tasting at your house for friends and neighbors and ask them to make a donation.
- Host a pancake breakfast, ice cream social or hot lunch
- Make greeting cards for holidays or birthdays and sell them to add to your donations.
- Poker Night - Invite 5 or 6 of your friends over for a poker night. Organize a special “No Limit, Texas Hold'em” game just like you see on TV. Have a \$20 buy-in to get chips. In “No Limit, Texas Hold'em”, you play until one person has all the chips. 6 people plus you equals \$140 in total money. In the case of this charity game, the winner doesn't get all \$140, they get \$40 and your team will get \$100. You might even be able to get your friends to agree to donate the winnings as well.

After all, the best things about poker night are hanging out with your friends, eating junk food, and having fun. It's not about the money -- it's about bragging rights! "I won \$140 bucks from my buddies last night and donated it to Big Brothers Big Sisters!"

- Trade manual labor (shovel snow, wash dishes, etc.) for donations.

How to Raise \$125 in 5 Days!

Day 1: Put in your own \$25	\$25
Day 2: Ask 4 family members for \$10 each	\$40
Day 3: Ask 3 friends for \$10 each	\$30
Day 4: Ask 3 neighbors for \$5 each	\$15
Day 5: Ask 3 co-workers for \$5 each	\$15
TOTAL	\$125

Fundraising Tips to Keep in Mind...

- **It's true:** every dollar helps. Although we encourage you to ask for donations of \$50 or \$25, no donation is too small. Whether it's \$5, \$10, or \$100...what's important is getting people to support Big Brothers Big Sisters.
- **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.
- **All donations are 100% tax deductible.** All online donors will receive a letter/email confirming their donation and providing all necessary information for the tax deduction.
- **Know your Big Brothers Big Sisters facts.** Being familiar with the work of BBBS will increase your ability to be a successful fundraiser. Check out www.bbbs-cnm.org for more information.

Who Should I Ask?

Everyone. A few ideas to get you started:

- **Your Personal Network:** Family, friends, book clubs, dry cleaner, car wash, gas station, clothing stores, grocery store manager, etc.
- **Professional Network:** Colleagues, boss, company executives, vendors, clients, etc.
- **Community Network:** Churches, synagogues, senior centers/groups, etc.
- **Involve Your Kids:** Teach philanthropy early!
 1. Ask teachers to sponsor a "Change for Change" or "Kids Helping Kids" coin collection in your child's classroom.
 2. How about a lemonade or hot chocolate stand? Cookie or bake sale?

How Do I Ask?

- **Be Clear and Concise.** Shoot for the stars. Ask for a specific dollar amount - \$25, \$50 or even \$100 – and realize people will donate at a level that works for them.
- **Thank Donors.** Big Brothers Big Sisters is very appreciative of every dollar raised and hour donated to help children, each and every day of the year. Please remember that as a Bowl for Kids' Sake participant; you are an ambassador of Big Brothers Big Sisters. We sincerely appreciate your help in engaging the community and continuing our efforts to make people feel good about their connection to our work.
- **Personalize, personalize, and personalize.** Whether you write a letter, email, or call, relating your own Big Brothers Big Sisters story or an experience you had with a mentor while growing up, success will come from making the ask personal.
- **Explain WHY you are taking part in Bowl for Kids' Sake.** While 88% of people know the Big Brothers Big Sisters name, many aren't familiar with the power of our one-to-one mentoring model, and don't know how their dollars can help us to support more one-to-one mentoring matches. Visit www.bbbs-cnm.org to learn more.
- **Explain Where the Money Goes.** People want to know their hard-earned dollars are going where they intend...and they are. Know that EVERY DOLLAR RAISED HERE, STAYS HERE. 100% of the funds raised through your participation in our Bowl for Kids' Sake campaign stays in our area to directly support children in Central New Mexico. Remember, all checks should be made payable to BBBS-CNM.