Bowl For Kids' Sake

Since 1966, Big Brothers Big Sisters of Dane County has provided mentoring relationships that ignite the power and promise of today's youth. Because of social distancing, Big Brothers Big Sisters of Dane County had to take their Bowl for Kids' Sake (BFKS) virtual.
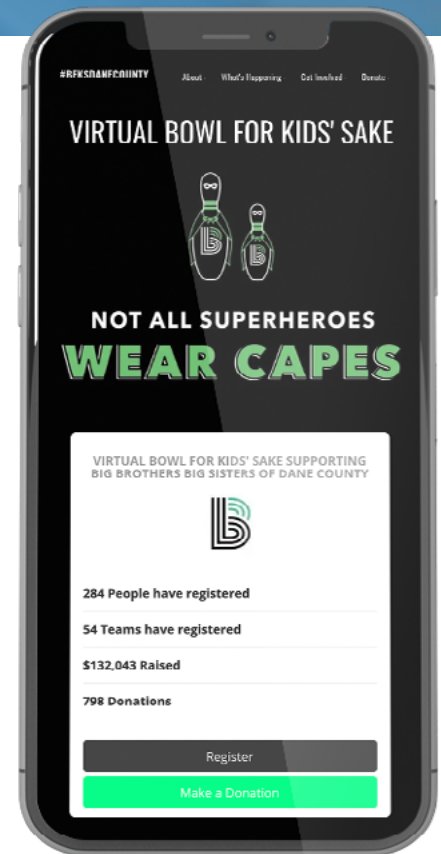
ONLINE FUNDRAISING ACTIVITIES

ONLINE DONATIONS | TEAM & INDIVIDUAL COMPETITIONS | ACTIVITY & FUNDRAISING CHALLENGES

WHAT MADE THIS EVENT UNIQUE?

In April 2020, BFKS kicked off with four weeks of challenges, competitions, and prizes. Weekly participants could get involved online Activity Challenges, Fundraising Challenges, and fun drawings. They shared a Contest Calendar to keep everyone looking ahead!

The challenges and fun giving opportunities spread the BFKS spirit. They kept participants engaged and fundraising throughout the campaign, with a variety of motivational challenges. Everything from weekly raffle tickets, to a Yeti raffle, fundraising challenges and prizes, and a virtual bowling contest.

Each Friday, participants tuned in live on Facebook to hear raffle drawings, and to learn about the next week's challenges. Through social promotion, friendly competition they made giving fun and attracted friends, relatives and colleagues to the virtual campaign.

VIRTUAL BOWL FOR KIDS' SAKE

NOT ALL SUPERHEROES **WEAR CAPES**

VIRTUAL BOWL FOR KIDS' SAKE SUPPORTING BIG BROTHERS BIG SISTERS OF DANE COUNTY

284 People have registered

54 Teams have registered

$132,043 Raised

798 Donations

Register

Make a Donation

https://p2p.onecause.com/bfksdanecounty

VIRTUAL FUNDRAISING STRATEGIES

- Weekly Activity & Fundraising Challenges
- Weekly Facebook Live event
- Impact & Mission Messaging
- Virtual Bowling Contests
- Fundraising & Recruiting Leaderboards
- Social Media Rewards

- Showcased sponsors on fundraising site
- Fundraising Tips & FAQ page
- Shared Contest Calendar
- Social activities: online happy hour, costume contest, design your own bowling alley

BEST PRACTICES/LESSONS LEARNED

- ✓ Communicate the mission and need
- ✓ Make it fun to fundraise!
- ✓ Reward for recruiting, fundraising, and social media reach
- ✓ Use impact statements
- ✓ Create virtual sponsorships
- ✓ Have a virtual photo gallery

RESULTS

284 Participants
54 Teams **787** Donations
$130k Online donations

108% to Goal