

COORDINATOR TIPS FOR JA BOWL-A-THON FUNDRAISING SUCCESS

For many companies, the JA Bowl-A-Thon is a great moral-boosting event where all levels of associates can come together and have a great time for a great cause. Whether you're coordinating teams for a large or small company, here are a few tips to help your bowlers raise the most for JA of WNY students:

1. **START EARLY**

The sooner you start asking for bowlers and donations, the more funds you will raise.

2. **SET A CHALLENGING BUT OBTAINABLE GOAL**

Whether your company's goal is to increase by adding one department, one team, one person or even one more donation, it all helps JA reach more students!

3. **SECURE HIGH-LEVEL ENDORSEMENT**

From your CEO or Senior Management with a letter or e-mail to department heads encouraging participation.

4. **CREATE A SCHEDULE (AND STICK TO IT!)**

Set the best time to begin recruitment, disseminate materials, check on progress, collect lane fees, and a 'last chance' deadline.

5. **CONTACT EVERYONE!**

Invite company-wide participation. Have associates invite family & friends to join their team. Ask vendors or customers to participate – great networking!

6. **REINFORCE PARTICIPATION**

Publish articles in your company e-newsletter or intra-net, display posters everywhere allowed, insert fliers in paychecks.

7. **CUSTOMIZE YOUR FUNDRAISING PAGE!**

Set an example by including a personal story. This encourages your bowlers to do the same and helps donors know why it's important to you that they give.

8. **CUSTOMIZE E-MAILS**

Make the e-mail template yours! Include a personal story – why is JA important to you and how your donors' money will help provide our next generation with valuable skills!

9. **CASUAL DAY**

Hold a casual day to benefit JA and add to your company's total raised. Already casual? Try an internal fundraiser with a company-sponsored prize.

10. **CREATE COMPETITION**

Friendly competition between groups, departments, locations and industries is always encouraged!

11. **ADD SOCIAL MEDIA TO THE MIX**

Check with your PR dept. to use status updates in Facebook, Twitter or LinkedIn to encourage participation. Don't forget your own personal accounts as well!

12. **ASK, AND ASK AGAIN!**

Remind your bowlers that people can only make a donation if they give them the opportunity! Tell them to ask everyone in their address book, social media and neighbors more than once!

13. **E-MAIL SIGNATURE**

Encourage all participants to include the URL to their personal giving page on their office and personal e-mail signatures.

14. **STAY FOCUSED... VOLUNTEER!**

Remind yourself and your bowlers why you are participating in the event... sign up to volunteer in a classroom!

15. **SAY THANKS!**

After the event is over, share your company's results along with the overall results to all associates, and thank everyone for their help. You'll be asking for their support again next year!

The Junior Achievement of Western New York Bowl-A-Thon, presented by Bank of America, supports financial literacy, entrepreneurship, and work readiness programs which were delivered to 14,200 students during the 2016-17 school year.

Questions? Contact Tammy Bixby at 716-853-1381, ext. 210.

More Ways to Fundraise!

Many coordinators, teams and bowlers hold independent fundraising events to help add to their overall Bowl-A-Thon total raised. These additional, or complementary, fundraisers can be a huge help for a number of reasons:

- adds to overall corporate total and raises more awareness about company participation
- can help a team meet their goal
- can help an individual fundraiser meet his or her goal
- gives those that cannot bowl or attend the Bowl-a-thon, a way to participate and support your company's efforts
- **helps JA reach more students!**

Tips for Successful Fundraisers:

- Use WWW.JAWNYBOWLATHON.ORG to create a page especially for your internal fundraiser so it's easy for folks to give – set the goal and customize page to support the fundraiser being held.
- Ensure organization wide support – communicate the performance and benefits throughout your company.
- Recognize the time and talent your participants give so freely and passionately to support our cause.
- Contact our office if you or your participants have questions or need help, we're here to support your efforts.

A Few Examples: (be sure to check your corporate policies prior to holding events internally):

CASUAL DAYS/WEEKS – go casual for JA, charge associates a nominal fee (\$5, \$10) to go casual or dress down in jeans for a certain time period (one day, each Friday for a month, a week, etc.) and apply funds to Bowl-a-thon total.

WII BOWLING – set up a Wii console in a common area and charge associates a fee to play, top scorers or departments can face off and pay to play again to get an overall winner.

CURL-A-THON – arrange for associates to curl in our new Harbor side event center make a flat donation to play.

BAKE SALES & PLANT SALES – sell plants for spring planting or invite associates to bake homemade goodies for sale – they can even be judged with a special gift for the winner.

DINNERS OR BARBEQUES – host a dinner party for JA, set a donation amount and send e-invites via a personal ask directly from www.jawnybowlathon.org

CELEBRATION PAGES (BIRTHDAY, ENGAGEMENT) – in lieu of gifts, set up a page on the event web site to have donations made in honor of a milestone Birthday or other occasion that can support your Bowl-A-Thon total.

HOLIDAY FUNDRAISERS (VALENTINE'S, ST. PATRICK'S DAY) – sell roses for Valentine's Day, St. Patrick's Day hats (associates can wear them to the Bowl-a-thon and at parades), Mardi Gras beads, etc.

PAINT-A-PIN – get those creative associates to decorate an old bowling pin (JA can get you some) and auction them off or have associates "vote" for their favorite by making donations, have a prize for the winner or department whose pin raised the most.

PARKING LOT SALES – sell prime parking spaces – perfect for winter!

BASKET SALES – gather donations and assemble baskets in a common area for a week.

GAMING EVENT (BOWLING, DAVE & BUSTERS, MINI GOLF) – coordinate a company day bowling or game day at Dave & Busters or mini golf over at the Golf Dome & charge a fee for participation (including the cost to play).

BOTTLE RETURNS – donate your bottle/can return funds to your team & ask each team member & your company to do the same.

BROWN-BAG IT LUNCH – invite employees to bring their lunch to work and donate the money they save from not going out that day toward your company's Bowl-a-thon total.

STICK IT TO THE BOSS! Sell yards of tape to employees for \$5 each. Supervisor or CEO is put on a stool & taped to wall. Finally remove stool to leave boss hanging. Great media opportunity!

GARAGE SALE – ask friends and neighbors to donate items they no longer need. Make signs advertising that all proceeds go toward the JA Bowl-A-Thon.