

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 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. **SOCIAL MEDIA**

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 donate 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. Last school year 15,751 K-12th grade students in WNY received JA programming.

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

Hold Internal Fundraisers Toward Your Total

Many coordinators, teams and bowlers hold fundraising events to help add to their overall Bowl-A-Thon total raised. These additional, or complementary, fundraisers can be a huge help for several 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 support your company's efforts
- ✓ **helps JA reach more students!**

Tips for Success:

- ✓ Use WWW.JAWNYBOWLATHON.ORG to create a page especially for your JA fundraising event so it's easy for folks to give – set the goal and customize page
- ✓ Ensure organization wide support – communicate the performance and benefits throughout your company.
- ✓ Contact our office if you or your participants have questions or need help, we're here to support your efforts!

A Few Examples:

CASUAL DAYS/WEEKS – go casual for JA, charge associates a fee (\$5, \$10) to go casual or dress down for a certain time period (one day, each Friday for a month, a week, etc.)

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

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 BBQ'S – 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.

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 & 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, Bob Evans, or mini golf over at the Paddock Golf Dome & charge a fee for participation (including the cost to play).

BOTTLE RETURNS – donate your bottle/can return funds to your team & ask others to do the same

It's Never Too Early To Get The Ball Rolling for JA Kids!

Here are a few ways you can get the fundraising ball rolling toward your individual, team and corporate goal for 2019! For more details visit www.jawnybowlathon.org

- Casual Days
- Wii Bowling
- Basket Sales
- Bake Sales
- Parking Space Sales
- Birthday Page/Donate to Celebrate