



TOGETHER, WE ARE DEFENDERS OF POTENTIAL

Team Captain Information

Bowling Celebration:

Big Rock Bowling Center
460 N Riverside Dr, Española

Sunday, April 14, 2019

Session begins at 1:00 p.m.

Theme: Super Heroes



**Big Brothers
Big Sisters®**

MOUNTAIN REGION



**Big Brothers
Big Sisters**®
MOUNTAIN REGION

B  **OWL** For
Kids'
Sake

Dear Team Captain,

Welcome! Thank you for participating in Big Brothers Big Sisters Mountain Region's Bowl for Kids' Sake (BFKS). As a peer-to-peer fundraiser, BFKS offers everyone in our community a chance to positively impact a child's life. The children served by Big Brothers Big Sisters are among New Mexico's most vulnerable, often living in a single-parent household, growing up in poverty, coping with parental incarceration, or struggling with other challenges. The need is more urgent than ever, so we invite you to stand with us to ignite the potential in all children.

This year's celebration theme echoes our new national message: **Defenders of Potential**. You will find at this year's event **Super Hero** costumes and decorations, music, prizes, and of course, lots of fun. The session can fill quickly – so register early.

As a Team Captain, you are responsible for recruiting 4 other individuals to your team and making the connection between Big Brothers Big Sisters Mountain Region and the bowler. We ask that all Team Captains arrive approximately 30 minutes prior to the event to check in (12:30 p.m.). **Team Captains MUST collect all pledge sheets for their individual team members and bring the pledge sheets along with the team money to check in.** Tickets for free food, drinks, and t-shirts will be given to the Team Captain during check in to distribute to their players.

You are the heart and soul of Bowl for Kids' Sake. Please be our ambassadors and help get friends, families, and co-workers involved by starting their own teams. If you have any questions, please call me at Cindy Lawton at 505 412-2945

Thank you for your dedication and support!

Sincerely,

A handwritten signature in black ink, appearing to read 'Cindy Lawton'.

Cindy Lawton

Fundraising coordinator for Los Alamos and Rio Arriba Counties

Big Brothers Big Sisters Mountain Region

Cindy.Lawton@bbbsmountainregion.org

GET STARTED:

Step 1: Register your team! Register online at www.bbbsmountainregion.org/bfks, or email your form to Cindy.Lawton@bbbsmountainregion.org . Any questions, please call me (Cindy Lawton) at 505 412-2945

Step 2: Set a team fundraising goal – AIM HIGH! Each team of five players must raise \$500 or more (\$100 of pledges per bowler). Some of our top teams have raised up to \$3,500! Our goal this year is to collect a minimum of \$600 per team.

Step 3: Recruit 4 people to join your team. Ask your friends, family, or co-workers. Give each team member a pledge sheet and the Big Questions Form.

Step 4: Motivate your team to raise money:

- Share information about the our impact or invite us to talk to your group
- Make sure your team knows what your fundraising goal is and email, text, or use your personal BFKS team page to send messages with updates and encouragement
- Recruit other teams to compete with you in your fundraising efforts
- Celebrate successes with the whole team (i.e. Katie just got a \$50 donation! Joel has already exceeded his goal of \$200! Our team just surpassed the \$1,000 mark!)

Step 5: Have Fun! Join us at the bowling center to **celebrate** your fundraising success!

Step 6: Say THANK YOU! Thank your team members for their time and commitment!

Everyone Loves Prizes!

Two Prizes:

- **Grand Prize goes to the individual who raises the most amount of money**
- **Spirit award: Have your team dress up, decorate your table, and demonstrate **Super Hero** spirit**

THE BIG QUESTIONS

When you're out in public, you will need to answer some BIG questions as a representative of Big Brothers Big Sisters. Here are some quick talking points to help you.

What Is Big Brothers Big Sisters?

For more than 100 years, Big Brothers Big Sisters has operated under the belief that inherent in every child is the ability to succeed and thrive in life. As the nation's largest donor and volunteer-supported mentoring network, Big Brothers Big Sisters makes meaningful, monitored matches between adult volunteers (Bigs) and children (Littles), ages 6 through 18. Children in our program have shown:

- ✓ Higher aspirations, greater confidence, and better relationships
- ✓ Avoidance of risky behavior
- ✓ Educational success

What Is Bowl for Kids' Sake?

Bowl for Kids' Sake is Big Brothers Big Sisters' signature fundraiser. 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' Sake is the perfect way for individuals to make an impact in their 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, we host a celebratory party at your local bowling center. **No bowling expertise is required, only the willingness to share in our heartfelt and sincere thanks for helping us transform our community.**

Where Does the Money Go?

Thanks to our corporate sponsors, **100% of your donations go directly to help serve local children.** Big Brothers Big Sisters depends on donations to conduct background checks on volunteers to ensure child safety, and provides ongoing support for children, families, and volunteers to build and sustain long-lasting relationships.

Your role in this effort to help local children cannot be overstated enough: We need your help to raise community awareness of the challenges faced by local children and to ask for the financial support needed to help change the trajectory of a child's life.

FUNDRAISING 101

It's easy to raise money for Big Brothers Big Sisters! Here are some tips to keep in mind.

- **Every dollar helps.** Though we encourage you to ask for donations of \$50 or \$25, no donation is too small.
- **Aim high!** Ask for \$100 and settle for \$50. Gear the amount you request to your audience. Many people gladly give at a level that is comfortable for them - what's important is their interest in supporting Big Brothers Big Sisters.
- **Involve family and friends.** Share these tips with them and see if they can ask their own friends and colleagues to support your fundraising effort.
- **Ask everyone you meet.** Carry a collection envelope with you so that when you talk to people about Bowl for Kids' Sake, you can ask them to contribute right then.
- Remind your potential donors that **100% of all the funds raised in your community, stay in your community to help our local kids build stronger futures.**
- **Ask the businesses that want your business.** Here's a tip from one of our top-raising BFKS fund-raisers - "every time I pay someone to do a job for me - a lawyer, plumber, electrician that I hire - I tell them it is their turn to give back."

Your next supporter could be....

Your lunch date

Friends at work

Members of your sports team

Members of your hobby group

Members of your church or synagogue

Your landlord

Your car salesperson

Your car repair person

People you know through your spouse

People from your lodge or club

People who sell you clothing

Your plumber

Your painter/decorator

Your travel agent

Your next-door neighbor

Your veterinarian

Your physician(s)

Your lawyer

Your child's scout leader

Your dry cleaner

Your florist

Your mail carrier

Your babysitter

Your insurance agent

Your relatives

Your CPA

Bowler Name: _____

Phone#: _____ Email: _____

Mailing Address _____

Team/Captain Name: _____

Pledge Form



First and Last Name (please print)	Street Address	City	State	Zip	Phone/Email	Amount	Payment Type (check one)
					()		<input type="checkbox"/> Check # _____ <input type="checkbox"/> Cash <input type="checkbox"/> Online
					()		<input type="checkbox"/> Check # _____ <input type="checkbox"/> Cash <input type="checkbox"/> Online
					()		<input type="checkbox"/> Check # _____ <input type="checkbox"/> Cash <input type="checkbox"/> Online
					()		<input type="checkbox"/> Check # _____ <input type="checkbox"/> Cash <input type="checkbox"/> Online
					()		<input type="checkbox"/> Check # _____ <input type="checkbox"/> Cash <input type="checkbox"/> Online
					()		<input type="checkbox"/> Check # _____ <input type="checkbox"/> Cash <input type="checkbox"/> Online
					()		<input type="checkbox"/> Check # _____ <input type="checkbox"/> Cash <input type="checkbox"/> Online
Amount Enclosed						\$	
Grand Total						\$	

Please make your checks payable to BBBS Mountain Region. All money should be received by the date of your bowling event. It is your responsibility to collect all money pledged. Turn in your pledge sheet(s) and money to your team captain. If you have any questions, contact Cindy Lawton at (505) 412-2945 or at Cindy.Lawton@bbbsmountainregion.org

Thank you for your support and dedication to the kids in our community!



Bowl For Kids' Sake Team Roster

Team Name _____

Company or Organization Name (if applicable): _____

Each team consists of five bowlers with a minimum pledge of \$100 per bowler or \$500 per team (this years goal is \$600 per team)

Team Captain _____

Home Mailing Address _____

City _____ St _____ Zip: _____ Phone _____

Email _____ DOB _____

Check here if you'd like more information on becoming a Big.

Bowler 2 _____

Home Mailing Address _____

City _____ St _____ Zip: _____ Phone _____

Email _____ DOB _____

Check here if you'd like more information on becoming a Big.

Bowler 3 _____

Home Mailing Address _____

City _____ St _____ Zip: _____ Phone _____

Email _____ DOB _____

Check here if you'd like more information on becoming a Big.

Bowling Session

Big Rock Bowling Center
460 N Riverside Dr, Española
Sunday, April 14 at 1:00 p.m.

Bowler 4 _____

Home Mailing Address _____

City _____ St _____ Zip: _____ Phone _____

Email _____ DOB _____

Check here if you'd like more information on becoming a Big.

Bowler 5 _____

Home Mailing Address _____

City _____ St _____ Zip: _____ Phone _____

Email _____ DOB _____

Check here if you'd like more information on becoming a Big.

The event will include:

- Free food
- Raffle items
- Bowl for Kids' Sake t-shirt for all bowlers

Two Contests:

- **Grand Prize goes to the individual who raises the most amount of money**
- **Spirit award: Have your team dress up, decorate your table, and demonstrate super hero spirit**

REGISTER ONLINE AT WWW.BBBSMOUNTAINREGION.ORG/BFKS

or

Email form to Cindy.Lawton@bbbsmountainregion.org

Big Brothers Big Sisters Mountain Region – Los Alamos/Rio Arriba Counties • 1229 S. St. Francis Drive • Santa Fe, NM 87505
Questions: Contact: Cindy.lawton@bbbsmountainregion.org | (505) 412-2945