



Bowl-a-Thon Resource Guide



Bowl-a-Thon Resource Guide

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Section 1: Overview



Overview

Event Overview



The JA Bowl-a-Thon is a FUN-draiser to support Junior Achievement. The money generated by this event enables JA to provide entrepreneurship, financial literacy and career readiness programs to schools and students throughout our community. The organization is funded solely by the businesses, foundations and individuals who provide support to enhance the potential of our future workforce throughout Cuyahoga, Geauga, Lake and Lorain counties.

Junior Achievement's mission is to inspire and prepare young people to succeed in a global economy.

JA programs impact students' lives by raising students' educational and career aspirations, teaching students economic and financial knowledge and developing students' job-related skills.

How the JA Bowl-a-Thon Works

Bowlers secure donations from friends, neighbors, co-workers and family to earn fabulous prizes based on their fundraising efforts. An exclusive JA t-shirt will be given to all bowlers that sponsor 3 students, raising \$75 or more.

Teams of 4-6 people from companies and organizations bowl 3 games at bowling centers throughout the greater Cleveland area on a Saturday in March.

The focus is on fun, prizes and raising money for a great cause—the students who participate in JA programs!



Frequently Asked Questions



What is the Junior Achievement Bowl-a-Thon?

The JA Bowl-a-Thon is Junior Achievement's largest fundraiser. All proceeds raised support Junior Achievement programs in Cuyahoga, Geauga, Lake and Lorain counties. 4-6 person teams from companies and organizations bowl 3 games at bowling centers throughout Northeast Ohio on a Saturday in March. Companies who raise \$5,000 or more have the option to hold separate events on a different day.

Where do my donations go?

Your donations allow Junior Achievement to provide positive role models who deliver our educational programs at no direct cost to the schools or students that we serve. These programs teach students the importance of financial literacy, career readiness and entrepreneurship.

What if I don't have time to fundraise?

Fundraising is easy with JA! Every bowler has a personal fundraising website created for them when they register. Our fast and user-friendly online system allows you to collect donations while eliminating the paperwork and face-to-face ask. Use email templates to send messages to all of your contacts asking them to visit your JA website page and donate to you using their credit card on our secure website. You can track your progress and send follow-up messages and thank you letters using your website Participant Center. Some participants also promote their fundraising efforts on social networking sites such as Facebook, LinkedIn and Twitter!

Do I have to be a good bowler?

No! People of beginner, intermediate and advanced bowling skills come together to raise money for a worthy cause. Your high score only allows for bragging rights!

How do I know where I will bowl?

You will select a first and second choice out of 7 options across greater Cleveland for your bowling center location and time when you register. Team Captains will be notified of their lane assignment by email within two weeks of registration. You can also call the JA office to inquire about lane assignments at 216-861-8080. You will bowl 3 games during your shift. We give each bowler automatic strikes for the 3rd, 6th and 9th frames so you are guaranteed 30 points for each game!

What is the registration fee?

The registration fee is \$50 for a team of four to six bowlers. This fee covers 3 games of bowling and shoe rental.

How much money do I need to raise?

There is no minimum to participate; however, JA requests that each bowler sponsor 4 students (raise \$100). For every \$25 raised a student is afforded the opportunity to participate in a JA program. When you raise \$75 or more you qualify for an exclusive JA Bowl-a-Thon T-shirt and other fabulous prizes!
(\$500 sponsors a classroom/\$10,000 sponsors a school)

Is my contribution tax deductible?

Your donations for the Bowl-a-Thon are tax deductible. Your registration fee is not tax deductible. Junior Achievement is an organization exempt from federal income tax under Section 501 (c)(3) of the Internal Revenue Code.

Frequently Asked Questions, cont.



How will I receive my prizes?

Prizes will be distributed after the event and donation deadline (March 31st or on your individual company event day). They will be delivered to your company coordinator for distribution. Please be sure all money is turned in by the deadline to be eligible for prizes.

Can family members/children participate?

Teams can consist of friends, family, co-workers, clients or anyone who wants to bowl and raise money for JA! This is an adult event; each center has a bar that will be open. Children may attend if accompanied and supervised by an adult. Neither Junior Achievement nor the bowling center is responsible for childcare.

Can I bring food or drinks to the bowling center?

Food and drinks from outside are not permitted in the bowling centers unless you have prior approval to have catering at the event. The snack bars will be open throughout the Bowl-a-Thon.

What if I receive money after the Bowl-a-Thon?

We gladly accept money raised after the Bowl-a-Thon. Please forward any donations that you receive to Junior Achievement. Indicate on the check that it is for the Bowl-a-Thon and include your name so we can give you and your company credit.

Can my company host their own event?

Companies that want to host their own event should contact Shanna Ebeling (sebeling@jacleveland.org) at 216-861-8080. The company must commit to raising a minimum of \$5,000 for the event.

Can I use my company's matching funds?

YES! Please fill out the form supplied by your company and turn it in with your donations. We will fill out the organization portion and submit it to your company. If JA qualifies for your company matching dollars, we will count the matching dollars toward your overall total.

Where do I send checks/money orders for donations or registration fees?

You can mail your donations/registration fees to:

Junior Achievement

1422 Euclid Avenue, Suite 525, Cleveland, OH 44115

Please indicate the bowler you are sponsoring or the team you are joining with your payment so we can give you proper credit. You may print out a donation form from our website, www.jacleveland.org, under Special Events—Bowl-a-Thon, to mail with your check.

How do I register to bowl?

You may register online by visiting www.jacleveland.org or you may choose to fax/mail in a paper registration form to the JA office. The registration form can be found in your Team Captain Packet or at www.jacleveland.org website under the Bowl-a-Thon tab. Once you are registered online as the Team Captain, your bowlers can individually go online and search for your name and register for your team. Register early! Lane assignments are first-come, first-served.

Frequently Asked Questions, cont.



Can I register my team online to bowl?

YES! We strongly encourage you to utilize our easy to navigate online system. As a Team Captain, you are responsible for registering yourself and creating a team name. Once you have done so, you can email your bowlers and invite them to join your team. Once they are ready to register, they can click on “Join an Existing Team” and search for your name. It is important for your bowlers to register themselves so they can create their own username & password. They will then have access to their Participant Center (see Online System: Frequently Asked Questions for more details).

Do I need all of my bowlers’ names?

You should have a first & last name for all of your bowlers when you register. Email or mailing addresses should also be included. Contact information will only be used by Junior Achievement.

How much is the registration fee? How do I pay?

The registration fee is \$50 per team of 4-6 bowlers. **Lane assignments will not be confirmed until payment has been received.** The Team Captain can pay by credit card if they register online or call the JA office. Registration fees are also accepted by check (made payable to Junior Achievement). Please mail the check with your Registration Form to: 1422 Euclid Ave., Ste. 525, Cleveland, OH 44115. Be sure to include your team name when mailing the fee. The registration fee is not tax-deductible. **Some companies cover the registration fee for bowlers, so check with your company.**

Where do I go for help with the online system?

The next pages of this Resource Guide have been created to help you navigate the online system. Our webpage, www.jacleveland.org, also provides help. If you are still having trouble, please contact the JA office at 216.861.8080 for assistance.

Online System: Frequently Asked Questions



Is my information secure?

Yes, our online system, Convio, uses industry standard SSL encryption techniques to make sure your credit card information, passwords and personal information travel safely over the Internet. Your contact information is only used by Junior Achievement.

What should I do if I forget my Username and Password?

Remember that your username and password are case sensitive. From the login page, you may request to have your username or password sent to your email address on file. If you would like to reset your username or password, please contact the JA office.

What is the Participant Center?

The Participant Center is an online tool for you to use to make fundraising easier! You can use it to ask your contacts for donations and track your fundraising progress. When you are registered, by default, you will have a Participant Center set up for you.

Once logged in to your Participant Center, you can access the following areas:

[Personal Page](#) that you can customize with a story and picture to help appeal for donations. A compelling personal page attracts and engages supporters!

[Address Book](#) where you can list your family, friends and coworker email addresses (this makes it easier to send emails to them and keep track of their donations on your behalf).

[Email Center](#) where you can compose and send emails to recruit more teammates, solicit gifts, and personally thank donors with sample message text that you can use as a starting point.

[Follow-up Page](#) where you can view who has made donations to your campaign and joined your team as well as who still needs to be sent thank-you messages and gift solicitation reminders.

[My Progress Page](#) where you can visually see how much you have raised toward your fundraising goal and who has given gifts. You can also record cash, check and credit card gifts that people have given you personally.

[Team Progress Page](#) (if you are participating on a team) where you can see how much your team has raised and how your teammates are doing, as well as send out an email to your teammates.

How can I see who has donated to me?

Log in to the site using your username and password. Go to your Participant Center and click the "My Progress" tab; this will allow you to view your donor list and any amounts that have been donated.

How do I change my personal fundraising goal?

First, you will need to log in to your Participant Center. On the bottom right side of the Participant Center home page is the location to modify your personal fundraising goal. Enter your new goal and submit the changes.

How do I change my team name, team division or team goal?

Only the team captain has the ability to change the team name. The team captain will need to login to his/her participant center and click the "My Team Progress" button on the top right. On the Team Progress Page, team captains will have the ability to update the team name, division and goal.

Online System: Frequently Asked Questions, cont.



How do I register as a Participant?

Go to www.jacleveland.org and click the “Register for the Bowl-a-Thon” link. Select the appropriate link: Form a Team, Join an Existing Team or Register as an Individual. To find an existing team or participant click the, “Find a Team or Participant” link and then choose the “Join My Team” link to register.

How do I register as a Team Captain?

Gather 4-6 friends, family, co-workers, neighbors or anyone to form a team. Go to www.jacleveland.org and select the “Register for the Bowl-a-Thon” link and then the “Click here to form a team”. You may choose to fax/mail in a paper registration form to the JA office. The registration form can be found in your Team Captain Packet or at the www.jacleveland.org website under the Bowl-a-Thon tab. (We strongly encourage utilizing our easy to navigate online system)! Once you are registered online as the Team Captain, your bowlers can individually go online and search for your name to register with your team or call the JA office to register. Register early! Lane assignments are first come, first served.

How can I see who is on my team?

Log in to the site using your username and password. Go to your Participant Center and click the "team progress" tab; this will allow you to view your team roster and the amounts raised by each team member.

What is the difference between making my personal page private or public?

By default, a personal page is public, meaning your name will appear in the participant search list, and anyone accessing the site will be able to support you. Setting your personal page to Private means your name will not appear in the participant search list, and only people you personally invite will be able to support you.

By default I have a personal page, do I have to change it?

Once you sign up for an event online, by default, you will have a personal page created for you. A compelling personal page attracts and engages supporters. While you can spread the word using customized e-mail solicitations, your personal campaign page can be your own creative expression of your commitment to the cause. Customize your page by selecting the layout and style that work best for you. Utilize the elements of text, photo and status indicators to their fullest advantage.

How do I enter offline donations?

You can enter cash or checks someone has pledged so that the system can keep up-to-date with your fundraising total. Log in to your Participant Center and click the “My Progress” icon (top right corner). Click the “Enter Offline Gifts” link and enter the gift information. The final step is to mail the donation (please do not mail cash) to the JA office or bring it with you to the Bowl-a-Thon. Please include your name with all donations you send to JA for proper credit!

What is the difference between a "confirmed" vs. "unconfirmed" gift I have collected?

All gifts that you enter are considered unconfirmed until Junior Achievement receives the payment. Once JA receives the donation, we will mark the gift confirmed. Online credit card donations are recorded when processed and considered confirmed. Your fundraising amounts and goal (if applicable) that display on your “Personal”, “My Progress” and “Team Page” will reflect both confirmed and unconfirmed gifts.

Section 2: Successful Fundraising Tips





Fundraising Ideas

How to Raise \$100 in 10 Days

- Put in your own \$10
- Ask your significant other for \$10
- Ask your boss for \$10
- Ask a co-worker for \$10
- Ask a friend for \$10
- Ask a neighbor for \$10
- Ask a classmate or club member for \$10
- Ask your doctor for \$10
- Ask another co-worker for \$10
- Ask a relative for \$10

- Set a goal for yourself and your team.
- Encourage friendly competition! Challenge other teams, departments or company locations.
- Place change buckets strategically around the office for people to drop loose change.
- Make a list of all the individuals who can help you reach your goal (include relatives, friends, neighbors, business associates, doctors and others).
- The #1 reason people give is because they are asked.**
- Use your holiday card list to remember all the different individuals you can ask.
- Put up a notice in your gym, church, college, children's school, etc. Tell people to visit www.jacleveland.org to search for your name and donate to you.
- Post information on your Facebook, LinkedIn and Twitter pages with a link to your JA Bowl-a-Thon fundraising page.
- Consider holding a bake sale or selling items to raise money. You can refer individuals to your personal page and include information on your fundraiser.
- Find out if your company has a matching gift program where they offer to match any amounts you have raised. This could help you reach your goal faster!**
- Instill passion! Ask people who are entrepreneurs to help the next generation. This may include dry cleaners, dentists, hair stylists, local businesses, etc.
- Make the first donation on your pledge form. Large, subsequent contributions will follow suit!
- At work, keep your pledge envelope where others can see it. Post one outside your cubicle or office to collect donations as your co-workers walk by or stop to visit.

The #1 reason people give is because they are asked!

Fundraising Ideas, cont.



- Offer incentives for donations:
 - Paychecks a day early
 - Get out of work early
 - Power lunch with the CEO
 - Executive parking for a day/week
 - Jeans days, casual dress day
- Run raffles
 - 50/50 raffle, split the pot
- Items to sell/auction
 - Candy
 - Cookbooks– everyone contributes a recipe
 - St Patrick’s, Valentine’s Day flowers or corsages
 - Themed baskets– each department creates one to auction
- Contests
 - Indoor bowling/golf tournament (plastic set of pins/putt-putt course). Call the JA office if you’d like to use our fun plastic bowling set (216.861.8080)
 - Jar guesses– guess how much candy is inside & keep the jar!
 - Trivia and guessing games
 - Cutest baby picture
- Food
 - Bake Sale , BBQ, chili cook–off, donuts, pizza party
 - Ice cream social, make your own sundae
- Have a yard sale at work. One person’s trash is another one’s treasure! Sell or auction items and ask friends and relatives to donate items.
- Fill balloons with helium and slips of paper redeemable for prizes or cash. Some slips can say, “sorry try again” and others can be turned in for a free lunch, candy bar, cash, etc. Have co-workers purchase chances to pop the balloons.
- Guest Bartending—local bars may donate guest bartending tips
- Local Restaurant Fundraising
 - Applebee's
 - Johnny Mango
 - Mavis Winkles
 - Rascal House Pizza
 - Wendy’s

The #1 reason people give is because they are asked!

Online Fundraising Tips



- ▲ **Set a goal for yourself.** The thermometer on your page will track your progress. Go back and increase your goal if you achieve it! Potential donors may not contribute if they see you have surpassed your goal.
- ▲ **Show your commitment and contribute.** Your donation will be viewable on your personal scroll of donors. Make your first donation large. Subsequent donations will follow suit!
- ▲ **Change your email auto-signature** at work and at home. After your name and title, add a line at the bottom including the address of your fundraising webpage. This will raise awareness of your event and ensure every email you send can prompt a possible donation.
- ▲ **Check that you've emailed all the groups of potential supporters,** apart from friends and family. These might be colleagues, former colleagues, vendors, college friends, fellow members of churches/clubs/PTA. Encourage them to pass on the message to anyone else that might support Junior Achievement.
- ▲ **Download your address book** into the online system- this way you have quick and easy access to your contacts. JA will not contact anyone in your Address Book.
- ▲ **Send follow-up e-mails.**
- ▲ **Post a notice** in your gym, church, college, children's school, etc. Tell people to visit www.jacleveland.org to donate to you.
- ▲ Take a couple minutes to **personalize your Personal Webpage.** Take the time to tell your potential donors why you think they should support the cause. They are much more likely to respond to a personal and passionate story.
- ▲ **Hold a bake sale or sell items to raise money.** You can refer individuals to your personal page and include information on your fundraiser.

Visit www.jacleveland.org to get started fundraising online!

Recruitment & Recognition Tips



- ▲ **Have a Party:** Let people know how much fun they can have at the JA Bowl-a-Thon.
- ▲ **Play up the Competition:** Compete between departments, floors, company locations, vendors or clients.
- ▲ **Fun! Fun! Fun!** The Bowl-a-Thon is fun! Play up the silliness— it's a chance to socialize and support JA!
- ▲ **Send E-mails:** Create excitement by sending out emails. If possible, get a member of management to endorse them— it's always more important coming from the boss!
- ▲ **Involve Your Friends:** If you have a vendor or client company that enjoys a good time, get some of their employees to form a team. The Bowl-a-Thon is a great networking event.
- ▲ **Offer Incentives:** Get the boss' blessing for a 1/2 day off or Jeans Day for participants. Let bowlers know about the fabulous prizes JA distributes for top fundraisers.
- ▲ **Make a Personal Ask:** Ask others to join you! If you tell them about the positive, fun experience you have bowling, they will want to join the fun!
- ▲ **Target the Bowlers:** Ask people who are in bowling leagues- they make great Team Captains.
- ▲ **Intranet/Internet:** If your company has an Intranet use it to get the word out. Put pictures and event details on the site.
- ▲ **Flyers:** Contact the JA office to request more flyers and marketing materials. Hang them in common areas, pass them out and use them as wallpaper!
- ▲ **Give Recognition:** Create ways for bowlers to be recognized. If your company has a newsletter, include a list of participants who bowled. Certificates and letters from the boss are also appreciated.

Section 3: Team Resources





Participants: Roles & Responsibilities

Coordinators

- ▲ Work with JA to promote the Bowl-a-Thon within their companies.
- ▲ Recruit and motivate Team Captains.
- ▲ Distribute materials.
- ▲ Remind Team Captains to register and pay the fee for their teams.
- ▲ Act as a point of contact for Team Captains at their company who have questions.
- ▲ Follow-up with Team Captains & Bowlers to turn in donations by deadline.
- ▲ Distributes prizes after the Bowl-a-Thon.

Team Captains

- ▲ Recruit teams of 4-6— co-workers, family, vendors, friends— anyone who wants to bowl!
- ▲ Register everyone with the paper form or online by the deadline. Encourage teams to register using the online system.
- ▲ Pay the registration fee by the deadline.
- ▲ Motivate team members to obtain donations and utilize the online system.
- ▲ Arrive with the team at their assigned bowling center 15 minutes early to assemble team, check-in, turn in donations, get shoes and keep the team organized!

Bowlers

- ▲ Have Team Captain complete the paper registration form or register online by joining their Team Captain's team.
- ▲ Track personal fundraising progress.
- ▲ Secure donations and bowl with their team.

Donors

- ▲ Friends, family, co-workers, vendors, etc. pledge money to support JA.

JA Staff

- ▲ Provides support and trainings to participants.
- ▲ Distributes materials.
- ▲ Answers questions and helps participants reach their fundraising goals.
- ▲ Provides programs to more than 45,000 students a year thanks to you.

Did you know?

It takes \$25 to impact 1 student, \$500 to impact a classroom and \$10,000 to impact an entire school.

A team of 5 people that each sponsors 4 students by raising \$100, will provide a JA program to an entire classroom!

Your involvement is key to reaching our fundraising goals!

Coordinator Checklist



Coordinator Checklist

- ▲ Create your Goal (share with JA Special Events Staff Person):
 - # of Students Benefitted
 - \$ Raised
 - # of Bowlers
- ▲ Confirm Team Captains & Bowlers
- ▲ Decide & Confirm the Time & Location Your Company Would Like to Bowl
- ▲ Schedule a JA Information Meeting to build excitement and knowledge about JA
- ▲ Attend the Bowl-a-Thon Kickoff Event and/or Schedule Your Own Kickoff Event
- ▲ Select and Implement 3 Fundraising Ideas
- ▲ Check to See if Your Company has a Matching Gifts Program
- ▲ Create a Networking Opportunity – Invite Another Company to Bowl

Thank you for making a difference in the lives of students!

Sample Recruiting Agenda



How are Team Captains informed and motivated?

Through an exciting information meeting!

During the meeting, the JA staff explains the role and responsibilities of a Team Captain, shares strategies for success, introduces the online system and helps the Company Coordinator answer questions.

Follow these steps to plan a meeting:

1. Schedule date with a JA Staff member by calling 216.861.8080.
2. Schedule room/location for meeting.
3. Send meeting memo to Team Captains, with RSVP form (confirm attendance).
4. Order refreshments (soda, chips, etc).
5. Prepare any needed AV equipment (i.e. TV monitor, internet access, etc).
6. Follow up with Team Captains to confirm attendance.
7. Review Agenda.

Agenda

Introduction/Opening	<i>Company Coordinator</i>
Overview of Junior Achievement and Bowl-a-Thon	<i>JA Staff</i>
Show Junior Achievement Video	<i>JA Staff</i>
Distribute and Review Team Packets	<i>JA Staff</i>
Team Captain Role	<i>JA Staff</i>
Demonstrate Online Convio System	<i>JA Staff</i>
Strategies to Recruit Teams	<i>JA Staff</i>
Important Dates	<i>JA Staff</i>
Question/Answer Session	<i>JA Staff & Company Coordinator</i>
Thank You/Adjournment	<i>Company Coordinator</i>

Your Junior Achievement representative is looking forward to helping you coordinate the best Bowl-a-Thon yet!



Team Captain Tracking Sheet



Coordinator: _____

Company: _____

My Company Goals:		
TOTAL \$ raised:	\$ per bowler:	# of bowlers:

#	Name	Phone	Reg. Pd.	Amt. Pd.	Center	Time	Notes
1	Joe Achievement	(216) 555-1234	yes	\$50.00	Buckeye	12:00pm	
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
16							
17							
18							
19							
20							
21							
22							
23							
24							
25							

R E C E I P T



Name: _____

Amount: _____

Received by (Bowler): _____

This certifies that the above donation was made as a part of the Junior Achievement Bowl-A-Thon.

For tax purposes, no goods or services were provided in consideration, on whole or part, for this contribution.

Thank you for your contribution!

R E C E I P T



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