

# TIMELINE & CHECKLIST

# TEAM CAPTAIN

<b>8</b> WEEKS BEFORE EVENT ■	<b>Register your team at <a href="http://bowlforbigbrothers.com">bowlforbigbrothers.com</a></b> <ul style="list-style-type: none"><li>• Book your bowling lanes online</li><li>• Put up posters at work</li></ul>
<b>6</b> WEEKS ■	<b>Officially launch the campaign at your workplace or with friends</b> <ul style="list-style-type: none"><li>• Invite co-workers, friends, or family to join the team and tell them what they are fundraising for</li><li>• Email online registration instructions and encourage everyone to start fundraising</li></ul>
<b>4</b> WEEKS ■	<b>Motivate your bowlers to fundraise and determine a team goal</b> <ul style="list-style-type: none"><li>• Offer a team fundraising prize</li><li>• Ask your company to consider a Corporate Gift</li><li>• Ask suppliers and clients to support your fundraising</li><li>• Plan your Rock'N'Bowl-themed costumes</li></ul>
<b>2</b> WEEKS ■	<b>Announce how close you are to your team goal</b> <ul style="list-style-type: none"><li>• Inspire bowlers to keep fundraising to help reach the team goal</li><li>• Recognize the top fundraisers thus far</li><li>• Remind bowlers about incentive prizes and how their fundraising helps children in the community</li></ul>
<b>1</b> WEEK ■	<b>Confirm the event details with bowlers</b> <ul style="list-style-type: none"><li>• Email bowlers the event details as a reminder</li><li>• Ask bowlers to bring pledge books or pledge sheets, money, and online summary to the event</li><li>• Let Big Brothers know if your bowler numbers have changed (to prevent late cancellation charges)</li></ul>
<b>48</b> HOURS BEFORE ■	<b>Last chance to fundraise</b> <ul style="list-style-type: none"><li>• Ask bowlers to make just a few more pledge requests</li><li>• If you have met your goal, increase it by 10%, and encourage everyone to help meet it</li><li>• Finalize costumes and other event day plans</li></ul>
<b>DAY</b> OF EVENT ■	<b>Have fun at the event</b> <ul style="list-style-type: none"><li>• Plan to have dinner or drinks before/after your event</li><li>• Turn in all pledges 30 minutes prior to event start</li><li>• Bowl, win prizes, and celebrate giving back!</li></ul>

# ROCK 'N' BOWL

WITH US  
THIS APRIL




Big Brothers  
of Greater Vancouver

[bowlforbigbrothers.com](http://bowlforbigbrothers.com)

## HELPING LOCAL CHILDREN



The Scotiabank Bowl for Big Brothers Classic is Big Brothers' signature FUN-raising event, where thousands of people get together to enjoy a night of bowling in support of the valuable mentoring programs provided to over 1,000 children each year, free of charge.



No experience is required, just a desire to have a great night out while helping us change children's lives. You are a vital part of the success of this campaign, so please sign up your team and start recruiting bowlers today!

## WAYS TO WIN



### FUNDRAISING PRIZES - Build a Bundle

For the first time ever we are offering a Build a Bundle incentive prize scheme. Collect a prize for every fundraising level that you reach and if you reach our \$1,000 level you will have our entire Summer Bundle.

An incentive prize will be awarded to each individual who raises over \$125, \$250, \$500, or \$1000. There are also fabulous prizes for the top three individual fundraisers and the top 3 teams\*!

*\*See website for how team totals will be calculated*

### TOP NEW TEAM



The prestigious Scotiabank Rookie of the Year Award is presented annually to the new team that raises the most funds during the campaign.

### TEAM GROWTH CONTEST

Any Team Captain who grows his/her team by five or more bowlers from 2018 will earn a \$25 gift card (one per team). The team with the biggest growth will be awarded the Mr. Lube Big Boost Award.

### BEST DRESSED PRIZE

Will your team be a Rock Band? Groupies? Planets? Get creative with those space-themed costumes because awards for the best dressed will be given out at each event and the overall winner will receive a prize at the end of the campaign.




## TEAM CAPTAIN JOB DESCRIPTION


As a Team Captain, you will:

- Register your team online
- Engage as many bowlers as possible
- Encourage fundraising amongst your bowlers
- Coordinate and book a bowling date and venue
- Liaise with Big Brothers staff as needed

## BOWLER RECRUITMENT TIPS

- Talk about how the event helps kids in your community
  - Emphasize the prizes and fun
  - Engage your company's social committee
  - Plan an outing before or after your event
  - Recognize bowlers as they sign up
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## ENCOURAGE PLEDGE RAISING

- Set a team fundraising goal
  - Remind bowlers about incentive prizes
  - Share regular updates on your team's progress
  - Instigate weekly team challenges
  - Ask your employer to consider matching your team's pledges
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## UTILIZING TECHNOLOGY

- Send email invites to friends, family, and colleagues
- Use the pre-drafted intranet text for your company newsletter
- Share links to videos about the cause
- Use social media to encourage participation
- Use the campaign e-signature for internal emails
- Visit **bowlforbigbrothers.com** for other handy resources

**BIG BROTHERS STAFF WILL WORK WITH YOU TO ENSURE YOUR CAMPAIGN EXPERIENCE IS FUN AND EASY!**

