



EMPLOYEE ENGAGEMENT

The JA of Western New York Bowl-A-Thon is a great way to encourage employee engagement!

We get it. Your employees work hard but, you want them to play hard too! Participation in the JA Bowl-A-Thon is a great way to boost moral all while supporting JA of WNY students.

Show top-down engagement



- Recruit a Coordinator who can drive engagement throughout the JA Bowl-A-Thon process.
- Hold casual days, bake sales, parking space sales, etc. to help increase awareness and overall corporate fundraising efforts toward your total.
- Have the Coordinator recognize individuals for outstanding fundraising.
- Invite a top executive to bowl.
- Host a "Beat the Exec" game at the alley where participants can compete against an executive.

Reward Great Work



- Offer incentives - rewards for fundraising: PTO day, complementary lunch, etc.
- Put all employees who reached their fundraising goal in for a chance to win a company reward.
- Publicly recognize all bowlers who are also JA classroom volunteers.
- Give away company swag. When you focus on fundraising pre event, you can really look at the event as an opportunity to have a good time with employees and give away swag for free.

Surprise employees with a great time



- Facilitate a fun and unique ice breaker at the start of the event.
- Offer a hosted happy hour after bowling.
- Organize lane games to shake up the bowling routine.
- Give prizes to top bowlers. JA also provides many fundraising rewards – see the bowler envelope!
- Break up bowling with fun games. It's a great time to see your co-workers in silly situations such as doing limbo at the lanes!

100%

Say their JA Bowl-A-Thon experience was either excellent or very good.

94%

Feel more connected to their coworkers because of their participation in the JA Bowl-A-Thon.

88%

Left with a greater understanding of JA's work and mission.

80%

Feel more positively about their employer because of their participation in the JA Bowl-A-Thon.

Top skills utilized during JA Bowl-A-Thon

82% teamwork
12% sales techniques
12% project management
6% leadership
6% problem solving



2019 JA BOWL-A-THON DATES: MARCH 2 & 9
FOR EVENT INFO & SPONSORSHIP OPPORTUNITIES VISIT:
WWW.JAWNYBOWLATHON.ORG