

# BOWL FOR KIDS' SAKE 2.0

Big Brothers Big Sisters of Dane County is taking Bowl for Kids' Sake (BFKS) **virtual!** To follow social distancing recommendations, we're making adjustments to bring the fun to you.

**On Monday, April 6<sup>th</sup>, BFKS 2.0 kicks off with four weeks of challenges, competitions, and prizes!**

Each week, you can participate in **1)** an Activity Challenge and **2)** a Fundraising Challenge.

- 1) Activity Challenges** are fun opportunities to catch the BFKS spirit. Each week you participate, you earn a raffle ticket. At the end of April, one Bowler wins a Yeti Cooler (courtesy of Festival Foods)! Don't forget to share your activities on social media (use #BFKSDaneCounty and tag us!), and get others excited about getting involved.
- 2) Fundraising Challenges** provide extra motivation to ask for donations and recruit new Bowlers. Each week brings a new fundraising challenge and a new prize basket at stake. The more support you get for BFKS, the more opportunities to win BIG! Every Friday, tune in live on Facebook to hear who wins, and to learn about the next week's challenges.

At the end of April, we'll put on a **virtual bowling contest** and crown our top Bowlers, companies, and teams. You may not see your trophy for a few weeks, but bragging rights are awarded immediately. ;)

Just like before, asking for friends' and family support is easy. Once you register in our online platform, a fundraising page is created just for you, with built-in tools to ask for donations via social media, email, or text. The average gift is only \$20, and every gift can make a BIG IMPACT for our Littles.

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We all know BFKS is not about the bowling—it's about the kids. **This year's event looks different, but the need in our community hasn't changed.** Now more than ever, our impact is relevant and our mission is urgent. For the Littles and families in our program, the trusting, personal relationships they have with their Bigs continue to be vital. So at Big Brothers Big Sisters, we commit to providing critical resources, offering support, and ensuring the well-being of our entire BBBS family.

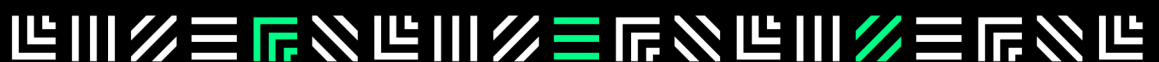
This work is only made possible through the support and passion of people like you. So thanks for "bowling" with us, and we can't wait to see what you can do with BFKS 2.0!

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To learn more, visit [www.bbbsmadison.org/events/bowl-kids-sake/](http://www.bbbsmadison.org/events/bowl-kids-sake/)  
or reach out to Bethany Ordaz, our Special Events Coordinator, at [bordaz@bbbsmadison.org](mailto:bordaz@bbbsmadison.org).



Thanks to our Kingpin Sponsor, Great Dane Pub & Brewing





# BOWL FOR KIDS' SAKE 2.0 : Challenge Details

## Week 1: April 6<sup>th</sup>-April 10<sup>th</sup>

- **ACTIVITY CHALLENGE: Online Happy Hour**
  - ⇒ Join us on Zoom for a BFKS Happy Hour Kick-off! Grab a drink and connect with other Bowlers to learn more about how BBBS is adapting to support families, and how you can help when you join in the fun with BFKS!
  - ⇒ *Prize Opportunity: Receive 1 Yeti Cooler Raffle Ticket* for attending (BBBS will track attendees through Zoom registration, so be sure to register first). Drawing on Friday, May 1<sup>st</sup>.
- **FUNDRAISING CHALLENGE: Recruit More Bowlers**
  - ⇒ Get your colleagues, friends, and family members to join you on your bowling team or to start one of their own! The more Bowlers we have, the more money we can raise, so help us get our message out to as many people as possible.
  - ⇒ *Prize Opportunity: Receive a Week 1 Raffle Ticket* for every Bowler you recruit. Or if you're a new Bowler, get a Raffle Ticket just for signing up! Drawing on Friday, April 10<sup>th</sup>.
- **BONUS RAFFLE TICKET: Join the BFKS Facebook Event**
  - ⇒ Get a bonus Week 1 Raffle Ticket when you join the BFKS Facebook Event. This will help us share updates and other exciting contests and prizes that come up during the month.

## Week 2: April 11<sup>th</sup>-April 17<sup>th</sup>

- **ACTIVITY CHALLENGE: Costume Contest**
  - ⇒ This year's theme is "Everyday Heroes", so dress up in your most creative costumes and share your pictures online! Even better—get your work-from-home "coworkers" to join you (i.e. your dog, children, etc.).
  - ⇒ *Prize Opportunity: The Best Costume Winner* will receive a trophy, a \$100 Amazon gift card, and Pizza-for-a-Year from Pizza Hut. Winner will be announced on Friday, April 17<sup>th</sup>.
  - ⇒ *Prize Opportunity: Receive 1 Yeti Cooler Raffle Ticket* if you participate (includes posting a photo/video on social media AND on your personal fundraising page—click on "Manage My Page" and then on the "Costume Contest" tab on the left). Drawing on Friday, May 1<sup>st</sup>.
- **FUNDRAISING CHALLENGE: Raise \$100+ on Your Individual Fundraising Page**
  - ⇒ Get your colleagues, friends, and family members to donate to your page, and try to raise at least \$100 during Week 2. Don't forget—your own donations can count here, too!
  - ⇒ *Prize Opportunity: Receive a Week 2 Raffle Ticket* if you raise \$100 or more on your individual page (must be raised during Week 2). Drawing on Friday, April 17<sup>th</sup>.





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## Week 3: April 18<sup>th</sup>-April 24<sup>th</sup>

- **ACTIVITY CHALLENGE: Design Your Own Bowling Alley**
  - ⇒ Get those creative juices flowing—design your own bowling alley at home! Use any materials you've got around the house—the more creative, the better! Take a video and share your engineering feat with all of us.
  - ⇒ *Prize Opportunity: The Best Bowling Alley Winner* will receive a trophy, a \$100 Amazon gift card, and Pizza-for-a-Year from Pizza Hut. Winner will be announced on Friday, April 24<sup>th</sup>.
  - ⇒ *Prize Opportunity: Receive a Yeti Cooler Raffle Ticket* if you participate (includes posting a photo/video on social media AND on your personal fundraising page—click on "Manage My Page," then on the "Design Your Own Bowling Alley" tab on the left). Drawing on Friday, May 1<sup>st</sup>.
- **FUNDRAISING CHALLENGE: 5+ Donations on Your Individual Fundraising Page**
  - ⇒ Keep the donations flowing, and broaden your circle even more! Try to secure at least 5 new donations this week. Gifts can be large or small--what matters is getting more people involved.
  - ⇒ *Prize Opportunity: Receive a Week 3 Raffle Ticket* if you secure at least 5 new donations on your individual page (must be logged during Week 3). Drawing on Friday, April 24<sup>th</sup>.

## Week 4: April 25<sup>th</sup>-May 1<sup>st</sup>

- **ACTIVITY CHALLENGE: Virtual Bowling**
  - ⇒ Get ready for the BBBS Bowling Experience with our very own online bowling game! Play on your phone, tablet, or computer, and take a screenshot to show us your high score. Play as many times as you want—practice makes perfect!
  - ⇒ *Prize Opportunity: Receive a Yeti Cooler Raffle Ticket* if you participate (includes posting a photo/video on social media AND on your personal fundraising page—click on "Manage My Page," then on the "Virtual Bowling" tab on the left). Drawing on Friday, May 1<sup>st</sup>.
- **FUNDRAISING CHALLENGE: Final Push Challenge**
  - ⇒ The Final Push Challenge will be revealed during Week 3, so stay tuned to see how to win BIG!
  - ⇒ *Prize Opportunity: Receive a Week 4 Raffle Ticket* if you participate in the Final Push Challenge. Drawing on Friday, May 1<sup>st</sup>.

## Additional Prizes for All Bowlers (no drawing or raffle ticket required):

- All Bowlers will receive a free BFKS 2020 T-shirt, courtesy of UHP Marketing.
- Team Captains will receive a "Give a Little Kindness" bag stuffed with goodies.
- All Bowlers who raise \$500 or more will receive a "Social Distancing Night In" with pizza and drinks.

