



FUNDRAISING TIPS

Need help fundraising? Don't worry—we've collected some of the best practices and tips from our top fundraisers below!

Remember, the individual fundraising goal is \$200 and the team fundraising goal is \$1,200. If you double the team goal (\$2,400+) you will achieve Super Team status and qualify for more prizes and parties!

- **Have you participated in Summer Bowl before?** Ask your former donors and teammates to get involved! If someone donated to your team before, it's very likely that they'll donate again if you ask! If you want to see a list of your old teammates or donors from a past Summer Bowl for Kids' Sake event, just let us know! Send an email to summerbowl@bbbskc.org to request your lists.
- **Remember the cause!** Big Brothers Big Sisters Kansas City helps defend the potential of kids right here in our community by matching children with a demonstrated need with caring, adult mentors. When matched with a Big, Littles in KC are more likely to graduate high school and college, less likely to use drugs and alcohol, and report having higher self-esteem thanks to their experience with their Big. Use this information to help potential donors understand more about the cause behind the event—they'll be more likely to donate!
- **Personalize your webpage.** Personalizing your fundraising webpage is easy and fun. Participants who use their personalized webpage to raise funds typically raise more money because it's easy to donate with a credit card online. Get started by logging in at summerbowl.org.
- **Get creative on social media, text and email!** Your personalized webpage can be connected to your Facebook to automatically create a Facebook Fundraiser. Thank your donors publicly on social media to generate buzz, and make sure to share your fundraiser with your Facebook friends, too! If you are using a different social media platform, make sure to include the link to your personalized fundraising webpage.
- **Ask about company matches.** Many companies will match an employee's contributions to a charity. Search for your company using our matching gift search bar or ask your HR department to see if your company has a company match program, and if so, how you can participate. If they do, you could reach your goal even faster! You can enter matching gift amounts as offline donations on your webpage to keep track of your total in real time.
- **Aim for donations of \$25 or higher.** The quickest and easiest way to meet the \$200 goal is to ask 8 people to donate \$25. If you make a personal donation of \$25 first, it will help show that you are not asking anyone to give to something you aren't giving to as well.



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- **Tell your personal story.** Use your personal fundraising page to answer the question, "Why do you support Big Brothers Big Sisters?" Tell your potential donors about any amazing outcomes and personal experiences you may have had with BBBS or your own mentor. People are more likely to remember and donate to a cause when there's a story to go along with it!
- **Plan a unique fundraiser!** A lot of teams have success by hosting their own fundraisers across the metro. Some examples of successful past fundraisers include: happy hours, trivia nights, garage sales—even a backyard BBQ where you bring donations instead of a side dish!

On a corporate team? Previous corporate team competitions and fundraisers include: competing for a team lunch with an executive leader, a "jeans day" where people can donate to be able to wear jeans to work, event participants doing crazy antics such as shaving a mohawk or getting dunked in a dunk tank if they reach their goal, etc.

Be creative, use your contacts, and raise money however you can!

- **Ask your donors more than once.** People are busy and forget but will donate if you remind them.
- **Offer to bill your donors.** Donors can make pledges to donate now and send the money later. Just enter your donor's billing information, and we will send them a pledge statement after the event. When you come to the event, simply print off your online summary and bring it with you, or make sure you mark it on the printed pledge sheet.
- **Try asking people to donate face-to-face.** Bowlers have a lot of luck by simply walking around their office or neighborhood to ask their contacts to support them with a donation.
- **Ask for help.** We are here to support your team!

Email summerbowl@bbbskc.org or call 816.777.2621 with any questions or concerns.