



**Big Brothers Big Sisters**  
of McHenry County

# Team Captain Guide 2012

**BOWL  
AND  
HAVE  
AN IMPACT.  
GET READY TO  
START  
GET STARTED  
SOMETHING!  
BOWL  
FOR KIDS'  
SAKE.  
EVERY GAME  
WILL BENEFIT  
BIG BROTHERS  
BIG SISTERS.  
YOU'LL HAVE  
A GREAT TIME  
AND HELP KIDS  
GET A CHANCE  
TO STRIKE IT  
BIG IN LIFE.  
START  
SOMETHING  
NOW!**

**For Registration, Event, or Website Questions**

Contact Robyn Ostrem at (815) 385-3855 or [robyn.ostrem@bbbsmchenry.org](mailto:robyn.ostrem@bbbsmchenry.org)

Big Brothers Big Sisters of McHenry County

4318-B W. Crystal Lake Rd.

McHenry, IL 60050

(815) 385-3855



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# **Bowl for Kids' Sake 2012**

## **Choose Your Shift!**

**Teacher Day – Tuesday, February 28<sup>th</sup> 4:30-6:30pm**

**Teacher Day – Friday, March 2<sup>nd</sup> 4:00-6:00pm**

**Student Day – Saturday, March 3<sup>rd</sup> 11:00-1:00pm**

**Corporate/Community Day – Sunday, March 4<sup>th</sup> 11:00-1:00pm,  
1:00-3:00pm, or 3:00-5:00pm**

**Corporate/Community Day – Sunday, March 11<sup>th</sup> 11:00-1:00pm**

**All located at the Brunswick Zone,  
2075 E. Algonquin Rd. (Rt. 62) in Algonquin**



**Why Bowl for Kids' Sake?**

Bowl for Kids' Sake is a fun way to support Big Brothers Big Sisters mentoring programs in McHenry County. By supporting us you get to enjoy 2 hours of free bowling with family, friends, or co-workers and have a chance to win some really great prizes. However, Bowl for Kids' Sake (BFKS) is much more than bowling and prizes—it's about giving back to the community and helping hundreds of area kids.

**Wondering Why You Should Bowl for Kids' Sake?**

- **It is Important.** Last year, BFKS raised more than \$65,000, helping Big Brothers Big Sisters of McHenry County provide mentors for children living in your community.
- **It helps kids.** Your bowling dollars support mentoring programs that can help youth facing adversity improve academic performance, self-confidence, and relationships with adults.
- **It makes cents.** Thanks to our corporate sponsors every cent you make goes directly to serving children right here in McHenry County.
- **It can benefit you.** All donations to Big Brothers Big Sisters and BFKS are tax-deductible.
- **It is FUN!** Join us for 2 hours of free bowling, meet others in the community interested in making a difference in your community, win prizes, enjoy free pizza, and support an amazing cause.

**How Does It Work?**

1. Pick a bowling day and register your team online at [www.bbbsmchenry.org/bfks](http://www.bbbsmchenry.org/bfks) or by calling our office at (815)385-3855.
2. Invite 4 or 5 friends, family, or co-workers to join your BFKS team. You can send out emails right from your personal BFKS web page!
3. Use the easy online tools and emails to help raise **at least \$60 per team member** by asking family, friends, co-workers, or neighbors to donate to Big Brothers Big Sisters in support of your bowling team.
4. Finally celebrate with your team and the Big Brothers Big Sisters staff as we Thank YOU for your efforts with free bowling, shoe rental, pizza, prizes, and more!

**How You Can Raise \$75 in Five Days.**

<i>Day 1</i> —Put in your own \$10.	<b>\$10</b>
<i>Day 2</i> —Ask 2 family members for \$10.	<b>\$20</b>
<i>Day 3</i> —Ask 3 friends for \$5.	<b>\$15</b>
<i>Day 4</i> —Ask 3 neighbors for \$5.	<b>\$15</b>
<i>Day 5</i> —Ask 3 co-workers for \$5.	<b>\$15</b>
<b>Total:</b>	<b>\$75</b>



**Team Captain Overview.**

It's easier than it sounds! As the Team Captain we ask that you help us **register your team, recruit team members, set a fundraising goal, motivate your team members to help meet that goal, and have fun.**

**How We Help.**

Big Brothers Big Sisters tries to make this as easy and fun as possible for you.

*To help, we:*

- Reserve your selected date and time for bowling.
- Provide easy to use customizable online donation capabilities.
- Provide two hours of free bowling with shoe rental.
- Provide ideas for you to use to secure donations.
- Create a fun, party atmosphere at the event with prizes, food, and more.
- Are available for any questions or concerns that you may have about the event.

**How You Help.**

- Promote BFKS and Big Brothers Big Sisters to your family, neighbors, friends, and co-workers.
- Act as our contact person for your Team.
- Motivate your Team members and get them excited about the event

**How to Register Your Team Online**

1. Go to the Bowl for Kids' Sake website at [www.bbbsmchenry.org/bfks](http://www.bbbsmchenry.org/bfks)
2. Click the "Register As A Bowler" button
3. Choose to "Start A Team".
4. This will load a new page where you:
  - Indicate if you are a new Team or a new Team under a group.
  - Choose a Team name
  - Set a Team fundraising goal (aim high, you can do it!)
  - Set a Team recruitment goal (number of team members)
  - Check the box if you would like to notify site visitors that you are looking for Team Members.

Click the "Continue" button

5. Fill out your personal information.
  - Your name, address, phone number, email, and the day and time your team would like to bowl.
  - Create a user name and password so that you can come back to your personal web page for emailing donation requests, donation tracking, and team member recruitment.
  - Set your teams and personal web page links
  - Make a donation as the first step toward meeting your team fundraising goal.
  - Set your Team's fundraising goal.

Click the "Continue" button and you're done! The team has been created.



**How to Set Up Your Personal Webpage.**

1. Log into your web pages by using the username and password you set up in your registration.
2. Click on *My HQ*.
3. Click on the *My Webpage* tab.
4. Once in this tab you can:
  - o Edit the header text.
  - o Select or upload an image or video
  - o Edit the image/video caption or the page text.
  - o Click Preview to see the changes.
5. Click Submit to finish your Personal Page.

**How to Set Up Your Team Webpage.**

1. Click on *My HQ*.
2. Click "Edit Team Page"
3. Once in this tab you can:
  - o Edit the header text.
  - o Select or upload an image or video
  - o Edit the image/video caption or the page text.
  - o Click Preview to see the changes.
4. Click Submit to finish your Team Page.

**How to Recruit Team Members and Donors through Email.**

1. Log into your web pages by using the username and password you set up in your registration.
2. Under the *My HQ* tab, click "Send Emails to Friends and Family."
3. Enter a Greeting ("Hey Aunt Barb") and Recipient Email for as many prospective team members or donors as you would like to email.
4. Choose from several pre-made email templates or choose the Blank template to type your own personalized message.
5. Edit or enter the Subject, Highlighted Message, and Body.
6. Preview your email
7. Click "Send Email" to send.

**How to Track Your Donations.**

1. Click on your *Reports* tab.
2. Check your listed progress toward goal and see who has donated to you.
3. You can also see your General Team Donation Report and Team Participation report by clicking the links along the top under the HQ tabs.

**How to Get Help.**

If you have any questions or concerns regarding Bowl for Kids' Sake please call Robyn Ostrem at (815) 385-3855 or email [robyn.ostrem@bbbsmchenry.org](mailto:robyn.ostrem@bbbsmchenry.org).



**Recruitment and Fundraising Tips.**

***Share what Big Brothers Big Sisters does.***

- Big Brothers Big Sisters served more than 500 children this last year.
- Big Brothers Big Sisters one-to-one mentoring helps children improve academic performance, develop better relationships, and build self-confidence.
- Remember all donations are 100% tax deductible, and all donors over \$25 who provide BBBS their address will receive a letter confirming their donation for tax purposes.
- If you can make it personal, tell about your experience with BBBS!

***Aim high!***

- Ask for \$50 and settle for \$25.
- 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 McHenry County) many people gladly give at a level that is comfortable for them.
- Whether it's \$5 or \$50, what's important is that they support Big Brothers Big Sisters.

***Who and How to Ask.***

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, via letter, email, facebook, or phone. Just remember to personalize!
- Utilize the online donation giving website. You can email a link to your personal donation page.
- Keep in mind online donations during work hours are higher than any other time.
- If you belong to service clubs, religious or social groups, request time to ask for support!
- Your next supporter could be friends from an old job, friends from a current job, friends from school/college, members of your sports team, members of your hobby group, relatives, or neighbors.

***Other things to try.***

- Ask family/friends and neighbors to pledge you (Like a Walk a Thon).
- Place a Jar in your home or at your office for people to drop loose change.
- Have a Bake Sale at your church/service club/etc.
- Get matching funds from your place of business.

***Don't Forget.***

- Always remember to say THANK YOU!

***Donation Guidelines.***

- Use the provided tax Receipts to donor requesting a receipt.
- Make all checks payable to Big Brothers Big Sisters.



**Big Brothers Big Sisters**  
of McHenry County

# BOWL FOR KIDS' SAKE

## TEACHERS 2012

*New this year!*

Solicit pledges online—visit  
[www.bbbsmchenry.org/bfks](http://www.bbbsmchenry.org/bfks)

Brunswick Zone  
Route 62 in Algonquin

Tuesday, February 28  
4:30-6:30 p.m.

Friday, March 2  
4:00-6:00 p.m.



FREE pizza! Prizes! Raffles! T-shirts!

Bowler's Name: \_\_\_\_\_  
 Address: \_\_\_\_\_ City/Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Email: \_\_\_\_\_  
 School: \_\_\_\_\_

	NAME	EMAIL	PHONE	PLEDGE-DONATION	TOTAL COLLECTED
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					

### INSTRUCTIONS

**Step 1:**

Visit [www.bbbsmchenry.org/bfks](http://www.bbbsmchenry.org/bfks) or call the office at 815-385-3855 to schedule your bowling time and reserve the number of lanes you and your team(s) will need.

**Step 2:**

Get pledges and donations! Ask co-workers, friends, neighbors and businesses to sponsor you with a flat dollar contribution or pledge per pin. The minimum is \$60 in pledges per bowler. Clearly print sponsor's name, address, phone and pledge amount. All checks should be made payable to Big Brothers Big Sisters.

**Step 3:**

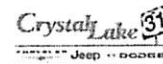
On Sunday, March 4, arrive 30 minutes before your scheduled bowling time. Bring your pledge sheets and pledge money. You will bowl for two hours. There is no charge for bowling, shoes or pizza!

**Step 4:**

Return any other collected money to Big Brothers Big Sisters of McHenry County no later than April 1, 2012.  
 4318-B W. Crystal Lake Rd. • McHenry, IL 60050  
 815.385.3855 • [www.bbbsmchenry.org](http://www.bbbsmchenry.org)

Event sponsored by:

BMO Harris Bank



DONALD LEWIS  
FAMILY FOUNDATION



Walmart

Total: \_\_\_\_\_ Rec By: \_\_\_\_\_ Cash Rec'd: \_\_\_\_\_ Checks Rec'd: \_\_\_\_\_ Online: \_\_\_\_\_ Balance Due: \_\_\_\_\_

**2012 Bowl for Kids' Sake Donation Receipt**



**Big Brothers Big Sisters**  
of McHenry County

Big Brothers Big Sisters is a 501(c)(3) charitable organization (EIN 36-3354265) and your donation is tax deductible to the extent allowed by law. This form serves as a receipt in accordance with Internal Revenue Service Regulations regarding charitable contributions, and should be kept with your income tax records. This donor did not receive goods or services in return for this gift.

**Donor Name:** \_\_\_\_\_ **Receipt Date:** \_\_\_\_\_ **Gift Amount:** \_\_\_\_\_

**Bowler:** \_\_\_\_\_

On behalf of the little brothers and little sisters whose lives you help to impact, thank you for your support.

For more information about the programs Big Brothers Big Sisters of McHenry County has to offer call us at (815) 385-3855 or visit our website [www.bbbsmchenry.org](http://www.bbbsmchenry.org).

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