



# TEAM CAPTAIN'S ROLE

## As a Team Captain you will:

- Register your team by calling Melissa at 368-KIDS (5437)
- Engage as many bowlers as possible (minimum of 4)
- Encourage fundraising amongst your team members
- Coordinate a bowling date with your team
- Liaise with Big Brothers Big Sisters staff as needed

## Encourage pledge raising

- Set a team fundraising goal
- Remind bowlers about the incentive prizes
- Share regular updates about your team's progress
- Instigate weekly team challenges (eg. Weekly Top Fundraiser)
- Ask your workplace to consider matching your team's pledges

## Utilize Technology

- Send email invites to friends, family and colleagues
- Share links to videos about the cause from our website and YouTube
- Use social media to encourage participation

## Utilize Corporate Gifts and Matching

You may want to increase your team's fundraising efforts by requesting that your company match your pledges or make a donation. It's never a bad idea to check up on their corporate matching policies! If you know a company or person who is willing to do donation matching, let us know and we'll set it up for you!

## Bowler Recruitment Tips

- Talk about how the event helps local kids in metro St. John's
- Refer to the incentive levels and their respective IMPACT to the organization
- Emphasize the prizes and fun
- Engage your company or workplace for support
- Plan an outing before or after your event
- Recognize bowlers as they sign up

*Call Melissa or Kelly at 368-KIDS (5437) or [info@helpingkids.ca](mailto:info@helpingkids.ca) for support.*





Big Brothers Big Sisters

# TIMELINE & CHECKLIST

## 8 WEEKS PRIOR TO EVENT

- Register your team and bowling time with Melissa at 368-KIDS (5437) or [info@helpingkids.ca](mailto:info@helpingkids.ca)
- Create your team for online fundraising
- Request Raffle Tickets from BBBS to help raise additional funds

## 6 WEEKS PRIOR TO EVENT

- Officially launch the campaign at your workplace or with friends
- Invite co-workers, friends or family to join the team and tell them what they are fundraising for
- Email online fundraising instructions and encourage everyone to start fundraising
- Create a Facebook Messenger Group Chat and/or a Facebook Group for your team to communicate and share info
- Remind your teammates to raise a minimum of \$50 each (May 5 event) or \$125 each (May 2-3)

## 4 WEEKS PRIOR TO EVENT

- Motivate your bowlers to fundraise and determine a team goal
- Ask your company to consider a Corporate Gift
- Ask suppliers and clients to support your fundraising
- Start planning your ROCK 'n' Bowl themed costumes

## 2 WEEKS PRIOR TO EVENT

- Announce how close you are to your team goal
- Inspire bowlers to keep fundraising to help reach the team goal
- Recognize top fundraisers thus far
- Remind bowlers about incentive prizes and how fundraising helps children in our community

## 1 WEEK PRIOR TO EVENT

- Confirm the event details with bowlers
- Enter 'offline' pledges to your team fundraising page
- Ask bowlers to bring pledge sheets, raffle tickets (**sold and unsold**), money, and online summary to the event
- Let BBBS know if your bowler numbers have changed

## 48 HOURS PRIOR TO THE EVENT

- Ask bowlers to make just a few more pledge requests
- If you have met your goal, increase it by 10% and encourage everyone to help meet it
- Finalize costumes and other event day plans

## DAY OF EVENT

- Have FUN at the event!
- Turn in all pledges and raffle tickets 15 minutes prior to your bowling time (Holiday Lanes, Elizabeth Ave)
- Bowl, win prizes and celebrate giving back!