



Big Brothers Big Sisters
of Metro Milwaukee



for Kids' Sake

Presented by



Children's Hospital
of Wisconsin®

A member of Children's Hospital and Health System.

Team Captain Guide 2010

For Offline Registration or Event Questions

Contact: Nancy Bong at (414) 258-4778, ext. 226 or nbong@bbbsmilwaukee.org

For Online Registration/Web Site Questions

Contact: Beth Fehlauer at (414) 258-4778, ext. 244 or bfehlauer@bbbsmilwaukee.org

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Bowl for Kids' Sake 2010 Community Bowling Parties

Friday, February 26 - 6-8:30 p.m.
AMF West Allis - 10901 W. Lapham St., West Allis

Saturday, March 20 - 12:30-3 p.m.
Olympic Lanes - 4040 S. 27th St., Milwaukee

Friday, March 26 - 6-8:30 p.m.
AMF West Allis - 10901 W. Lapham St., West Allis

Saturday, April 17 - 12:30-3 p.m.
Sunset Lanes, 333 W. Sunset Dr., Waukesha

Friday, April 23 - 6-8:30 p.m.
AMF Bowlero - 11737 W. Burleigh St., Wauwatosa

Corporate Challenge

Thursday, April 29 - 6-8:30 p.m.
Olympic Lanes – 4040 S. 27th St., Milwaukee

Why Bowl for Kids' Sake?

Bowl for Kids' Sake is a fun way to support Big Brothers Big Sisters (BBBS) mentoring programs in Milwaukee and Waukesha counties and enjoy an evening or afternoon of free bowling with family and friends. But Bowl for Kids' Sake (BFKS) is much more than bowling—it's about giving back to the community and helping thousands of area kids.

Top 5 Reasons to Bowl for Kids' Sake

1. **It's important.** Last year, BFKS raised more than \$100,000, helping Big Brothers Big Sisters of Metro Milwaukee provide a caring mentor to more than 2,000 area children.
2. **It helps kids.** BBBS of Metro Milwaukee's goal is to provide a mentor to every child who wants and needs one. However, hundreds of children are still waiting for a Big Brother or Big Sister. Your bowling dollars help us find and support more mentors.
3. **It makes cents.** Of every dollar you raise, \$0.92 goes directly to mentoring programs that help children in Milwaukee and Waukesha counties.
4. **It has benefits.** Donations to Bowl for Kids' Sake are tax-deductable.
5. **It's fun!** Join us for a free bowling party where you'll bowl two free games, eat great food, meet other bowlers and get to know the mission of Big Brothers Big Sisters.

How Does It Work?

It's easy!

1. Pick a bowling party date and register your team at <http://gobowling.kintera.org>.
2. Invite four to five friends to join your BFKS team. You can send them emails right from your personal BFKS web page!
3. Use easy online tools and emails to raise **at least \$100 per person** by asking friends, family members and co-workers to donate to Big Brothers Big Sisters in support of your bowling team.
4. Then celebrate with your team at one of our big "thank you" bowling parties with **FREE bowling, shoe rental, food, prizes and contests!**

How to Raise \$100 in 5 Days

Day 1 – Put in your own	\$20
Day 2 – Ask 3 family members for \$10	\$30
Day 3 – Ask 3 friends for \$10	\$30
Day 4 – Ask 2 neighbors for \$5	\$10
Day 5 – Ask 2 co-workers for \$5	\$10
Total:	\$100

Team Captain Overview

This guide is intended to assist team captains in gathering a fantastic *fundraising* team.

How We Help

Big Brothers Big Sisters will make this as easy and as fun as possible for you. To help, we:

- Reserve your selected date and time at a bowling center
- Provide customizable online donation capabilities
- Provide free shoe rental and two free bowling games
- Provide ideas to encourage people to bowl and donate
- Provide fundraiser incentives for you and your team
- Create a party atmosphere at your event with contests, prizes, food and more
- Keep you up to date on the latest event news

How You Help

- Promote Bowl for Kids' Sake to your friends, family and co-workers
- Act as the “point-person” for your team
- Motivate your team members and get them excited for the event
- Stay in contact with BBBS Special Events Coordinator, Nancy Bong, on any team news (414-258-4778, ext. 226 or nbong@bbbsmilwaukee.org)

How to Register Your Team

1. Go to <http://gobowling.kintera.org>.
2. Click **Bowler Registration** (left side of screen).
3. If you are willing, agree to the publicity and content waiver.
4. Choose **Start a Team**.
5. *If your company is doing an organized corporate bowl*, select New Team Under Group and then select your company name from the list box.
Otherwise, select Independent Team.
6. Add your Team Name, Team Goal (aim high, you can do it!) and Recruiting Goal (must have 5-6 team members on each team), and click Continue.
7. Choose the bowling place and time for your team.
8. Complete your personal information.
9. Enter your username and password.
10. Enter personalized web page links for your page and your team's page, if you want.
11. Enter a donation—your donation sets the stage for all donations to follow, so don't skip this important step!
12. Complete your fundraising goal (\$100 is the default minimum). Click Continue.
You're done!

Go to gobowling.kintera.org to register your team!

How to Set Up Your Personal and Team Web Pages

1. Click **Enter My HQ** (on left side of screen). If you're not already logged in, enter your username and password.
2. On the top of the page (under the logo), click the **My Webpage** tab.
3. If you want, edit the header text, select or upload a new image and edit the caption or page text. Click Preview to see your changes.
4. Click Submit to finish your Personal Page.
5. On the top of the page under your HQ tabs, click **Edit Team Page**.
6. Make any changes to the text or image for your team page.
7. Click Submit to finish your Team Page.

How to Recruit Team Members and Donors through Email

1. Click **Email Friends** under **My HQ** (on left side of screen). If you're not already logged in, enter your username and password.
2. Enter a Greeting (e.g. "Joe" or "Mrs. Smith") and Recipient Email for as many prospective team members or donors as you want to e-mail.

(You can also import an existing address list from Microsoft Outlook, Yahoo or other .CSV (Comma Separated Value) format file. Click the Address Book Import link on the top of the page under the HQ tabs and follow the directions.)

3. Choose a pre-made e-mail template or choose Blank to type your own message.
4. Edit or enter the Subject, Highlighted Message and Body.
5. Preview your e-mail, then click Send Email.

How to Track Your Donations

1. Click **Check Reports** under **My HQ** (on left side of screen). If you're not already logged in, enter your username and password.
2. Check your progress toward your goal, and see who has donated to you.
3. You can also see a General Team Donation Report and Team Participant report by clicking the links along the top under the HQ tabs.

How to Get Help

If you need assistance with the Bowl for Kids' Sake web site, call Beth at 414-258-4778, ext. 244 (Monday-Wednesday, 9 a.m. – 3 p.m.) or e-mail bbbs@bbbsmilwaukee.org.

Recruitment and Fundraising Tips

Advertise Big Brothers Big Sisters—explain why you chose this fundraiser:

- Big Brothers Big Sisters of Metro Milwaukee serves more than 2,000 children.
- Big Brothers Big Sisters one-to-one mentoring helps kids improve academic performance, develop better relationships and build self-confidence.
- 100 percent of the proceeds stay local to help children in Milwaukee and Waukesha counties.
- If you have been personally involved with BBBS, tell your story!

Encourage your team to collect donations online.

- Eliminate the hassle of pledge sheets and collecting cash and checks.
- Online fundraisers collect more money in less time.
- It's easy for each bowler to customize his web page and send emails.

Challenge your team members or another team.

- Friendly competition motivates and increases excitement.

Use the power of email.

- Online donations during normal work hours (9-5) are higher than at other times.
- Emails sent from your BFKS web page automatically contain a link to your personal donation page.

Get your company involved.

- Ask if your employer makes matching gift donations.
- Sponsorships and participation in the Corporate Challenge offer positive exposure to hundreds of participants. (Contact Christina at 414-258-4778, ext. 266 for details.)

Don't be afraid to ask!

- Most people are happy to support a well-known charity that benefits children. Big Brothers Big Sisters is more than 100 years old and recognized as the premier youth mentoring organization in the nation!
- Every dollar counts! Get just \$10 from 10 people and you've made your minimum goal of \$100!