



**Big Brothers
Big Sisters®**
OF CENTRAL TEXAS



TEAM GUIDE



APRIL 22 & 23, 2022

Highland Lanes

#BFK22

www.BowlForKidsAustin.org



**Big Brothers
Big Sisters®**
OF CENTRAL TEXAS



WELCOME!

Thank you for participating in one of Big Brothers Big Sisters of Central Texas' signature events, Bowl for Kids. Bowl for Kids (BFK) offers everyone in our community a chance to positively impact a child's life. The children served by Big Brothers Big Sisters are among America's most vulnerable, often living in a single-parent household, growing up in poverty, or coping with parental incarceration. By participating in Bowl for Kids, your team helps children reach their potential and, through them, transforms families, schools, and communities.

You are the heart and soul of Bowl for Kids. We've developed this team guide to help your team be successful. This short guide will help you speak knowledgeably about Big Brothers Big Sisters, answer questions, and encourage others to become involved. More importantly, you'll be ready to show your passion for changing how children grow up in Central Texas.

Thank you for your dedication!

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WHAT IS BIG BROTHERS BIG SISTERS?

Big Brothers Big Sisters is not your typical organization.

Big Brothers Big Sisters of Central Texas exists to help children succeed in life. We do this by matching children ages 6 and above with caring adults who serve as mentors, advocates, resources, and guides. Volunteers commit to meeting with their Littles 3 to 4 times per month for a minimum of one year. Our professional staff are there every step of the way to solve problems and support each match's success.

BBBS serves approximately 1,000 children in Travis, Williamson, and Hays counties each year. Our proven model of one-to-one mentoring helps kids build the skills and capacities that lead to lifelong success.

While we serve approximately 1,000 children each year, as many as 200 children are waiting for our services at any given time. We must raise the funds to provide these children with the life-changing mentoring relationships they so richly deserve. We hope that you will join us in meeting this challenge and providing new opportunities for these children.

In 2021:

- **147** new mentoring matches were created, and **780** matches were supported
- **620** kids were matched with their mentor for more than one year
- **46,800** volunteer hours were given by "Bigs"
- **\$113,750** in new college scholarships was promised to "Littles"
- **37.5** months was the average match length

WHAT IS BOWL FOR KIDS?

Bowl for Kids is one of Big Brothers Big Sisters' signature fundraisers. Each year half a million people across America come together to have fun and raise money to support Big Brothers Big Sisters as we change how children grow up! Bowl for Kids is the perfect way for individuals to make an impact on our community – it only takes a little bit of effort to raise the money that is vital to our program's success.

As a "thank you" for your support and enthusiasm, Big Brothers Big Sisters of Central Texas hosts a celebratory party at Highland Lanes. No bowling expertise is required, only the willingness to share in our heartfelt and sincere thanks for helping us change children's lives for the better, forever.

100% of funds raised through Big Brothers Big Sisters of Central Texas' Bowl for Kids stay local and are used to provide life-changing mentoring services for children in our community.

www.BowlForKidsAustin.org

THE BASICS

1 FORM YOUR TEAM!

It's easy to do online - just visit www.BowlforKidsAustin.org and follow the simple instructions to create your team fundraising page!

2 FUNDRAISE FOR BBBS!

By simply sending an email, texting, posting on social media or asking a few friends for support, you can make a BIG difference. Work with your team and check out our fundraising tips!

3 MOTIVATE YOUR TEAM

Encourage them to raise money for Big Brothers Big Sisters of Central Texas!

Share information about the impact Big Brothers Big Sisters of Central Texas makes on our community.

Keep your team informed about incentive prizes, rules, games, contests, etc.

Communicate their success (*Katie just got a \$50 donation! Joel has already exceeded his goal of \$200! Our team just surpassed the \$1,000 mark!*)

4 QUALIFY TO BOWL

Raising \$750 qualifies your team for a bowling slot at Highland Lanes!

5 KEEP UP THE AWESOME FUNDRAISING AND CELEBRATE

When your team raises \$1,250 you support one match for an entire year and receive VIB (*Very Important Bowler*) perks! You can also engage in some exciting team fundraising activities at Treaty Oak Distilling, Bouldin Acres, and Lustre Pearl South through March and April as we prepare for the big celebration at Highland Lanes!

Join us at Highland Lanes on April 22 and 23, 2022, to celebrate your team's success! Remember, it's not about how good a bowler you are, it's celebrating the impact the funds your team has collected will have on our community!

6 SAY THANK YOU!

Thank your team members for their time and commitment to participate! Don't forget to say thank you to the people who donated to you! Call or email them after the event to let them know how much money your team raised and thank them for supporting local children!



BOWL FOR KIDS - FUNDRAISING TIPS

Need help fundraising? Don't worry — we've collected some of the best practices and tips from our top fundraisers below!

Remember, the team fundraising goal is \$750. If you reach \$1,250 as a team you will achieve VIB status and qualify for more prizes and perks!



- > **Have you participated in Bowl for Kids before? Ask former donors and teammates to get involved!** If someone donated to your team before, it's very likely that they'll donate again if you ask. If you want to see a list of your old teammates or donors from a past Bowl for Kids event, just let us know! Send an email to Audrie at ajahnsen@bigmentoring.org to request your lists.
- > **Remember the cause!** Big Brothers Big Sisters matches at-risk children with caring, adult mentors. Kids who have Bigs are more likely to graduate from high school and college, less likely to use drugs and alcohol, and have higher self-esteem than their peers. Tell potential donors about the cause behind the event and they will be more willing to donate.
- > **Personalize your web page.** Personalizing your fundraising web page is easy and fun. Participants who use their web page to raise funds typically raise more money because it's easy to donate with a credit card online. Get started by logging in at www.BowlForKidsAustin.org.
- > **Use social media, texts, and email!** Create a regular schedule of communication that includes posts on all your social media channels (*both on the feed and on your stories*), texting, and emailing. Each of your donors will have a different communication style so set a schedule and then repeat and remind.
- > **Ask about company matches.** Many companies will match an employee's contributions to a charity. Search for your company at doublethedonation.com or ask your HR department to see if your company has a company match program, and if so, how you can participate. If they do, you could reach your goal even faster! You can enter matching gift amounts on your web page to keep track of your total in real time.
- > **Aim for donations of \$25 or higher.** The quickest and easiest way to meet the \$125 goal is to ask 5 people to donate \$25. If you make a personal donation of \$25 first, it will show that you are not asking anyone to give to something you aren't giving to as well.
- > **Tell your personal story.** Use your personal fundraising page to answer the question, "Why do you support Big Brothers Big Sisters?" Tell potential donors about any amazing outcomes and personal experiences you may have had with BBBS or your own mentor. People are more likely to remember and donate to a cause when there's a story to go along with it!
- > **Join one of our lead-up event fundraisers!** Gather your team for Bowl for Kids' first annual pickleball tournament or trivia night and have fun while fundraising! Learn more and RSVP at www.BowlForKidsAustin.org.
- > **Ask for help.** We are here to support your team! Email Audrie at ajahnsen@bigmentoring.org or call 512-806-3609 with any questions or concerns.

www.BowlForKidsAustin.org

Use These Sample Posts!

Use the posts, emails, and texts below to help boost your fundraising efforts to meet your fundraising goal!



I Just Launched My Fundraiser Post

I just launched my Bowl for Kids fundraising campaign to benefit Big Brothers Big Sisters of Central Texas!

I've been fortunate enough to have amazing mentors in my life that have helped me become the person I am today. I love the mission of BBBSTX because they help find those important mentors for children who want and really need them. Will you support my fundraising campaign and help me ignite the potential of children in Central Texas by donating \$25? *[INSERT YOUR FUNDRAISING PAGE LINK HERE]* #BBBSTX

[CLICK HERE to Download Image »](#)

Over 200 Kids Are Waiting for a Big Post

Big Brothers Big Sisters of Central Texas is working to ignite the potential of the next generation of Central Texas leaders, college graduates, and entrepreneurs. Right now, over 200 kids in Central Texas are waiting for a Big. I'm participating in Bowl for Kids so more waiting kids can be matched with a Big who can help them succeed. Check out this video to meet one of our Matches:

[Match Video](#)

You can help by donating today! *[INSERT YOUR FUNDRAISING PAGE LINK HERE]* #BBBSTX

Inspire Potential Post

Did you know that there are over 1,000 Big Brothers Big Sisters matches in Central Texas? Bigs help ignite and empower the potential of their Littles just by being there for them as positive, caring mentors.

Check out my personal website to donate to my Bowl for Kids team and learn more about how you can ignite kids' potential with Big Brothers Big Sisters of Central Texas too! *[LINK TO YOUR PERSONAL PAGE]* #BBBSTX

[CLICK HERE to Download Image »](#)



Looking for 8 Friends to Chip In \$25 Post

As the potential for a return to "normal" is on the horizon, there are still hundreds of kids in Central Texas who want a mentor in their lives. That's why I'm participating in Bowl for Kids to benefit Big Brothers Big Sisters of Central Texas!

I'm looking for 8 friends to chip in \$25 to help match more kids in CTX with Bigs — could you be one? [\[LINK TO YOUR PERSONAL PAGE\]](#) #BBBSCTX

[CLICK HERE to Download Image »](#)

Match More Kids with Bigs Post

We've all been through a lot over the past two years. Kids in particular have had their lives disrupted in so many ways. When life feels a little overwhelming, it's nice to have an adult in your corner that you can trust and count on.

This spring, I'm raising money for Big Brothers Big Sisters of Central Texas through Bowl for Kids to help make sure every kid in Central Texas has a caring, trustworthy adult on their side. Any amount helps — donate today! [\[INSERT YOUR FUNDRAISING PAGE LINK HERE\]](#) #BBBSCTX

[CLICK HERE to Download Image »](#)

Thank You Post

Thank you to [\[DONOR NAMES\]](#) for supporting Big Brothers Big Sisters of Central Texas and donating to my Bowl for Kids team! I'm still looking for a few more donations to help me hit my goal — you can give right here » [\[INSERT YOUR FUNDRAISING PAGE LINK HERE\]](#) #BBBSCTX

[CLICK HERE to Download Image »](#)

Text Message Template

I'm participating in Bowl for Kids to help Big Brothers Big Sisters empower, ignite and defend the potential of youth in our community by matching them with caring, adult mentors. BBBS needs us now more than ever. Can you join me by making a donation to my campaign? [\[INSERT YOUR FUNDRAISING PAGE LINK HERE\]](#)

Other Resources

- [Click Here for an Instagram Story Image »](#)
- [BBBS Match Video](#)
- [BBBS Mission Video](#)
- [BBBS Quick Facts](#)





FUNDRAISING INCENTIVES



Become a team captain! Start your team before or during the Bowl for Kids kick-off party on March 6, 2022 and be entered to win a sweet prize.

Bowler Incentives:

- **Pin Pal** - Raise \$125 – 39th Annual Bowl for Kids T-Shirt
- **Rock Enroll** - Raise \$250 – Restaurant Prize Package
- **Revered Recruiter** - Raise \$500 – BBBS Tumbler
- **Bowling Buddy** - Raise \$750 – Beach Towel
- **Mentor Matchmaker** - Raise \$1,250** – Tailgate Chair

*****Teams who raise \$1,250 receive VIB treatment!***

During each bowling time, we will announce the winners for:

- Top Fundraiser
- Top Fundraising Team
- Team Spirit

Questions?

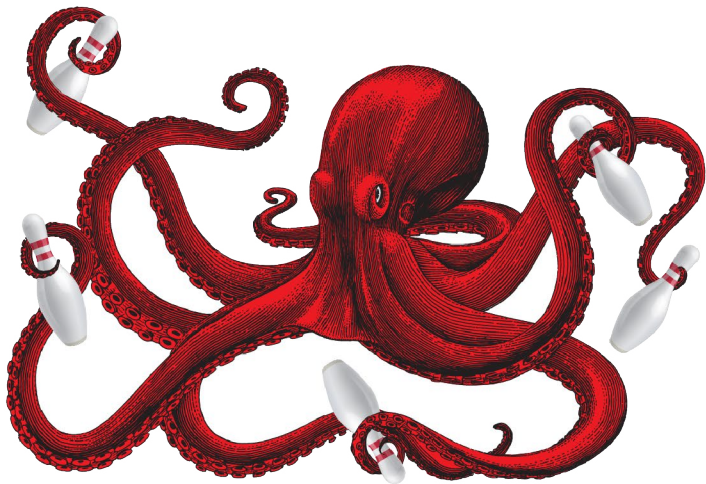
Contact Audrie at
ajahnsen@bigmentoring.org
or call at 210-415-0203



www.BowlForKidsAustin.org

Bowl For Kids Lead-up Events!

Join us for some new activities to make Bowl for Kids extra fun!



Kick-Off Party

March 6, 2022

2:00 - 4:00 pm at Treaty Oak Distilling

Join Big Brothers Big Sisters of Central Texas at Treaty Oak Distilling to kick off the 39th Annual Bowl for Kids!

Treaty Oak will be donating a portion of sales from signature cocktails and menu items all day to Big Brothers Big Sisters of Central Texas.

[RSVP HERE](#)

Pickleball Tournament

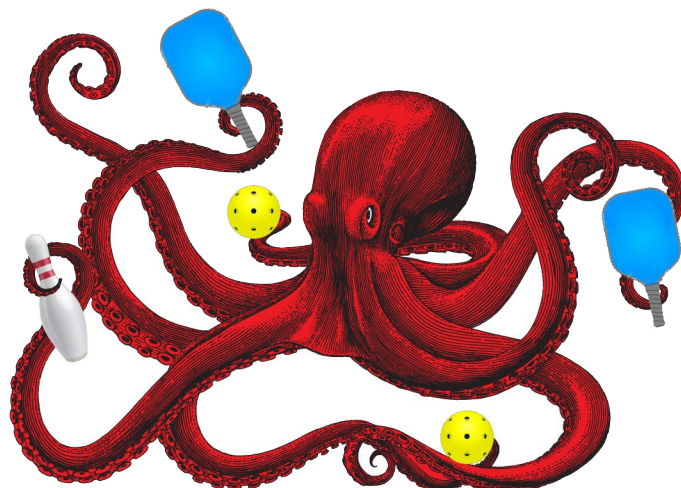
March 24, 2022

5:30 – 8:30 pm at Bouldin Acres

Invite your whole BFK team, friends, family, neighbors, and colleagues to cheer you on in an epic pickleball tournament!

[REGISTER TO PLAY HERE](#)

[RSVP TO CHEER THEM ON](#)



Trivia Night

April 12, 2022

6:30 pm at Lustre Pearl South

Test your knowledge at Bowl for Kids' trivia night! Grab your BFK team and join us at Lustre Pearl South for an evening of competition.

Lustre Pearl South will donate a portion of sales from select drinks to Big Brothers Big Sisters of Central Texas.

[RSVP HERE](#)

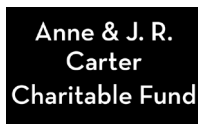


Learn more about Bowl for Kids at:

[**www.BowlForKidsAustin.org**](http://www.BowlForKidsAustin.org)



Thank you to our Bowl for Kids Sponsors!



Denver Dunlap Real Estate

Guerra Underground LLC

Cedar Crest Hospital



BBBS Mission:

Big Brothers Big Sisters of Central Texas serves nearly 1,000 children in Central Texas every day. For over 50 years, we've matched children ages 6 and up with caring adult mentors who offer encouragement and support to each child.

It's our vision that all youth achieve their full potential. To that end, BBBS' mission is to create and support one-to-one mentoring relationships that ignite the power and promise of youth. BBBS depends on donations to recruit, screen, and train volunteers, and to provide on-going support for children, families, and volunteers as they build and sustain long-lasting relationships. Last year, more than 97 percent of the children served by BBBS remained in school and avoided early parenting.

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