

2021 PARTICIPANT RESOURCE GUIDE



Big Brothers Big Sisters



MASKQURADE BALL

Bowl for Kids Sake

2021

APRIL 12-16, 2021

Presenting Partners



CIBC
Wood Gundy



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TEAM CAPTAIN INSTRUCTIONS

THANKS to all of our Team Captains who have stepped up to make this campaign a huge success. Here's what you need to know to get started:

1. BUILD YOUR TEAM

Recruit 3 or 4 friends to participate with you. Tell them all about how this year Bowl for Kids Sake is 100% online and has a **"Maskqurade Ball"** theme.

Stress the importance of raising \$150 per person, you will win a commemorative Maskqurade ball t-shirt and a ballot for the draws!

Your team kit should have all of the materials you need to help you get started. We have included a poster you can put up in your staff / lunch room to let everyone know you are taking part in our campaign as well as some goodies to get you in the spirit of the event!

2. REGISTER YOUR TEAM

Please register as soon as possible. You can give us a **CALL** at 902-752-6260, make sure to also create an online site so you can get donations from family and friends who live away at **www.bbbsofpc.com** or email us at **bigbrothers@bellaliant.com** and we can help you set up your page.

3. HAVE FUN!

During the week of April 12 – 16 you can bowl virtually, or "Bowl with your Bubble", where we will deliver to your place of work, school, etc. a bowling kit to make it a team building event for your staff, friends, family. To bowl virtually, play the online virtual game and send your screen shot to bigbrothers@bellaliant.com. If you can't hold a small "bubble bowl", you can sell raffle tickets on a \$1,000 gift card for us, or collect pledges in support, there are so many ways.



WAYS TO COLLECT

ONLINE—ZERO CONTACT FUNDRAISING

We encourage you to do your fundraising online so that it is contact free. Our on-line pledging service, which can be accessed by visiting our website: www.bbbsofpc.com is a great way to fundraise for a variety of reasons—it allows you to get donations from friends and family around the globe, it saves BBBS administration costs, and the platform is free to use, so 100% of donations raised online are passed on to Big Brothers Big Sisters. Plus, online donors receive their official tax receipt immediately. This is quick, easy and cost-effective!

DO YOU STRUGGLE TO FUNDRAISE? TRY SELLING RAFFLE TICKETS!

You have the opportunity to sell raffle tickets on a \$1,000.00 gift card to Walmart. Each booklet contains 12 tickets for \$5 each or 3 for \$10. Whatever you sell will be added onto your fundraising total! Call 902-752-6260 for more details and to get your booklet today!

PLEDGE SHEET

You can also use the paper pledge sheet for pledge collection. Only pledges of \$20 with a complete addresses will receive a tax receipt, so please print neatly! Bring your pledge sheet and collected donations to the bowling alley during your scheduled bowling time and pass them in at the registration desk. **Be sure to fill in all of your contact information on the top of the sheet so all of the pledges get credited to your team.**



HONORARY CHAIRS

This year we are celebrating the local essential workers in grocery stores and all the hard work they are doing during the pandemic for our Community, by selecting 3 Honorary Chair People, Justine Jollimore (Sobeys Pictou), Stephen MacDonald (Sobeys Westside New Glasgow) and Susan Cameron (Superstore New Glasgow).



MEET THE 2021 HONORARY CHAIRS

STEPHEN MACDONALD

With Sobeys for over 30 years!

How did you support your store during the lockdown?
I'm in charge of OHS, so I helped set up the arrows, signs and increased cleaning! I also helped support the customers adjusting to the changes.

SUSAN CAMERON

With Superstore for over 23 years!

Is this your first Bowl for Kids Sake?
I have participated a couple times before but I'm really excited to rally my team and do something together (especially now!).

JUSTINE JOLLIMORE

With Sobeys for over 20 years!

Why do you think Big Brothers Big Sisters is important to Pictou County?
There are lots of kids in who need a mentor. It's nice for kids to have someone.



FUNDRAISING INCENTIVES

18+ GRAND PRIZE PICTOU LODGE STAYCATION

A two Night Getaway in a Log Cottage, with Breakfast for two each morning and dinners for two (apps, entrees, desserts) for both nights.

Valued at \$940.00

17 AND UNDER GRAND PRIZE DRAW

All fundraisers 17 and under who have won ballots will go in on a draw for a Nintendo Switch Lite.

As well as the grand prizes, ballots will also be included in a number of draws for gift cards, swag and other fun prizes!

- **Participate in the online bowling challenge** & win 1 ballot
- **Participate in the Bubble Bowl challenge** & win 1 ballot
- **Sign up & enter your pledges ONLINE** & win 1 ballot
- **Raise \$150** and win a BFKS T-Shirt and 1 ballot.
- **Raise OVER \$150**—every \$100 raised over \$150 will win you 3 more ballots (eg— \$250=4 ballots, \$350=7 ballots etc...)
- **Raise \$1000+** & win a night's stay at a hotel + 30 ballots.

There will also be lots of prizes during the bowl week, which all participants can win!

Thank you to the all the local businesses who provide these prizes to make our event all the more enjoyable and fun for all participants.

WAYS TO PARTICIPATE BFKS 2021

Virtual Bowl—any time!

- This year you will have the option to participate 100% virtually with the online Bowling Challenge! Fundraise and bowl from the comfort of your home! Access the bowling game at www.bbbsofpc.com. Play your string online and submit your screenshot to bigbrothers@bellaliant.com to qualify.

CALL 902-752-6260 TO REGISTER YOUR TEAM NOW!

SPONSORS

Bowl for Kids Sake would not be possible without the generous support of our Sponsors. They are great friends of our organization and mentors in our community.

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