



TOGETHER, WE ARE DEFENDERS OF POTENTIAL

Team Captain Information

Bowling Celebration:

**Gutters Bowling Alley
520 Plaza Cañon Drive, Taos**

**Saturday, April 13, 2019
*Sessions at 10:00 a.m., 12:30, and 3:00 p.m.***



**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**. As always, expect lots of music, prizes, and fun. Please remember that session times are not guaranteed until registration is complete and confirmation is received. Some sessions 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 them and Big Brothers Big Sisters Mountain Region. Your personal web page offers many fun ways to invite people to donate and encourage team mates to raise more money. We ask that all Team Captains arrive at their session approximately 30 minutes prior to their session to check in. **Team Captains MUST have all pledge sheets for their entire team and team members should all be present at check in.** Tickets for free food, drinks, and t-shirts will be given to the Team Captain during check in for them to distribute to their players.

You are the heart and soul of Bowl for Kids' Sake. Please be our ambassadors and help get more friends, families, and co-workers involved by starting their own teams. If you have any questions, please call Karen Koyote at 575-770-5751.

Thank you for your dedication and support!

Karen Koyote

Karen Koyote
Regional Director, Taos and Colfax Counties
Big Brothers Big Sisters Mountain Region
Karen.Koyote@bbbsmountainregion.org

GET STARTED:

Step 1: Register your team! Register online at www.bbbsmountainregion.org/bfks. Alternatively, you can fax your team roster to Karen Koyote at, 505-983-1280 call her at (575) 770-5751, or send her an email at karen.koyote@bbbsmountainregion.org for assistance.

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

Step 3: Recruit 4 more people to join your team. Ask your friends, family, or co-workers. Give each team member a pledge sheet to start reaching your team fundraising goal.

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
- Keep your team informed about incentive prizes, rules, and the status of donations
- 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!

The more donations you secure, the better the prize! All team captains and any team member with \$100 or more in pledges will get a free Bowl for Kids' Sake t-shirt.

<u>An Individual Raises</u>	<u>Win a Gift Package Worth</u>
\$150-499	\$25
\$500-749.99	\$50
\$750-999.99	\$75
\$1000-1499.99	\$100
\$1500-2499.99	\$125
\$2500 or more	\$150

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 on 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 donation goes 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 that they support 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 and 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