



Big Brothers Big Sisters

Fundraising Tips

Keep in Mind

- **Every dollar (even every penny!) helps...** whether it's \$10 or \$100, what's important is that each dollar supports Big Brothers Big Sisters of York and the children we serve!
- **Set a fundraising goal** for your efforts and keep track as you collect pledges. 100% of funds raised from this event directly support Big Brothers Big Sisters youth mentoring programs in our local community.
- **All donations are 100% tax deductible** as allowed by law.
- **Involve family and friends in your fundraising.** Share these tips with them and see if they can ask their own friends and colleagues to support your fundraising effort.
- **Know a little something about Big Brothers Big Sisters and Bowl for Kids' Sake.** Being familiar with the work of Big Brothers Big Sisters can make your ability to raise funds much more successful. As with any 'sales' position, knowing just a few facts is all you need. Check out www.bbbsy.ca for more information.
- **Personalize...who was your mentor?** Think back to that special adult who made a difference in your life when you were a child....or even now.
- **Remember...**do it for kids' sake.

Who Should I Ask?

- **Everyone!** To get you started:
- **Your Personal Network.** Family, friends, neighbors, your book club, workout partner, your doctor or dentist, pharmacist, hair stylist, dry cleaner, the sales person or manager at your favorite clothing store, grocery store, car wash – the list is endless!
- **Professional Network.** Co-workers, your boss and company leaders, vendors, clients, or your CPA, banker, attorney, broker, and so on
- **Community Network.** Churches, sports group, school, senior centers and groups, and anywhere you spend time in the community
- **Ask support from those you've supported recently.** Girl Scout cookies, school fund raisers, magazine sales, etc.
- **Have Your Kids Help!** Teach philanthropy early! How about a lemonade or hot chocolate stand? Cookie or bake sales?

How Do I Ask?

- **The #1 reason people don't pledge for Bowl for Kids' Sake - they're not asked!**
- **Be Clear.** Ask for a specific dollar amount - \$25, \$50 or even \$100 - and realize people will donate at a level that works for them. Just ask! Shoot for the stars! Ask for a minimum pledge of \$5.
- **Keep your pledge sheet handy.** Set it out at your place of work, on your desk, or keep it on top of your papers at your meeting for visitors, co-workers, friends to see. When someone asks, get them to pledge! Take it with you as you go to church or book club and pass it around.



- **Send an email requesting pledges.**
- **Keep an eye out for Bowl for Kids' Sake in the media.** Use this as a conversation point to explain your involvement as a bowler and ask for help.
- **Thank your Sponsors!** 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.
- **Personalize it!** Whether you write a letter, email, or make a call, relating your own Big Brothers Big Sisters story, an experience you had with a mentor while growing up, or your own reasons for supporting kids in our community, success will come from making the ask personal.
- **Explain why YOU are taking part in Bowl for Kids' Sake.** Tell them why supporting youth is important to YOU. Share how you know Big Brothers Big Sisters makes a positive and powerful impact on children's lives. Visit www.bbbsy.ca to learn more.
Explain where the money goes. Let your sponsors know their hard-earned dollars are going where they intend. Every cent raised from the Bowl for Kids' Sake pledge sponsors directly supports Big Brothers Big Sisters of York and its mentoring programs. Corporate sponsors help underwrite event expenses and thus ensure that all funds raised from our bowlers go to the programs for our Littles.

Why Should I Pre-collect My Sponsors' Pledges?

- **Help us keep administrative costs down.** We encourage our fundraisers to pre-collect their sponsors' pledges, keep them in an envelope, and then bring your pledge sheet and monies collected to the bowling center on the day of the event. If we do not have to bill your sponsors, we can save on these administrative costs and funds can go to our programs. Please try to pre-collect pledges of \$20 or less.
- **TELL YOUR SPONSORS WHY IT IS IMPORTANT THEY PRE-PAY THEIR PLEDGE.**
- Simply, the less we have to spend to bill them, the more their money goes to helping kids.
- Cheques can be made payable to Big Brothers Big Sisters of York.
- Any questions, please contact Big Brothers Big Sisters of York at 905-726-2149.



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