

Big Brothers Big Sisters
of St. Catharines-Thorold and District



Big Brothers Big Sisters
of Grimsby, Lincoln, West Lincoln

CAPTAIN'S ROLE

As a Team Captain you will:

- Register your team at bowl4kids.ca
- Engage as many bowlers as possible
- 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

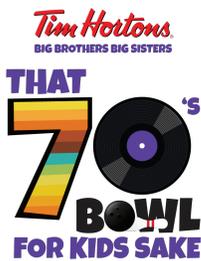
- Send email invites to friends, family and colleagues
- Share links to videos about the cause from our website and YouTube
- Use social media to encourage participation

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 vulnerable and at-risk youth and children in Niagara
- 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



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CAPTAIN'S CHECKLIST

8 WEEKS PRIOR TO EVENT

- Register your team at bowl4kids.ca
- Select the date and shift time you would like to participate on
- Put up posters at work

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 registration 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 information
- Remind your teammates to raise a minimum of \$50

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 zombie-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
- Email bowlers the event details as a reminder
- Ask bowlers to bring pledge books, money, and online summary to the event
- Let BBBS know if your bowler numbers have changed (to prevent late cancellation charges)

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 30 minutes prior to your bowling shift time
- Bowl, win prizes and celebrate giving back!