



# **Bowler Guide**

**Welcome!**

Thank you for participating in Big Brothers Big Sisters of the 7 Rivers Region's signature event, Bowl for Kids' Sake. Bowl for Kids' Sake offers *everyone* in our community a chance to positively impact a child's life. The children served by Big Brothers Big Sisters are among America's most vulnerable, often living in a single parent household, growing up in poverty, or coping with parental incarceration. By participating in Bowl for Kids' Sake, you can help children reach their potential and, through them, transform families, schools and communities.

Thank you for your dedication!

Big Brothers Big Sisters of the 7 Rivers Region  
[www.7riversbbbs.org/BowlforKids2011.html](http://www.7riversbbbs.org/BowlforKids2011.html)

In La Crosse:  
1707 Main St., Suite 438  
La Crosse, WI 54601  
608-782-2227

In Winona:  
51 E. 4<sup>th</sup> Street, Suite 401  
Winona, MN 55987  
507-452-2227

In Trempealeau County:  
P. O. Box 221  
Independence, WI 54747  
715-985-2555

**Table of Contents**

<b>What Is Big Brothers Big Sisters? .....</b>	<b>3</b>
<b>What Is Bowl for Kids' Sake? .....</b>	<b>3</b>
<b>Where Does the Money Go? .....</b>	<b>3</b>
<b>Fundraising 101 .....</b>	<b>4-5</b>

**What is Big Brothers Big Sisters?**

As the nation's oldest, largest, most effective donor supported mentoring network, Big Brothers Big Sisters helps vulnerable children beat the odds. The children served by Big Brothers Big Sisters are among our community's most vulnerable, often living in a single-parent household, growing up in poverty, or coping with parental incarceration.

Big Brothers Big Sisters mentoring is proven to help children overcome the challenges of poverty, dangerous neighborhoods and poor school performance. A 2009 Harris Interactive study found that adults mentored as children through Big Brothers Big Sisters are more likely to have a four-year college degree and incomes of \$75,000 or more than peers with similar backgrounds who were not involved in the program.

The Big Brothers Big Sisters alumni reported that having a "Big" in their lives:

- boosted their self confidence,
- provided stability and changed their perspectives on life,
- taught them new things, and
- influenced aspects of their education, pushing them to set higher goals and make better decisions.

**What is Bowl for Kids' Sake?**

Bowl for Kids' Sake is Big Brothers Big Sisters' signature fundraiser. Each year half a million people across America come together to have fun and raise money to support Big Brothers Big Sisters as we change how children's lives! Bowl for Kids' Sake is the perfect way for individuals to make an impact on our community—it only takes a little bit of effort to raise the money that is vital to our program's success.

**Have Fun!** Join us for bowling to celebrate your team's fundraising success!

Trempealeau County bowlers will bowl at Club Midway/La Hacienda in Independence on March 25, 26, or 27. La Crosse bowlers will bowl at South Lanes in La Crosse on April 1, 2, or 3. Winona bowlers will bowl at Westgate Bowl in Winona on April 9 or 10. Visit our website at [www.7riversbbbs.org/BowlforKids2011.html](http://www.7riversbbbs.org/BowlforKids2011.html) for information about specific bowling shifts. *Remember, it's not about how good a bowler you are, it's about celebrating the impact the money your team collected will have on your community!*

**Where does the money go?**

Thanks to our sponsors, 100% of your donation goes directly to help serve local children. Big Brothers Big Sisters depends on donations to conduct background checks on volunteers to ensure child safety; and provide ongoing support for children, families and volunteers to build and sustain long-lasting relationships.

Your role in this effort to help local children can not be over-stated: We need your help to raise community awareness of the challenges faced by local children and to ask for the financial support needed to help change the trajectory of a child's life.

## Fundraising 101

It's easy to raise money for Big Brothers Big Sisters! Individuals want to invest in programs proven to change lives and break cycles of poverty. You can trust that Big Brothers Big Sisters will leverage your donations into a solution that will help children in our communities.

### Keep in mind:

- It's true: every dollar helps. Though we encourage you to ask for donations of \$50 or \$25, no donation is too small.
- Aim high! Ask for \$100 and settle for \$50. Gear the amount you're requesting to your audience. As long as you are respectful and sincere about your motivation (changing the lives of children, right here, right now, in *our* community) many people gladly give at a level that is comfortable for them. Whether its \$25 or \$100, what's important is that they support Big Brothers Big Sisters.
- Involve family and friends in your awareness and fundraising. Share these tips with them and see if they can ask their own friends and colleagues to support your fundraising effort.
- You can ask in person or via letter, email, or voice mail.
- Make your own contribution and let others know that you are donating not only your money, but also your time.
- Ask at your regular meetings. If you belong to a service club or religious or social group, request time to ask for support.
- Ask everyone you meet. Carry a collection envelope with you so that when you talk to people about Big Brothers Big Sisters and Bowl for Kids' Sake, you can ask them to contribute right then.
- Personalize, personalize, and personalize! Whether you write a letter, email, or call, relating your own Big Brothers Big Sisters story or an experience you had with a mentor while growing up, success will come from making the ask personal.
- If they decline the chance to support your agency, thank them sincerely for listening and giving you their input. In many cases "no" means, "not now."
- All donations are 100% tax deductible
- Donors may request confirmation of their donation that will provide all necessary information for their tax deduction.

## Your Next Supporter Could Be....

- Your best lunch date
- Friends from your old job
- Friends from your present job
- Friends from school or college
- Members of your sports team
- Members of your hobby group
- Members of your church or synagogue
- Friends from your old neighborhood
- Your landlord
- Your car salesperson
- Your car repair person
- People you know through your spouse
- People from your lodge or club
- People who sell you groceries
- People who sell you clothing
- Your plumber
- Your painter/decorator
- Your travel agent
- Your next-door neighbor
- Your wedding attendants
- Your veterinarian
- Your children's music teacher
- Your physician(s)
- Your lawyer
- Your son's or daughter's scout leader
- Your dry cleaner
- Your florist
- Your letter carrier
- Your babysitter
- Your children's school principal
- Fellow committee members
- Your insurance agent
- Your relatives
- Your CPA

## And Remember: Say Thank You.

Big Brothers Big Sisters is very grateful for every dollar raised and every 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 for Big Brothers Big Sisters. We sincerely appreciate your help in continuing our efforts to make people feel good about their connection to our work.

These tips and ideas are for your use to help make your Bowl for Kids' Sake Team successful! If you have any questions or need further support, please contact the La Crosse office at 608-782-2227, the Winona office at 507-452-2227 or the Trempealeau County office at 715-985-2555!

Thank you for your commitment to help change the lives of children right here in La Crosse, Winona and Trempealeau County.