

DOES YOUR GROUP OR ORGANIZATION...



We can help
you raise
\$5,000
or more!

204 Huron Road
Goderich, ON
519-524-2695
www.littlebowl.ca



4 WAYS TO RAISE MONEY THROUGH BOWLING!

- **50/50 PARTY**
- **BOWL-A-THON**
- **LANE SPONSORSHIP**

New!

- **OUR FUNDRAISER REWARDS 365 PROGRAM**

Groups that have raised money successfully with bowling...

- Big Brothers Big Sisters
- Canadian Alzheimer's Society
- Autism Canada Foundation
- Kids Help Phone
- Canadian Cancer Society
- The Canadian Humane Society
- Canadian Heart & Stroke Foundation
- Many teams, churches and schools



RAISE \$1000 IN 2-4 WEEKS EASILY WITH A **50/50 PARTY**

When a group indicates they need between \$300 and \$1000, the 50/50 Party may be the best and easiest to conduct. They are great for Youth Clubs, Parent/Teacher School Associations, all sorts of teams, local charities and community groups. Establish the date, time and price to take part plus what menu will be included at the event if you plan to include food.

EXAMPLE: You want \$10.00 from each bowler to cover the cost of bowling. If you sell the tickets for \$15.00 you make a profit of \$5.00 for your organization. An event with 60 participants will make your organization \$300.00 not including a raffle, which is highly recommended. You will raise an estimated \$1000 when you factor in a raffle and auction to your event.

Based on 72 participants

**All prices listed below are for this example only.*

| | |
|----------------------------------|--------------|
| 72 x \$15.00 per ticket sold | = \$1,080.00 |
| 72 x \$5.00 collected for raffle | = \$360.00 |
| Silent Auction | = \$500.00 |

(minimum based on items for auction)

Total Money Raised from participants =

\$1,940.00

Add 12 Lane Sponsors @ \$75.00 each = \$900.00

Total Money Raised = **\$2,840.00**

Total Expenses = **\$720.00**

(72 Bowlers @ \$10.00 each)

Net Profit for your Charity = **\$2,120.00**



RAISE UP TO \$5,000 IN JUST 6-8 WEEKS WITH A **BOWL-A-THON**

When a group or organization wants to raise \$3000, \$4000, or \$5000 or more, the best format is the Bowl-A-Thon. It works well with organizations that have lots of movers and shakers. A Bowl-A-Thon is where individuals get pledges from family, friends and co-workers to support their cause. Typically, in a Bowl-A-Thon the average amount of pledges per person is over \$50.

But remember, 30% of participants will bring you 70% of your money.

Based on 72 participants

*All prices listed below are for this example only.

| | | |
|--|---|--------------------------|
| 72 participants x \$50.00 in pledges | = | \$3,600.00 |
| 72 participants x \$5.00 raffle purchase | = | \$360.00 |
| Silent Auction | = | \$500.00 |
| Lane Sponsors – 12 x \$75.00 | = | \$900.00 |
| Total Money Raised | = | <u>\$5,360.00</u> |

Expenses

| | | |
|---|---|--------------------------|
| Bowling Fees – 12 lanes x \$60.00 (3 hour event) | = | \$720.00 |
| Food & Drink Expenses - 72 x \$8.00 | = | \$576.00 |
| Total Expenses | = | <u>\$1,296.00</u> |
| Net Profit for your charity | = | <u>\$4,064.00</u> |

Want to hit \$6,000 – Enhance your raffle prizes and auction.
Increase the minimum to participate to \$75.00 or \$100.
Sell lane sponsors for \$100.00 or more.
You could really raise well over \$7,500 in an afternoon with the right team.



DO YOU HAVE A LOT OF COMPANIES THAT WOULD LIKE TO PARTICIPATE? SIMPLY SELL **LANE SPONSORS**

The **CORPORATE LANE SELL** can be used in conjunction with any type of fundraiser. Committee members sell lanes to corporations and the corporation can send 6 of their employees out to represent the company. The corporation gets a tax receipt and gets to reward 6 employees for their hard work. Ordinarily, corporate lane sells are sold for \$150, \$200, or even \$500. **The corporate lane sponsorship** is a great way for companies to reward their staff and this is why they like it so much.

Adding **LANE SPONSORS** can bring incremental revenue to any event and they can also bring in sponsored corporate teams.

A Fundraiser with 12 lanes can make an extra \$1,200 for their cause with lane sponsors. (12 lanes at \$100 = \$1,200)

You don't have to sell all lanes to sponsors. Even if your event is only 8 lanes and you sell 2 Lane Sponsors this is incremental revenue.



RAISE MONEY WITH **FUNDRAISER** REWARDS



- ✓ Choose the Fundraiser options best suited for your needs
- ✓ Provide us with your logo and contact information
- ✓ Get your Fundraiser Team ready
- ✓ Launch your Fundraiser

You will be able to:

- See your Fundraising totals in real time
- Set-up Double Fundraising days
- Book a Fundraising week that is special for your group

Guaranteed:

full transparency and accountability



EXCEED YOUR TARGET WITH **AUCTIONS, RAFFLES, EVENT TICKETS**



Your participants like to win!

Offering a **50/50 Draw**, **Silent Auction**, and a **Raffle Draw** lets them have fun and support your group that little bit more.

Use your imagination:

The sky's the limit to what individuals will buy a ticket on!



YOUR 6 STEP FUNDRAISING PLAN THAT WORKS

In the massive world of fundraising advice, sources, strategies and tools, just getting started with fundraising, can be more than confusing. Here are some simple steps to get you started toward a successful fundraiser at **Little Bowl**.

1. Develop your fundraising goals

You should have goals for the amount of money you need to raise, plus what the money will be used for. Will you use it for overhead expenses? To fund an ongoing or new program? To build a new facility? To develop an emergency fund for a future rainy day? Goals should be developed with your group or board of directors, and have their support. The groups involvement in the planning stage will also set the stage for their participation in the fundraising itself.

2. Write down your fundraising plan

Develop a written plan that states how much you need to raise. Contact **Little Bowl** and discuss your options to success. Don't worry, the plan can be revised as you proceed. This preliminary financial accounting will help you arrive at what your monetary goal should be for your fundraising.

3. Estimate how much your fundraising program will cost

Include costs such as mail-outs to participants, postage, website support, theme decorating, the bowling, and the costs of any extras such as food, and the event. Be realistic when estimating costs, plan to use cost-efficient methods so your fundraising efforts will be on target.

4. Develop a timeline for your fundraising plan

Reserve a date and time at **Little Bowl** for your event and start to fill in the calendar, working backwards from the date of the event, with specific components, and identify who will be the lead for each. Go further by developing timelines for the stages of each component. The timeline will surely change, but having one to start with will ensure that you get something accomplished.

5. Identify participants and funding sources

Can the Group Executive/Board of Directors develop enough grassroots interest to garner success? Can current supporters be leveraged to be part of the new event? Are there audiences you are not tapping? Develop with the Board an expandable network of groups or individuals that can be part of the event.

6. Evaluate your fundraising plan as you move forward

Evaluation will improve your results. Plan to evaluate every two weeks and keep Little Bowl informed of how things are proceeding. The experiences of past events at Little Bowl can be a great help in giving you answers to hurdles. Keep a good record of all contacts you've made so to improve in donor and participant activities. You will have a record of what accounted for the biggest successes.

*Book your date and time early,
Let's get rolling!*





AUCTION BID SHEET

(name of item)

(description)

DONOR:

Bidding on this item closes at:

Table with 3 columns: NAME (print please), LANE #, BID. Row 1: Starting Bid...

Pay by: [radio] MASTERCARD [radio] VISA [radio] AMEX [radio] CASH

Winning Bidder: Company:

Mailing Address:

E-Mail Address: Phone:

Presented by:

BOWL-A-THON



(Your EVENT DATE)

Bowling starts at (your EVENT TIME)

Little Bowl 519-524-2695
204 Huron Road, Goderich, ON

BOWLER: _____ Phone Number: _____

| NAME | PHONE # | MAILING ADDRESS | E-MAIL ADDRESS | AMOUNT PLEDGED | RECEIPT | PAID |
|--------------|---------|-----------------|----------------|----------------|---------|------|
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| TOTAL | | | | | | |

GROUP/CHARITABLE ORGANIZATION
info here