



# Team Captain Toolkit



THANK YOU for participating in Big Brothers Big Sisters of the Triangle's 2024 Bowl For Kids' Sake!

Bowl For Kids' Sake (BFKS) is our signature fundraising campaign that engages the entire Triangle community – neighbors, Bigs/Littles, parents, businesses, co-workers, and families – in raising funds to support our mission. The 6-week fundraising campaign culminates with the Bowl For Kids' Sake celebration party.

*As a Team Captain, you are the heart and soul of Bowl for Kids' Sake.* You recruit 4-5 individuals to your team, set a fundraising goal, connect your team to our work, raise funds, and encourage them and others to learn more about BBBST. We have developed this Team Captain's Toolkit to assist you in sharing your passion for inspiring and empowering our youth.

*The Bowl For Kids' Sake celebration bowling party will be on Saturday, April 20, 2024 at Bowlero.* No bowling expertise is required. Some teams create competitions. Some come just to have fun. And some teams may wish to fundraise but not bowl.

Please reach out to us if you have any questions:

Vandora Hope Davis, Director of Development, [vdavis@bbbstri.org](mailto:vdavis@bbbstri.org)

## What Does A Team Captain Do?

### Step 1. Register your team



- It's easy to do online -- just visit <https://give.bigstri.org/Bowl-For-Kids-Sake-2024> and follow the instructions!
- See section "How To Use Classy: Step-By-Step" for more details.

### Step 2. Set a team fundraising goal



- Each team must raise a minimum of \$600 to attend the Bowl For Kids' Sake celebration party.
- AIM HIGH! Some of our top teams raise \$5,000+!

### Step 3. Recruit



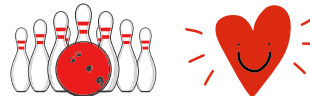
- Recruit 4-5 people to join your team.
- You've set an ambitious goal, so choose people who will help you exceed it!!

### Step 4. Raise funds and motivate team



- Text, email, tweet or post your campaign asking for support, emphasizing how each donor makes a big difference in the lives of children in our community, share information about the impact of Big Brothers Big Sisters of the Triangle
- Celebrate successes and say "thank you." (Katie just got a \$50 donation! Joel has already exceeded his goal of \$200! Thanks team, we just surpassed the \$1,000 mark!).

### Step 5. Have fun!



- Join us at Bowlero in Cary on April 20th to celebrate your team's fundraising success!
- Remember, it's not about how good a bowler you are, it's celebrating the impact the funds your team raised will have in your community!

### Step 5. Say thank you!



- Thank your team members for their time and commitment!
- Thank the people who donated to your campaign! Reach out after the event and let them know how much money your team raised and how much the BFKS campaign raised.

## How to use the Classy platform?

### What is Classy?

- Classy is our online donation platform.
- Fundraising Teams use Classy to create their team and individual fundraising pages for BFKS!

### Step 1. Access Classy online platform

- Access the Classy online platform landing page by clicking on [Bowl For Kids' Sake 2024](#).

### Step 2. Create a Team Page

- Select "Create or Join A Team" to get started.
- By selecting "create or join team", you will see "start fundraising" with the option to start as "an individual", "join a team", or "create a team".
- Select "Create a team."

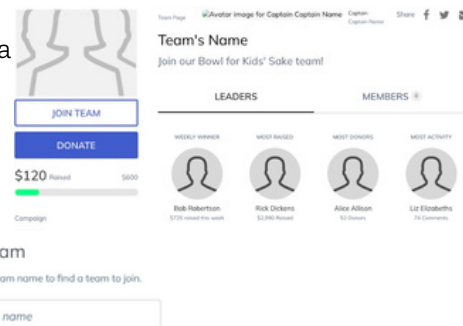
CREATE OR JOIN A TEAM

Start fundraising



### Step 3. Set Team Goal and Personalize Team Fundraising Page

- Set your Team Goal in the platform
- After setting your Team Goal, you will be directed to a Team Fundraising Page. Personalize your Team Fundraising Page.
- Invite your team members to create their individual Fundraising page.
- Join your team and personalize your Fundraising Page.

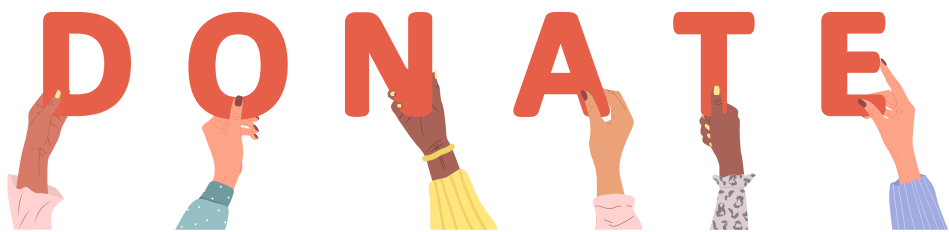


### Step 4. Each Team Member will create their Fundraising Page

- Personalize your Fundraising Page.
- Share your Fundraising Page with your friends, family, and contacts.



## FUNDRAISING TIPS!



- Make your own donation first, and then let others know that you are donating not only your money, but also your time.
- Define your "ask" by your audience. As long as you are respectful and sincere about your motivation (changing the lives of children, right here, right now, in your community) many people gladly give at a level that is comfortable for them. Whether its \$25 or \$100, what's important is that they support Big Brothers Big Sisters.
- Involve your entire network in your fundraising and awareness campaign -- post on social media. Share these tips with your network, and ask them to share and ask their friends and colleagues to support your team/fundraising campaign.
- 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 (or as an adult), success will come from making the ask personal.
- If they decline the chance to support BBBST, thank them sincerely for listening and giving you their input. In many cases "no" means, "not now."
- Donations are 100% tax deductible, and donors will receive an email/letter confirming their donation and providing the necessary information for their tax deduction.

We'll share more tips and information about Big Brothers Big Sisters of the Triangle throughout the fundraising campaign.

Thank you for ensuring that every Little and Big relationship is supported and every young person is on the path to graduate with a plan for their future and a mentor whose impact will last a lifetime!



## 2024 Bowl for Kids' Sake Committee

Keishea Edwards-Turner, Co-Chair  
Sheila Humphrey, Co-Chair  
Stephanie Johnson, Co-Chair  
Wren Mitchell  
Tripp Andracchio  
John Garrett  
Marcos Melendez  
Mollie Winstead  
Vandora Hope Davis, BBBST Development  
Erin Callahan, BBBST CEO

## Need additional information?

Vandora Hope Davis, Director of Development  
[vdavis@bbbstri.org](mailto:vdavis@bbbstri.org)

## 2024 Board of Directors

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