

TEAM GUIDE



APRIL 19 & 20, 2024

Highland Lanes

#BFK24

www.BowlForKidsAustin.org



WELCOME!

Big Brothers Big Sisters' Bowl for Kids (BFK) offers everyone in our community the chance to positively impact a child's life. The children served by Big Brothers Big Sisters are among America's most vulnerable. 91% live at or below the poverty level, 66% come from single-parent homes and 39% are coping with a family member's incarceration. By participating in Bowl for Kids, your team can help these children reach their potential and, through them, transform families, schools, and our greater community.

You are the heart and soul of Bowl for Kids. We've developed this Team Guide to help your team succeed. This packet will help you speak knowledgeably about Big Brothers Big Sisters, answer questions, and encourage others to become involved. Most importantly, you'll be ready to show your passion for helping children in our community achieve their biggest possible futures.

If you have questions about this event or would like additional information, please contact Development at Development@bigmentoring.org. We'd be happy to help.

Thank you!

A handwritten signature in black ink that reads 'Lauren Alexander-Labahn'.

Lauren Alexander-Labahn
Vice President of Development



www.BowlForKidsAustin.org

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 more than 750 children in Travis, Williamson, and Hays counties each year. Our proven one-to-one mentoring model helps kids build the skills and capacities that lead to lifelong success.

While we serve hundreds of children each year, as many as 200 children are waiting for our services at any given time. We hope you will join us in meeting this challenge and providing new opportunities for these children.

In 2023:

- **125** new mentoring matches were created, and **703** matches were supported
- **560** kids were matched with their mentor for more than one year
- **42,180** volunteer hours were given by "Bigs"
- **\$243,750** in new college scholarships was promised to "Littles"
- **38.8** 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 impact our community. It only takes a little 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 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!

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 QUALIFY TO BOWL

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

4 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!*)

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 through March and April as we prepare for the big celebration at Highland Lanes!

Join us at Highland Lanes on April 19 and 20, 2024, 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!

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 Development at Development@bigmentoring.org to request your lists.
- **Remember the cause!** Big Brothers Big Sisters matches 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 individual 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 a Bowl for Kids' lead-up event such as Trivia Night and have fun while fundraising! Learn more at www.BowlForKidsAustin.org.
- **Ask for help.** We are here to support your team! Email Development at Development@bigmentoring.org or call 512-472-5437 with any questions or concerns.

Use These Sample Posts!

Use the posts, emails, and texts below to help boost your fundraising efforts and 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 BBBSCTX 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]* #BBBSCTX

[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 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]* #BBBSCTX

Inspire Potential Post

Did you know that there are over 1,000 Big Brothers Big Sisters matches in Central Texas? Bigs help ignite 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]* #BBBSCTX

[CLICK HERE to Download Image »](#)



Looking for 8 Friends to Chip In \$25 Post

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 few 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 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

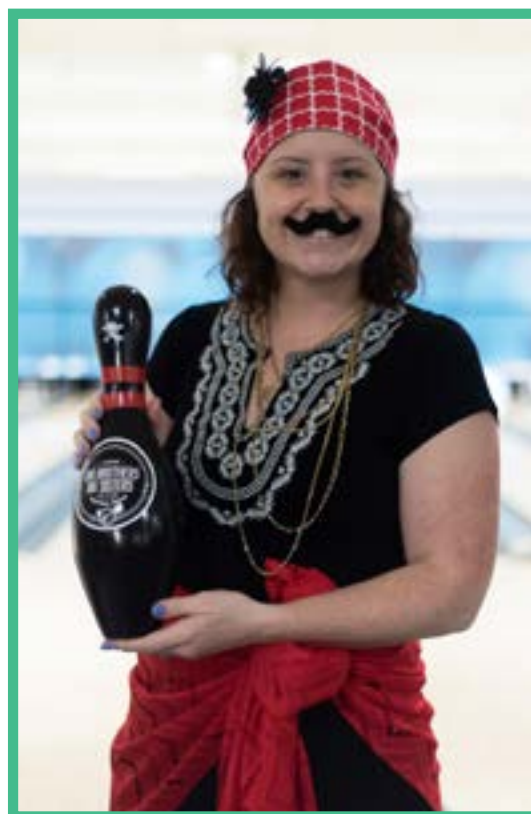
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Text Message Template

I'm participating in Bowl for Kids to help Big Brothers Big Sisters ignite the potential of youth in our community by matching them with caring, adult mentors. BBBS needs us now more than ever. Will 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](#)



Bowl For Kids Lead-up Events!

Join us for some fun activities that support Bowl For Kids!



Trivia Night!



April 9, 2024 - 6:30 pm

Lustre Pearl East - 114 Linden Street

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

Lustre Pearl is also donating a portion of sales from select drinks to Big Brothers Big Sisters of Central Texas

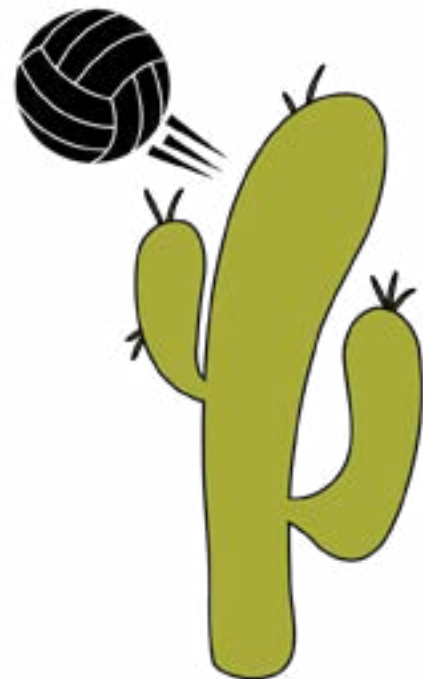
Project Serve Volleyball Championships

March 16, 2024

April 13, 2024

at The Domain

Come enjoy the Pro Beach Volleybal series and help out BBBS at the same time. Project Serve donates a portion of all proceeds to BBBS.



Learn more and register at:

www.BowlForKidsAustin.org