

# Participant Resource Guide



A change  
of shoes  
can change  
a life.



NATIONAL PARTNER



NATIONAL SUPPORTER

Presented by



NOVA SCOTIA  
**POWER**  
An Emera Company

# Team Captain Instructions

**THANKS** to all of our Team Captains who have stepped up to make this campaign a huge success. Here's what you need to know to get started:

## 1. BUILD YOUR TEAM

Recruit 4 or 5 friends to participate with you. Tell them about all of the fun and excitement of the bowling day (2 hours of bowling, free Pizza Delight pizza, prizes, a fun 'Stars on the Red Carpet' theme, and a great feeling from doing something positive to help kids right here in Greater Halifax!)

*Stress the importance of meeting the **minimum pledge requirement of \$100 per participant.***

Your team kit should have all of the materials you need to help you get started. In addition, you can download a poster from our website to put up in your staff / lunch room to let everyone know you are taking part in our campaign.

## 2. REGISTER YOUR TEAM

Please register as soon as possible to ensure your place in the event. Lanes are assigned on a first come, first served basis. You can register **ONLINE** at [www.bowforkids.ca](http://www.bowforkids.ca), give us a **CALL** at 466-KIDS (5437) or **FAX** the Team Registration form included in the team package to 465-4281.

## 3. HAVE FUN!

On your bowling day, please bring your **online pledge report** and/or pledge sheet (with all of your contact information filled in) to registration. **(It is important to keep your online pledges separate from the pledges on your paper pledge form for accounting purposes)**. Arriving 15 minutes before your scheduled time will enable you to check in, get your bowling shoes and check out the prize area before you hit the lanes for some fun! There will be opportunities to purchase raffle tickets and 50/50 tickets during the event, so if you want to participate, it's a good idea to have some change in your pocket.

**A change of shoes can change a life.**



# Ways to Collect Pledges

## ONLINE

Our on-line pledging service can be accessed by visiting our website: [www.bowforkids.ca](http://www.bowforkids.ca)

Using this innovative service, you can create a **personalized message/web-page** to e-mail to your friends, family and co-workers requesting their support with a few clicks of the mouse. You can also **enter offline pledges** you might receive as cash or cheques, instead of using a paper pledge sheet. This page will offer your supporters the opportunity to respond immediately and use their credit card or request an invoice by printing off a donation form. Plus, online donors receive their official tax receipt immediately by email. This is quick, easy and cost-effective!

## DIRECT DONOR BILLING

With direct donor billing, Big Brothers Big Sisters will collect your pledges of **\$20 or more**. Just fill in the donor's complete contact information on the pledge sheet and put a check mark in the "Bill" column...we'll take care of the rest!

## PLEDGE SHEET

You can also use the paper pledge sheet for pledge collection. Bring your pledge sheet and collected donations to the bowling centre during your scheduled bowling time and pass them in at the registration desk. Be sure to fill in all of your contact information on the top of the sheet so all of the pledges get credited to your team.

**A change of shoes can change a life.**



# Schedule

**Please note:** You may choose to bowl in a particular 'challenge' (with other, similar businesses in your industry), or can choose an alternate time that is convenient for your team. Lanes are assigned on a first come, first served basis, so please register as soon as possible.

## FRIDAY, MARCH 11, 2011

4:00 pm - 6:00 pm	Big Little Bowl & CTV Telethon Live Remote
6:00 pm - 8:00 pm	Community Bowl (Open to any team)
8:00 pm - 10:00 pm	RBC / CIBC Company Bowl

## SATURDAY, MARCH 12, 2011

12:00 noon - 2:00 pm	Government Bowl
2:00 pm - 4:00 pm	Education / Community Open Bowl
4:00 pm - 6:00 pm	Community Open Bowl
6:00 pm - 8:00 pm	TD Company Bowl / Community Open Bowl

## SUNDAY, MARCH 13, 2011

11:00 am - 1:00 pm	BFKS Supporters/ Sponsors Brunch
1:00 pm - 3:30 pm	BigBunch Bowl
4:00 pm - 6:00 pm	Community Open Bowl
6:00 pm - 8:00 pm	Retail / Community Open Bowl



## Company Bowl

Your company can have a special event during our Bowl for Kids Sake Campaign. It's a great team builder, morale booster and fun way to help kids in the community where you work.

*Your commitment:*

- ◆20 or more teams of 5 bowlers
- ◆\$10,000 raised minimum (combination of pledges raised by individuals and/or company donation)

Contact Michelle at 466-KIDS (5437) for more details.

A change of shoes can change a life.



# Incentive Prizes

Together with our sponsors, we are pleased to offer a variety of incentives to support your fund-raising efforts. For each level of fund-raising achieved, you will receive a different reward. Prizes are awarded for individual fund-raising efforts.

---

## Pledge Level

## Prize

\$100-\$199.99

You'll be able to show off your support with your choice of an event t-shirt or re-usable shopping bag.

\$200-\$499.99

Gift Card valued at \$20, \$30, \$40 or \$50 for a local restaurant.

\$500-\$999.99

Gift Card valued at \$50, \$75 or \$100 from a building, electronics, decorating or clothing store.

\$1000-\$2499.99

Spin the \$1000 Wheel! - Win a Gift Card valued at \$100, \$150 or \$200 from a restaurant or retail store.

\$2500 and above

Choose your Prize! - Spin the \$1000 wheel **and** select a prize from our exclusive collection that includes weekend getaways, urban spa packages, jewelry and much more.

A change of shoes can change a life.



# Fund Raising Tips & Ideas

Here's a little help to get you thinking about ways to raise money for your **Bowl for Kids Sake** team:

1. Hold a raffle or auction. Ask people or businesses you know to donate items and sell tickets.
2. Designate your office Casual Day fund.
3. Have a lunch-time bake sale.
4. Provide a candy-gram service for Valentine's Day.
5. Hold a weekly 50/50 draw.
6. Ask your employer to match your team's contribution (we'll provide a tax receipt!). Many companies have a Matching Gift policy.
7. Put a coin box at your reception area.
8. Hold a flea market.
9. Go door-to-door and ask your neighbours for a pledge.
10. Have a dinner party. Ask your guests to make a pledge to Bowl for Kids Sake instead of bringing a hostess gift.
11. Get the cafeteria in your office building to designate an item on the menu for which they will give a donation for every one sold.
12. Hold a recycling day. Put up notices, then go door-to-door collecting returnable bottles etc.
13. Have a coin drive. Get a large container and place it in your staff room. Ask people to empty their pockets of change.
14. "Buy a Bowl for Bowl". Have a potluck lunch day. Ask each team member to make a dish, then sell lunch to your colleagues.
15. Ask everyone with whom you do business (clients, realtor, dentist, stylist, plumber, mechanic etc.) to support your efforts with a donation.

**NOTE:** *For group fund-raising initiatives, you can divide the funds among each team member's pledge sheet so everyone can be eligible for a prize, or you can put all of the funds on one team sheet and collect one prize for the team to share. Please be sure to organize these monies before checking in at the bowling centre to facilitate your registration process.*

**A change of shoes can change a life.**

