



Big Brothers Big Sisters
of Metropolitan Detroit



Team Captain Guide for Companies and Organizations

For more information, please feel free to call, fax or email:

Office: (313) 309-0500

Fax: (313) 309-3459

www.bbbsdetroit.org



For over seven decades, Big Brothers Big Sisters of Metropolitan Detroit (BBBSMD) has continued to positively change the lives of children in Wayne, Oakland and Macomb counties by creating structured and trusting relationships that bring young people together with caring individuals who offer guidance, support and encouragement.

BBBSMD is an affiliate of Big Brothers Big Sisters of America, the world's most effective system of one-to-one youth mentoring, and the acknowledged leader in building professionally supported, dynamic relationships, which unite children with committed volunteers. Locally since the 1930s, BBBSMD has served children in the tri-county area of southeastern Michigan. BBBS was formed from the 1974 merger of Detroit Episcopal City Mission Society, Catholic Big Brothers, and Big Brothers affiliates in Oakland and Macomb counties.

Our annual ***Bowl For Kids' Sake*** campaign, most popularly known as ***BFKS***, is the largest annual fundraising event that supports BBBSMD programs for children in our communities. This is a fun-filled event that provides companies the opportunity to show their support by raising dollars and awareness to support BBBSMD.

This event is not just another fundraiser. Bowl For Kids' Sake presents a tremendous opportunity for you to build team spirit within your organization while at the same time helping children in the Metro Detroit area.

Your company's support is vital and is one of the active mainstays of our continuous success of effective and progressive one-to-one mentoring within our communities.

Help us to create Little Moments... Big Magic... Huge Impact!

BBBSMD can help you help us... It is easy as 1 2 3. Everything is designed for you to easily establish bowlers and team captains; set incentives and prizes, as well as organizing your fun day of bowling. These how to tips and more are outlined for your review in the pages that follow. By using these helpful tips, you will be able to organize a successful event. This manual will also serve as a tool to engage your employees, enhance your company's mission and vision and raise much needed funds and awareness for BBBSMD.

Please join us in supporting Bowl For Kids' Sake

Sincerely,

Dara T. Munson
President & CEO

Allen Coleman
Bowl For Kids' Sake Chair



Here are some steps that you can take to ensure that your participation in Bowl for Kids' Sake event goes smoothly. Feel free to call the Big Brothers Big Sisters office at 313.309.9227 with any questions or special needs.

Role of a Team Captain: As team captain your role is to recruit bowlers, provide them materials and ensure they are prepared to bowl. You are the critical link between the people who truly make this event a success (the bowlers) and your organization's support.

- A team consists of 5-6 bowlers who raise \$100 each.
- Two free games of bowling and shoes are included as part of your participation.
- Teams collect donations and bring them to the bowling center on the day of bowling along with their donation form.
- Bowlers solicit flat donations
 - ⇒ A minimum of \$100 in donations per bowler is required on the day your team bowls.
 - ⇒ A minimum of \$25 in donations per bowler is required for children 12 and under.
 - ⇒ Non-bowlers can participate simply by collecting donations or donating to a bowler.
 - ⇒ Non-bowlers can also help by volunteering at the bowling centers.
- Each participant raising \$100 or more receives a T-shirt when donations are turned in.
- The more you raise the more prizes you qualify for; such as a lunch for two, hotel stays or gift cards.

Interested in getting your company involved, please feel free to contact BBBSMD for our BFKS Company Tool Kit!



Fundraising Suggestions

To help you kick start your fundraising efforts, listed below are some helpful hints you can use to build momentum with your team and raise your *Bowl For Kids' Sake* money, and have a fun time doing it.

Dress Down Days: Ask your employer to have a “*Dress Down Day*” where employees can donate \$ to wear jeans and all proceeds go to your bowling team.

Food, Food and More Food: Encourage employees to hold bake sales (cookies, brownies, cakes, pies and donuts). You can also host a pizza party or a spaghetti dinner.

Host An Ice Cream Social: Each team member brings a separate item for a sundae bar, such as bowls, spoons, napkins, chocolate and caramel syrup, nuts, cherries, whipped cream and of course the ice cream. Invite everyone in your workplace, school, or church, etc. and charge \$ for the sundae.

Brown Bag Days: Engage employees to bring a brown bag lunch and donate the cost of what they would have spent in the cafeteria or going out (make it a picnic atmosphere).

50/50 Raffle: Hold a 50/50 raffle. 1/2 of the proceeds go to your bowling team and the other 1/2 goes to the winner of the raffle.

Other ways to Fundraise...

Look at how you can raise \$500 in one week !

Day 1

Start by sponsoring yourself for \$50.00.

Day 2

Ask two family members to sponsor you for \$50.

Day 3

Ask five friends to contribute \$25.

Day 4

Ask five co-workers to sponsor you for \$10.

Day 5

Ask five neighbors to contribute \$10.00.

Day 6

Ask your doctor or dentist for a \$50 contribution.

Day 7

Ask three businesses, you frequent for \$25, this can be your grocery store, video store, restaurant, dry cleaner, or favorite retail shop.



Fundraising Letter Example

TO: Friends and Family

FROM:

RE: 2010 Bowl For Kids Sake (BFKS) Bowling Fundraiser

DATE:

I am participating in the 2010 Bowl For Kids Sake (BFKS) bowling fundraiser. This fundraising event will provide critical resources to Big Brothers Big Sisters of Metropolitan Detroit (BBBSMD). The mission of BBBSMD is to strengthen children in need through one-to-one relationships with volunteer mentors. Funds raised through this event will support mentoring programs throughout Metropolitan Detroit.

As a supporter of Big Brothers Big Sisters, I have made a personal commitment to make a difference. Your support would help immensely! Your donation is **tax deductible** and will help BBBSMD continue to provide services for at-risk children.

Please complete the information below and return it to the address listed with your donation. Make checks payable to Big Brothers Big Sisters or BBBSMD. You can also make a secure on-line donation at http://www.bbbsdetroit.org/donate/BFKS_donations.aspx

Thank you for your support of Big Brothers Big Sisters of Metropolitan Detroit. If you have any questions, please contact Lola B. Rushin at 313.309.9240 or via email at rushinl@bbbsdetroit.org

Together, we can make a difference.

I, _____, support your efforts during Big Brothers Big Sisters 2010 Bowl For Kids Sake (BFKS) bowling fundraising event. My donation of \$_____ is enclosed, payable to Big Brothers Big Sisters.

(My donation is to sponsor: Name of Bowler:)

**Please send your donation to:
Big Brothers Big Sisters of Metropolitan Detroit
7700 Second Avenue, Suite 602
Detroit, MI 48202**