



# 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 \$250** and the **team fundraising goal is \$1,500**. If your team raises \$3,500 or more, you will achieve Super Team status and your team will be invited to our exclusive Rise Rooftop Experience and Block Party this August! You can expect themed rooftops, food, drinks, live music, and more!



- **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! To access data from a previous Summer Bowl for Kids' Sake event, go to your fundraising portal dashboard. Click on the button with the event name and select a previous event from the dropdown list. To view past donations, click "View Donations" in the right-hand column. To see past teammates, click "Your Team Fundraising" and then "View Your Team" in the right-hand column.
- **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! Check out our Fundraising Toolkit for flyers and templates that you can use to easily communicate the BBBSKC mission.
- **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](http://summerbowl.org).
- **Get creative on social media, texts, and emails!** Your personalized webpage can be connected to your Facebook account 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're using a different social media platform, make sure to include the link to your personalized fundraising webpage.



# FUNDRAISING TIPS

- **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 \$250 goal is to ask 10 people to donate \$25. If you make a personal donation of \$25 first, it will help show that you are asking people to give to a cause you care about too.
- **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, and event participants doing crazy antics such as shaving their hair into a mohawk or getting dunked in a dunk tank if they reach their goal.
- **Ask your donors more than once.** People are busy and can forget but will donate if you remind them.
- **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. If you download the Bowl for Kids' Sake mobile app, you can share your fundraising page QR code to get donations right on the spot!
- **Ask for help.** We are here to support your team!

Email [summerbowl@bbbskc.org](mailto:summerbowl@bbbskc.org) or call 816.777.2621 with any questions or concerns.

