



Team Captain's Guide

 **Big Brothers Big Sisters.**
OF THE CAPITAL REGION

B  **OWL** For
Kids' Sake

Welcome!

Thank you for participating in Big Brothers Big Sisters of the Capital Region's signature event, Bowl for Kids' Sake. Bowl for Kids' Sake offers everyone in our community a chance to positively impact a child's life. The children served by Big Brothers Big Sisters face a variety of challenges including living in a single-parent household, growing up in poverty, or coping with parental incarceration. When you participate in Bowl for Kids' Sake, you become part of their support system and provide them with opportunities to **pursue their dreams!**

As a Team Captain, you are responsible for recruiting individuals to your team and making the connection between them and Big Brothers Big Sisters of the Capital Region. We've developed this Team Captain 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.

What Is Big Brothers Big Sisters?

Vision: All youth achieve their full potential.

Mission: Create and support one-to-one mentoring relationships that ignite the power and promise of youth.

Accountability: By partnering with parents/guardians, volunteers, and others in the community, we are accountable for each child in our program achieving:

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

Fun Facts about Big Brothers Big Sisters of the Capital Region:

- All funds raised through Bowl for Kids' Sake stay local, supporting youth in the region near each bowling event.
- Big Brothers Big Sisters has been serving the Capital Region for over 35 years!
- Youth in our program report that they avoid risky behaviors such as drugs and alcohol (98%), have built a foundation of trust with an adult (94%) and expect to attend and graduate from college (70%).

What Is Bowl for Kids' Sake?

Bowl for Kids' Sake is Big Brothers Big Sisters' signature fundraiser. Bowl for Kids' Sake 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 hosts a celebratory party at your local bowling center. No bowling expertise required!

Where Does the Money Go?

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 provide ongoing support for children, families and volunteers to build and sustain long-lasting relationships.



What Does a Team Captain Do?

Step 1: Register

It's easy to do online – just visit capbig.org/events and follow the simple instructions! You can choose to register all (or some) of your team members when you create your team.

Step 2: Set a Goal

Set a team fundraising **goal** – AIM HIGH! We require \$400 a team or \$80 a person for a team of five. Some of our top teams raise over \$1,000!

Step 3: Recruit

Find 4 people to join your team. It could be friends, family, or co-workers. You've set an ambitious goal, so choose people who will help you exceed it!! Want to get your place of worship, your club, or your workplace involved? Call our office at 717-236-0199 and we will help you get that organized!

Step 4: Stay Motivated

Keep up team spirit as you raise money for Big Brothers Big Sisters!

- Share information about the impact of Big Brothers Big Sisters on your community.
- Utilize social media. Post your fundraising link to your Facebook page or other accounts.

Step 5: Have Fun!

Join us at the bowling center of your choice to celebrate your team's success! As a participant you will receive:

- Event T-Shirt
- Two Games of Bowling
- Drink Tickets
- Pizza
- Opportunity for raffle prizes



Fundraising 101

It's easy to raise money for Big Brothers Big Sisters! Individuals want to invest in programs proven to change lives and break cycles of poverty. You can trust that Big Brothers Big Sisters will leverage your donations into a solution.

- It's true: every dollar helps. Though we encourage you to ask for donations of \$50 or \$25, no donation is too small.
- Involve family and friends in your awareness and fundraising. Share these tips with them and see if they can ask their own friends and colleagues to support your fundraising effort.
- Make your own contribution and let others know that you are donating not only your money but also your time.
- Ask at your regular meetings. If you belong to a service club or religious or social group, request time to ask for support.
- Personalize, personalize, and personalize! Whether you write a letter, email, or call, relating your own Big Brothers Big Sisters story or an experience you had with a mentor while growing up, success will come from making the ask personal.
- All donations are 100% tax deductible.
- All donors receive a letter/email confirming their donation and providing all necessary information for their tax deduction.

Your next supporter could be....

Your lunch date

Friends from your old job

Friends from your present job

Friends from school or college

Members of your sports team

Members of your church or synagogue

Your car repair person

People you know through your spouse

People from your lodge or club

Your plumber

Your next-door neighbor

Your wedding attendants

Your children's music teacher

Your physician

Your lawyer

Your son's or daughter's scout leader

Your babysitter

Your relatives

Your CPA

Connect With Us!

Having trouble raising funds, struggling with your fundraising page, have a success story you'd like to share?

- **Call:** 717-236-0199 • **Email:** events@capbig.org • **Facebook:** [BBBSCapRegion](https://www.facebook.com/BBBSCapRegion) •

