

JA Bowl-A-Thon *NEW* WEBSITE GUIDE

www.jawnybowlathon.org



Qgiv is the new online system adopted by JAWNY based on feedback to better serve Company Coordinators and bowlers. From your personal fundraising page, you can send fundraising e-mails to your friends and family as well as utilize social networking tools, such as Facebook posts and tweets! If you have any have questions about the site and/or about raising funds online, contact Tammy Bixby at tbixby@jawny.org.

COMPANY COORDINATORS:

- ▶ Your company has been entered on the JA Bowl-A-Thon Web site. If your company is not listed, or is listed incorrectly, e-mail Tammy Bixby at tbixby@jawny.org.
- ▶ We suggest having your Team Captains register their team to raise funds online; however, if you would like to do this, let them know and follow the directions below under **TEAM CAPTAIN REGISTRATION** for each team (or JA can enter!)
- ▶ View all company **online** fundraising totals by clicking on **COMPANY LEADERBOARD** on the homepage. Reports on your company's progress can also be sent as requested, email tbixby@jawny.org.

TEAM CAPTAIN REGISTRATION: (ALSO SEE "PARTICIPANT FUNDRAISING TIPS")

- ▶ Select **BOWLER REGISTRATION, REGISTER AS A FUNDRAISING PARTICIPANT**, enter your email & click **CREATE ACCOUNT > CONTINUE**
- ▶ Follow instructions to complete your registration, save your password and select **CREATE MY ACCOUNT** or register using Facebook or Twitter; your email will be your username.
- ▶ **SELECT A COMPANY** from the dropdown menu
- ▶ Click on **CREATE TEAM**, enter team info, including clever team name, team fundraising and personal goal (\$50 minimum per bowler; \$75 for rewards) and personal information.
- ▶ *The lane fees (\$10 per bowler for shoe rental & 2 games) can be turned in directly to your team captain or coordinator, if they are not being covered by your company.*
- ▶ Start off fundraising by including your personal donation during registration!
- ▶ Click **CONTINUE** to add your bowlers
- ▶ Click **ADD ADDITIONAL REGISTRANT**, enter each of your team member's information – some tips:
 - Use each person's email address
 - Use the same password for everyone; let them know what it is & they can change it when they log in
 - Use **REGISTRANT RESIDES AT MY ADDRESS** to autofill your corporate address
 - Don't have all of your members yet? No problem! Add them later under **MANAGE REGISTRATIONS**
- ▶ Once you've added your bowlers, click **Complete Registration** and follow prompts to personalize your page
- ▶ You and your bowlers will receive an email with registration info and personal fundraising page links
- ▶ Want to invite others to join your team? Click on **OUR TEAM** on the left menu, click **ASK OTHERS TO JOIN**, enter their email and use the "**FROM PARTICIPANT – ASK OTHERS TO JOIN TEAM TEMPLATE**", then complete all info

BOWLER REGISTRATION: (ALSO SEE "PARTICIPANT FUNDRAISING TIPS")

- ▶ Visit www.jawnybowlathon.org, click on the green **BOWLER REGISTRATION** button
- ▶ Select **REGISTER AS A FUNDRAISING PARTICIPANT**, enter your email & click **CREATE ACCOUNT**
- ▶ Follow instructions to complete your registration, save your password and select **CREATE MY ACCOUNT** or register using Facebook or Twitter; your email will be your username.
- ▶ **SELECT A COMPANY** from the dropdown menu
- ▶ *The lane fees (\$10 per bowler for shoe rental & 2 games) can be turned in directly to your team captain or coordinator, if they are not being covered by your company.*
- ▶ Start off fundraising by including your personal donation during registration!

ALL USERS - *Remember to check your Junk e-mail or Spam folder if you do not see your confirmation e-mail!*

PARTICIPANT FUNDRAISING TIPS

Get Started ASAP!

Don't pull an all-nighter and wait until the day before the JA Bowl-A-Thon to start asking for donations. You'll keep stress at bay and avoid disappointment if you start your fundraising efforts early!

MAKE A DONATION

Show people you're serious about meeting your fundraising goal by making a personal donation. Share your donation on social media & ask people to help you meet your goal. Even if it's a small donation, people like seeing you practice what you preach!

SHARE YOUR PAGE ON SOCIAL MEDIA

Click on the Share Event tab from your personal fundraising page's dashboard to create Facebook and Twitter posts that contain links to your page.

RAISE THE BAR

If you meet your goal, raise it! People are more likely to give if you haven't met your goal yet. To update your goal, just click the Update My Goal button below the thermometer on your personal fundraising page!

PERSONALIZE EVERYTHING

When you tell people why JA matters to you, they listen. Use your personal fundraising page and emails to relay a personal experience with JA. Have you taught a class? Know a JA student? Let folks know!

FIND A MATCH

Companies and employees will often match their employees' gifts. If you have an awesome employer who agrees to match donations, make sure your supporters know about the opportunity to double their impact!

ASK MORE THAN ONCE

It happens - people get busy and forget you asked them for help. Send out reminders by scheduling an email campaign! You can find email templates & the option to create custom emails within the Share Event section. Be sure to include a link to your personal page!

DID YOU KNOW?

The JA Bowl-A-Thon is now in its 34th year in Western New York and is responsible for nearly one-third of JA of WNY's total operating budget. Our goal this year is to raise \$160,000 in support of JA's financial literacy, entrepreneurship, and work readiness programs delivered to WNY students. We are pleased to offer the JA Bowl-A-Thon Web site as a tool to help you and your company reach all fundraising goals on behalf of JA – thank you for your support!