



# Team Captain's Guide

 **Big Brothers Big Sisters.**  
OF SOUTH-CENTRAL PA

**B**  **OWL** For  
Kids' Sake

# Welcome!

Thank you for participating in Big Brothers Big Sisters of South-Central PA's signature event, Bowl for Kids' Sake. Bowl for Kids' Sake offers everyone in our community a chance to positively impact a child's life. The youth served by Big Brothers Big Sisters face a variety of challenges including living in a single-parent household, growing up in poverty, or coping with parental incarceration. When you participate in Bowl for Kids' Sake, you become part of their support system and provide them with opportunities to **pursue their dreams!**

As a Team Captain, you are responsible for recruiting individuals to your team and making the connection between them and Big Brothers Big Sisters of South-Central PA. We've developed this Team Captain guide to help your team be successful. This short guide will help you speak knowledgeably about Big Brothers Big Sisters, answer questions, and encourage others to become involved.

## What Is Big Brothers Big Sisters?

**Vision:** All youth achieve their full potential.

**Mission:** Create and support one-to-one mentoring relationships that ignite the power and promise of youth.

**Accountability:** By partnering with parents/guardians, volunteers, and others in the community, we are accountable for each child in our program achieving:

- Higher aspirations, greater confidence, and better relationships
- Avoidance of risky behaviors
- Educational success

### Fun Facts about Big Brothers Big Sisters of South-Central PA:

- All funds raised through Bowl for Kids' Sake stay local, supporting youth in the region near each bowling event.
- Big Brothers Big Sisters has been serving South-Central PA for over 40 years!
- Youth in our program report that they avoid risky behaviors such as drugs and alcohol (93%), have built a foundation of trust with an adult (92%) and expect to attend college (76% ages 15+).

## What Is Bowl for Kids' Sake?

Bowl for Kids' Sake is Big Brothers Big Sisters' signature fundraiser. Bowl for Kids' Sake is the perfect way for individuals to make an impact on our community – it only takes a little bit of effort to raise the money that is vital to our program's success. As a "thank you" for your support and enthusiasm, Big Brothers Big Sisters hosts a celebratory party at your local bowling center. No bowling expertise required!

## Where Does the Money Go?

100% of your donation goes directly to help serve local children. Big Brothers Big Sisters depends on donations to conduct background checks on volunteers to ensure child safety, and provide ongoing professional support for children, families and volunteers to build and sustain long-lasting relationships.



# What Does a Team Captain Do?

## Step 1: Register

It's easy to do online – just visit [capbig.org/events](http://capbig.org/events) and follow the simple instructions! You can choose to register all (or some) of your team members when you create your team.

## Step 2: Set a Goal

Set a team fundraising **goal** – AIM HIGH! We require each team to raise a minimum of \$500 (for a team of 5) or \$100 a person. Many of our teams raise over \$1,000!

## Step 3: Recruit

Find 4 people to join your team. It could be friends, family, or co-workers. You've set an ambitious goal, so choose people who will help you exceed it!

## Step 4: Increase Your Impact

Want to get your place of worship, your club, or your workplace involved? Call us at 717-236-0199 ext. 221 or email [events@bbbsscpa.org](mailto:events@bbbsscpa.org) and we will help you get that organized!

## Step 5: Stay Motivated

Keep up team spirit as you raise money for Big Brothers Big Sisters of South-Central PA!

- Share information about the impact of Big Brothers Big Sisters on your community.
- Utilize social media. Post your fundraising link to your social media accounts.

## Step 6: Have Fun!

Join us at the bowling center of your choice to celebrate your team's success! As a participant you will receive:

- Event T-Shirt
- Two Hours of Bowling & Shoe Rentals
- Drink Tickets
- Pizza, Snacks & Candy
- Opportunity to purchase tickets for raffle prizes (cash only)





# Fundraising 101

It's easy to raise money for Big Brothers Big Sisters of South-Central PA! Individuals want to invest in programs proven to change lives and break cycles of poverty. You can trust that Big Brothers Big Sisters of South-Central PA will leverage your donations into a solution.

- It's true: every dollar helps. Though we encourage you to ask for donations of \$50 or \$25, no donation is too small.
- 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.
- Make your own contribution and let others know that you are donating not only your money but also your time.
- Ask at your regular meetings. If you belong to a service club or religious or social group, request time to ask for support.
- Personalize, personalize, and personalize! Whether you write a letter, email, or call, relating your own Big Brothers Big Sisters story or an experience you had with a mentor while growing up, success will come from making the ask personal.
- All donations are 100% tax deductible.
- All donors receive a letter/email confirming their donation and providing all necessary information for their tax deduction.

## Your next supporter could be....

Friends from your old job  
Friends from your present job  
Friends from school or college  
Members of your sports team  
Members of your church or synagogue  
Your relatives  
People you know through your spouse  
People from your lodge or club  
Your next-door neighbor

Your wedding attendants  
Your children's music teacher  
Your lawyer  
Your physician  
Your child's scout leader  
Your plumber  
Your babysitter  
Your car mechanic  
Your CPA

## Connect With Us!

Questions about fundraising or want to share a success story?

- **Call:** 717-236-0199 ext. 221 • **Email:** [events@bbbsscpa.org](mailto:events@bbbsscpa.org) •

**Social Media:** @BBBSsouthcentralpa •

