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April 2018

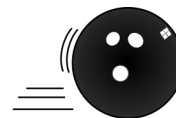
Big Brothers Big Sisters of Guelph



A change of shoes can change a life



Team Captain Resource Book



www.bfksguelph.ca

Dear Bowl For Kids Team Captain:

Thank you for taking the time to register and participate in Bowl for Kids in support of Big Brothers Big Sisters of Guelph. By getting involved, making a commitment and encouraging others to participate, you have made an impact on the agency and the services it provides to our community.

A change of shoes really can change a life. Funds raised through your efforts, will support over 650 children in the Guelph, and help to provide a match for every child on our waiting list.

As Team Captain, you have an important role to play in the success of our event! By recruiting teams, encouraging other to get involved, you increase the number of fundraisers out there collecting donations for our agency.

And with this role, comes some amazing opportunities! Team Captains who bring in three or more teams are eligible for great prizes. Please see **insert** for more information.

Within these pages you will find tips for recruiting teams and raising funds, benefits of online pledging and tricks for keeping your team enthusiastic. We look forward to seeing you at the alley!

Jennifer Tremaine



Fundraising—where your money goes

With teams in place, you are ready to start collecting funds. To help you understand where donations go, we have supplied some statistics. These will be helpful when explaining the purpose of the event to participants and potential donors. Be sure to pass this information along to your team members and encourage them to use it when collecting pledges.

Dollars raised will help:

- ◇ Match approximately 70 children on the BBBSG waiting list
- ◇ Enhance BBBSG group based programs through activities and services
- ◇ Support school-based programs to help give girls and boys the tools and information they need to lead and maintain a healthy lifestyle
- ◇ It cost anywhere from \$800-\$1,200 per year to have a child enrolled in one of our mentoring programs

Collecting pledges—strategies for success

1. Set a fundraising goal and start early—\$600 per team is the minimum pledge requirement. See page five to find out how you can raise \$1,000 in just nine days!
2. Get in touch with everyone you know through email or social media and encourage them to support you. Add a line to your e-signature directing them to the website for donations. Send the agency link www.bbbsg.ca for more information.
3. Take your pledge sheet everywhere. You never know when an opportunity might present itself!
4. Talk to everyone you know about Bowl for Kids Sake—your doctor, pharmacist, hairstylist, etc.
5. See if your employer has a charitable donation matching program and double the funds raised.
6. Hold 'mini' fundraisers to collect donations at work or a social group

What is BFKS



Bowl For Kids is a fundraising celebration. It is a chance to get together with friends, family and co-workers, dress up and have a fun time bowling in support of BBBS mentoring programs.

By putting on a pair of bowling shoes, you can have an incredible impact on a child in our community. We're proud that this is one of the few events in the community that the whole family can attend, be active and have fun.

Your Responsibilities As Team Captain

Besides having fun, here are the important steps to ensure success as a Team Captain:

1. Recruit participants for your team (four to six members). See page **three** for tips.
2. Make it easy to participate. Provide prospective teams with a link to the website so they can register online.
www.bfksguelph.ca
3. OR—Call the office at 519-824-5154 ext. 230 to register your team and book your time slot.
4. Provide team with the information they need to participate successfully in the event. For example, the tips and tricks for effective fundraising and online pledging found in this booklet on page **5 & 6**.
5. Get your team excited with regular motivational emails and updates about pledge progress (**on page 4**)
6. Promote the benefits of online pledges. It's fast, easy and cost effective for the agency. See page **five** for more information.
7. Join us on BBBSG on Facebook and will help encourage your team members for you!
www.facebook.ca/BBBSGuelph
8. Be organized on event day. Make sure your team brings all the essentials (completed pledge sheets, money, and your team!)



How you can raise \$1,000.00 in nine days

Day 1	Sponsor Yourself \$50	\$50
Day 2	Ask two family members to sponsor you \$50	\$150
Day 3	Ask five friends to contribute \$30	\$300
Day 4	Ask five co-workers to contribute \$30	\$450
Day 5	Ask five neighbours to contribute \$20	\$550
Day 6	Ask five people from your social or sports group to contribute \$30	\$700
Day 7	Ask your boss for a company contribution of \$100	\$800
Day 8	Ask five local stores to sponsor you \$20	\$900
Day 9	Ask a business you frequent (Doctor, dentist, etc.) for \$100	\$1,000



The benefits of online pledging...

If making the most of your time is a priority when it comes to fundraising, then collecting pledges online is right up your alley!

1. It's easy to spread the word and collect donations quickly. Send out emails to your friends and family with a link to your donation page. Able to solicit pledges online gives those reluctant to go door to door more freedom to raise money in a way they feel comfortable.
2. It's more convenient for you. No need to worry about collecting those donations or remembering to bring it on event day.
3. You can keep tabs on how your team is progressing and send out those encouraging emails if required.
4. Your donors will appreciate receiving their tax receipts quickly.
5. Online giving is more cost effective for the agency. Staff are not required to spend as much time verifying money and issuing receipts.

Tips For Recruiting Your Team

Here are some helpful hits to help you build your team(s) for Bowl For Kids' Sake:

- ⇒ If you've participated in the past, start with those team members and ask them to get involved again this year
- ⇒ Ask each returning team member to recruit at least one new person to the team
- ⇒ Talk to or e-mail everyone you know about Bowl for Kids Sake—friends, family, neighbours, co-workers and encourage them to register. Ask that if people can't register for a team that they support the event by sponsoring you
- ⇒ Within your workplace, create a friendly competition among colleagues by encouraging multiple teams to sign up. Ask your employer to promote the event in your company newsletter or Intranet
- ⇒ Connect to the cause. When speaking about Bowl for Kids Sake and BBBSG, make sure your "ask" has a personal aspect to it. Tell people why YOU are participating
- ⇒ Use materials available to you. BBBSG has brochures and poster that you can use to post around your workplace or neighbourhood
- ⇒ Encourage teams to register online at www.bfksguelph.ca— it's easy!



Communicating with your team:

Enthusiasm is contagious. Get excited about the event and encourage your teammates with regular e-mail updates.

While regular correspondence is ideal to keep participants excited, you don't want to bombard them with too much follow-up. A rough timeline for communications has also been provided.

WEEK 1: Thank your team for participating, tell them why you are involved.

WEEK 2: Send out strategies for effective fundraising

WEEK 3: Provide an update of how you are doing with collecting pledges and challenge your team to beat you (or another team you know is doing well).

WEEK 4: Send out "How to raise \$1,000 in nine days." Page 5

WEEK 5: Tell your team how great they're doing—keep up the great work

WEEK 6: Remind them about the incentives/prizes available. See Insert

WEEK 7: (Event Week) We're closing in, get those last pledges. Also include reminders about bringing money to the event.

