



Big Brothers Big Sisters
of Windham County



Bowl For Kids' Sake

Team Captain Guide



Welcome!

Thank you for participating in Big Brothers Big Sisters of Windham County's signature event, Bowl for Kids' Sake. Bowl for Kids' Sake, or 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 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' Sake, your team helps children reach their potential and, through them, transforms families, schools and communities.

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 Windham County. You are the heart and soul of Bowl for Kids' Sake. 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. More importantly, you'll be ready to show your passion for changing how children grow up in Windham County. **If you have any questions, please call Kimberley Diamond, BBBS Director at 802-257-0361 ext. 142**

Thank you for your dedication!

Kimberley R. Diamond
Director, Big Brothers Big Sisters of Windham County
At Youth Services
32 Walnut Street
PO Box 6008
Brattleboro, VT 05302
802-257-0361 ext. 142
kimberley.diamond@youthservicesinc.org

LET'S RAISE \$75,000.00 TOGETHER!!

Table of Contents

What Is Big Brothers Big Sisters?	2
What Is Bowl for Kids' Sake?.....	2
Where Does the Money Go?.....	2
What Does a Team Captain Do?.....	3
Fundraising 101.....	4-6

What Is Big Brothers Big Sisters?

Big Brothers Big Sisters is not your typical organization.

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, in communities across the country. We develop positive relationships that have a direct and lasting effect on the lives of young people.

Vision: All children achieve success in life.

Mission: Provide children facing adversity with strong and enduring, professionally supported one-to-one relationships that change their lives for the better, forever.

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

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 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 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: 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.

What Does a Team Captain Do?

Step 1: Register your team! It's easy to do online – email us at bbbs@youthservicesinc.org and we'll get you started! Alternatively, fill out the team roster form at the back of this guide and email it to Kimberley Diamond at kimberley.diamond@youthservicesinc.org.

Step 2: Set a team fundraising goal – AIM HIGH! We suggest \$500 but some of our top teams raise \$2,000! **We ask that each bowler raise a minimum of \$60.** It's easy to raise donations online! Visit: <https://www.firstgiving.com/youthservices/bowl-for-kids-sake-windham-county-vermont> to register!

Step 3: Recruit 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 Kimberley Diamond at 802-257-0361 and we will help you get that organized!

Step 4: Motivate your team to raise money for Big Brothers Big Sisters.

- Share information about the impact of Big Brothers Big Sisters on your 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!)

Step 5: Have Fun! Join us at the Brattleboro Bowl to celebrate your team's success! Remember, it's not about how good a bowler you are, it's celebrating the impact the money your team collected will have on your community!

Step 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!

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. As our community struggles with higher than average rates of youth drug and alcohol abuse; teen pregnancies; self harm; and truancy due to not feeling safe at school, you can trust that Big Brothers Big Sisters will leverage your donations into a solution.

Keep in mind:

- It's true: 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're requesting to your audience. As long as you are respectful and sincere about your motivation (changing the lives of children, right here, right now, in *your* community), many people gladly give at a level that is comfortable for them. Whether its \$25 or \$100, what's important is that they support Big Brothers Big Sisters.
- 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.
- You can ask in person or via a letter, email, or voicemail.
- 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.
- Ask everyone you meet. Carry a collection envelope with you so that when you talk to people about Big Brothers Big Sisters and Bowl for Kids' Sake, you can ask them to contribute right then.
- 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.
- If they decline the chance to support your agency, thank them sincerely for listening and giving you their input. In many cases, "no" means "not now."
- 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 best lunch date	Your travel agent
Friends from your old job	Your next-door neighbor
Friends from your present job	Your wedding attendants
Friends from school or college	Your veterinarian
Members of your sports team	Your children's music teacher
Members of your hobby group	Your physician(s)
Members of your church or synagogue	Your lawyer
Friends from your old neighborhood	Your son's or daughter's scout leader
Your landlord	Your drycleaner
Your car salesperson	Your florist
Your car repair person	Your letter carrier
People you know through your spouse	Your babysitter
People from your lodge or club	Your children's school principal
People who sell you groceries	Fellow committee members
People who sell you clothing	Your insurance agent
Your plumber	Your relatives
Your painter/decorator	Your CPA

And remember: Say Thank You.

Big Brothers Big Sisters is very appreciative of every dollar raised and hour donated to help children, each and every day of the year. Please remember that as a Bowl for Kids' Sake participant you are an ambassador of the Big Brothers Big Sisters organization. We sincerely appreciate your help in continuing our efforts to make people feel good about their connection to our work.

These tips and ideas are for your use to help make your Bowl for Kids' Sake Team successful! If you have any questions or need further support, **please contact Kimberley Diamond at 802-257-0361!**

Thank you for your commitment to help change the lives of children right here in Windham County!