



# Team Captain Manual

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# Welcome to the Bowl-A-Thon!

Dear Team Captain:

On behalf of Junior Achievement, we would like to welcome you to the **2018 “Boo-A-Thon” Bowl-A-Thon**. Your leadership skills are vital to the success of this event, and we thank you for your time and commitment to Junior Achievement!

## ▲ Junior Achievement’s Purpose:

Junior Achievement’s purpose is to inspire and prepare young people to succeed in a global economy. Junior Achievement of Southern Nevada, Inc. is dedicated to improving economic literacy among young people. This year alone, our organization will provide quality in-school and after-school financial literacy programs to more than 20,000 Kindergarten through 12th grade students.

A major source of Junior Achievement’s income comes from the annual Bowl-A-Thon. This year our goal is to raise a total of **\$100,000**

## ▲ Bowl-A-Thon Alumni:

The Junior Achievement Bowl-A-Thon has taken on a higher profile to generate additional funds to meet the dramatic demands for more Junior Achievement programs. The prominent companies that participated in making this event a huge success in the past are listed on this page.

We thank you for joining this list of prominent companies and ensuring the continued success of Junior Achievement!

## **BOWL-A-THON ALUMNI**

Nevada State Bank	AT&T	Bank of America	Citibank
Bank of Nevada	The Cosmopolitan of Las Vegas	BNY Mellon Wealth Management	CenturyLink
Cox Communications	Deloitte	Ernst & Young	Capital One
Kafoury Armstrong	Lewis and Roca	Expedia	Sams Club
Kids R Kids	Victoire Ventures	The Glenn Group	NV Energy
Chase Investments	Gordon Silver	Caesars Entertainment	Toyota Financial Savings Bank
U.S. Bank	UnitedHealthcare	Barclaycard US	Wells Fargo

# About Junior Achievement

## WHAT IS JUNIOR ACHIEVEMENT?

Junior Achievement is the largest, fastest-growing non-profit economic education organization in the world. In operation since 1919, Junior Achievement reaches more than 8 million elementary, middle, and high school students in the U.S. and another 1,000,000 students in almost 100 countries worldwide. This year, Junior Achievement of Southern Nevada, Inc. will reach more than 20,000 students in Clark County.

## WHAT DOES JUNIOR ACHIEVEMENT DO?

By partnering business with education, Junior Achievement recruits volunteers to teach economic-oriented lessons for students in kindergarten through 12th grade. Volunteers make five weekly visits at the elementary level and 8 visits at the middle and high school levels. These hands-on activities supplement the regular classroom curriculum. Volunteers become role models to students, presenting important life concepts through their diverse outside perspectives.

## HOW DOES JUNIOR ACHIEVEMENT WORK?

Junior Achievement secures the funding and recruits the volunteers to provide programs to elementary, middle and high schools. Corporations, industries, small businesses, foundations, individuals, and others contribute financial and volunteer resources, as do various organizations that also want to invest in the quality of local education.

## WHAT ARE JUNIOR ACHIEVEMENT'S PROGRAMS?

Sequential, age-appropriate activities are designed for each grade level. This highly-interactive curriculum stresses the relevance of education to the workplace, and helps prepare students for lifelong learning.

- The Elementary School Program includes themes for kindergartners through fifth-graders. The themes extend from 'Ourselves' - for kindergartners - to 'Our Nation', which compliments the fifth grade curriculum. The programs illustrate how people assume roles as individuals, workers, and consumers in an expanding environment.
- The Middle School Program is for sixth through eighth-graders. It promotes three central themes: the economics of households, the economics of businesses and the economics of the world marketplace. There is a particular emphasis on staying in school, including an examination of the personal and societal impact of not completing a high school education.
- The High School Program focuses on workforce readiness. It prepares young people for their future roles, whether on the job or in continuing their education. Activities are geared toward real-world training through a series of programs that help students develop the knowledge, skills, and attitudes to become productive citizens and workers.

# Bowl-A-Thon "Lingo"

## **BOWL-A-THON**

The Junior Achievement Bowl-A-Thon is held annually to assist in generating funds and to help meet the increasing demands for our in-school and after-school financial literacy programs. This year's goal is to raise a total of **\$100,000** in an effort to assist in reaching more than 20,000 Kindergarten through 12th grade students in Clark County.

## **COMPANY COORDINATOR**

The Company Coordinator works with Junior Achievement to organize the Bowl-A-Thon within their company. The coordinator will recruit Team Captains, promote the event within their company and keep teams informed of important goals, dates and deadlines.

## **TEAM CAPTAINS**

Team Captains will recruit four team members to complete the 5-person team. Team Captains will motivate and monitor the team's progress towards achieving the financial goal.

## **BOWLERS**

Bowlers may be anyone age 18 or older who is willing to collect funds and be part of the five-person team. A Bowler is usually a company employee, but may be a friend or relative. There is a **\$10** non-refundable registration fee required of all Bowlers. For this fee, each Bowler receives bowling lanes for 2 hours, shoe rental and a lucky raffle ticket.

## **COLLECTION OF FUNDS**

In an effort to help fund Junior Achievement's financial literacy programs, each team will have a goal of raising \$500 (\$100 per person).

## **SPONSORS**

A sponsor is anyone who is willing to make a flat contribution for your participation in the Bowl-A-Thon. Sign up as many sponsors as possible. Team members can ask friends, family, co-workers, vendors, neighbors and acquaintances.

## **PRIZES**

There will be great games and giveaways at the bowling center. All bowlers will have a chance to participate in the activities and to win some fantastic prizes.

## **DAY OF EVENT**

The Bowl-A-Thon will take place on **Saturday, October 20 and Sunday October 21** at The Texas Station Bowling Center. Team members need to meet at the bowling center 20 minutes before their assigned time.

# Team Captain Checklist

## August/September 2018:

- Create your team online (you must register first as the captain and name your team before bowlers on your team can register)
- Promote the website for registration and marketing needs:  
<https://secure.qgiv.com/event/2018boo/>
- Promote sponsorship ideas, employee group challenges, internal contests, etc.
- Motivate bowlers to raise money (\$100 goal per bowler)
- Make sure all bowlers on your team have registered online by **September 25**
- Attend Team Captain Kickoff on **Wednesday, August 29**
- Promote sponsorship ideas, employee group challenges, internal contests, etc.

## October 2018:

- Motivate bowlers to raise money (\$100 goal per bowler)
- Lane ads due to Junior Achievement by **October 6**
- At the latest, collect bowlers money, including lane fees, by **October 19**
- At the latest, turn envelopes into Company Coordinator by **October 19**  
**You are able to turn in completed envelopes at Bowl-A-Thon.**  
**However, if everything is collected earlier, you can submit to Junior Achievement early.**

## Week of Bowl-A-Thon:

- Confirm with your team the date, location and time of bowling

## Bowl-A-Thon Day!!

- Check in at the registration desk to collect raffle tickets for your team members. Bowlers do not need to check in.
- Have fun!

# Successful Fundraising Ideas

## **ASK AND YOU SHALL RECEIVE!**

Don't let the thought of someone saying "no" stop you from asking for a pledge. Simply ask 10 people for \$10 - parents, siblings, significant others, bosses, friends, neighbors, co-workers, etc.

## **CONNECTIONS, CONNECTIONS, CONNECTIONS!**

Some of the most successful bowlers get their big bucks by asking vendors and suppliers to support them (see sample Vendor Request Letter).

## **INTERNAL RAFFLES & AUCTIONS!**

Go through your company "goodie closet," or ask company employees to donate items. Sell tickets for an internal raffle, or auction off the items to the highest bidder.

## **CASUAL DAYS!**

Create several casual days for all employees with a fee of \$10 - \$20 to participate. Split proceeds among bowlers or put towards a corporate sponsorship.

## **FRONT ROW PARKING!**

Sell the boss's parking space for \$10 - \$25 per week until Bowl-A-Thon.

## **FOOD FOR THOUGHT!**

Host an all day bake sale in the employee lounge or a lunch time cookout in the parking lot for co-workers and neighbors, to raise additional dollars.

## **DOUBLE YOUR MONEY!**

Many companies offer a "Matched Giving" program, where they match the amount given by an employee.

## **THE POWER OF TEN!**

Ask ten people for \$10! It's that easy!

## **IT'S PAY BACK TIME!**

Who did you give money to last year? It's time for them to support your cause.

## **FREE FRIDAY!**

Give comp time or a "Free Friday" to the employee or team raising the most amount of money.

## **CANDY SALES!**

Order candy from See's Candies to sell to employees, customers, friends or family.

# Sample Sponsor Letter

When asking for a donation, for some, face-to-face contact can be uncomfortable. Instead, try sending a letter. We recommend you also enclose a postage-paid return envelope to make responding to your letter as easy as possible.

Date

Ms. Jen Smith  
123 Very Giving Way  
Donation City, NV 89000

Dear Jen:

If you are like me, you may receive many requests for charitable contributions each year. You may want to be generous but few of us have the resources to respond adequately to each one. It takes some thought to narrow down the list of causes of a few where you can make a difference. I have found an organization where I know I am making a difference and which I am proud to support with both my time and money. This organization is Junior Achievement of Southern Nevada, Inc.

Junior Achievement means business. It teaches students the principles of America's free enterprise system through a learning-by-doing approach. Junior Achievement has programs for students from kindergarten through twelfth grade that are helping students to see the socio-economic results of dropping out of school. With a student dropping out of school every five seconds of every school day, this awareness needs to become a very real part of their lives. Junior Achievement is making a difference in our community with programs reaching 20,000 students in Southern Nevada.

On (Date), you will find me at Texas Station Bowling Center along with co-workers and friends. We will be bowling in Junior Achievement's annual Bowl-A-Thon, raising money to support the work they do for the youth of Southern Nevada. I have pledged to raise a minimum of \$100 and I hope I can count on you to help by writing a tax-deductible check to Junior Achievement for \$10 or more. I have even enclosed a postage-paid envelope to assist you in responding.

Thank you for your time and consideration. Your contribution is truly an investment in the future well being of our community.

Warmest Regards,

Ima Bowler



# Sample Vendor Request Letter

The following is an example of an excellent Vendor Request letter. The letter was written by a Bowl-A-Thon company to one of their vendors. We recommend using it (or parts of it) when applicable.

Dear (Name):

On behalf of (Your Company), I would like to personally invite you to make a difference in the life of a young person. (Your Company) participates in activities to further the education of all our bright young people through programs such as (any programs that apply to your company). In an effort to further enhance our service to the youth of our city we are now working hand-in-hand with Junior Achievement of Southern Nevada, Inc. Partnering with the local chapter of Junior Achievement enables our (Your Company) team members to visit classrooms and work with bright, ambitious students who may one day be a (Your Company) partner or may even be a professional working for your great company.

We had great success in our involvement in the 2017 Junior Achievement Bowl-A-Thon. (Your Company)'s "strike force," consisting of almost (# of participants in Bowl-A-Thon), showed off their best form and helped to raise a total of (amount of Company's pledges).

(Your Company) is bowling again in this year's Junior Achievement Bowl-A-Thon. Junior Achievement is a not-for-profit organization that is dedicated to improving economic literacy among our young people. Junior Achievement will provide quality in-school economic education and role models to more than 20,000 kindergarten through twelfth grade Clark County students.

In (Your Company)'s efforts to support this exceptional organization, we are soliciting donations, from those organizations and individuals we work closely with, to recognize their support. I would like to request the support of the (Name of Company you are soliciting) in the continued improvement of economic literacy among young people. The deadline for receiving pledges is (due date). We are asking that you seriously consider making either a personal or corporation donation. Please forward your donations to me at the address listed on this letterhead. If you or your company donated last year, we want to say thanks again, if not please consider a donation for this year.

Should you require additional information, please feel free to contact me at (phone number).

Yours Truly,  
(Name)  
(Title)

# Sponsor Receipts

You can make copies of this page to provide receipts to sponsors who have donated.



## Bowl-A-Thon Donor Receipt

Dear : \_\_\_\_\_

Thank you for your tax-deductible \$\_\_\_\_\_ contribution in support of the 2018 Bowl-A-Thon. Your donation will be used to support Junior Achievement of Southern Nevada. Since you received no goods or services in return for your donation, all contributions are tax deductible as allowed by law. Junior Achievement is a registered 501(c)3 organization, Tax ID for Junior Achievement of Southern Nevada is #88-0354481.

Date \_\_\_\_\_ Bowler Name (please print) \_\_\_\_\_

Bowler Signature: \_\_\_\_\_ Bowler Company Name: \_\_\_\_\_

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Date \_\_\_\_\_ Bowler Name (please print) \_\_\_\_\_

Bowler Signature: \_\_\_\_\_ Bowler Company Name: \_\_\_\_\_

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Date \_\_\_\_\_ Bowler Name (please print) \_\_\_\_\_

Bowler Signature: \_\_\_\_\_ Bowler Company Name: \_\_\_\_\_

# Sample Sponsor Thank You Letter

Date

Ms. Jen Smith  
123 Giving Way  
Donation, CA 99999

Dear Jen:

Thank you for sponsoring me in the Bowl-A-Thon benefiting **Junior Achievement**. Your donation of **\$x** was much appreciated -- in total I was able to raise more than **\$x** for students in Clark County!

Junior Achievement of Southern Nevada will provide programs to nearly 20,000 young people in grades kindergarten through twelfth with their message of economic education, workforce readiness and the importance of staying in school. Your donation is helping to make Junior Achievement's outstanding accomplishments possible.

Again, thank you for your thoughtful contribution.

Sincerely,

*Ima Bowler*

# Lane Sponsorship Form

Selling Lane Advertising is just one simple way to raise money for the Junior Achievement Bowl-A-Thon! Companies have a unique opportunity to advertise at the Bowl-A-Thon! Lane ads can be purchased for \$500 each, and will be seen by nearly 2,000 bowlers and other friends of Junior Achievement! Those bowlers (potential customers), will see and recognize the company's name at the Texas Station Bowling Center. The 4' x 3' signs will be placed at the end of the lanes. The ad will look similar to below unless sponsor is providing:



Yes, my company would like to purchase \_\_\_\_ lane ads @ \$500 each

Banner Tagline to Use: **(please select one)**

- |   |   |
|---|---|
| <input type="checkbox"/> Financial Literacy | <input type="checkbox"/> Work Readiness   |
| <input type="checkbox"/> Economic Education | <input type="checkbox"/> Entrepreneurship |

Name of Company: \_\_\_\_\_  
(Please list as you would like it to be printed on banner), please print

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ City/State/Zip: \_\_\_\_\_

I will be sending a check to: Junior Achievement of Southern Nevada, Inc.  
7220 S. Cimarron Rd., Suite 130  
Las Vegas, Nevada 89113  
ATTN: Special Events

I will be sending a check directly to the bowler who sold me the lane ad.

Please fill out completely:

Lane Ad Sales Person: \_\_\_\_\_

Company: \_\_\_\_\_ Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Bowler Please Note: It is the responsibility of the bowler to fax this form to the Junior Achievement office at 214-0505 by **October 6, 2018**. Money collected for lane ads must be turned in with all other pledge money by the deadline in order to qualify for the prize structure. Checks mailed directly to Junior Achievement before the deadline will count toward the prize structure.

# Bowl-A-Thon Prizes

## RAISE . . . . . and WIN!!!

\$5,000 +	\$500 MIStyle Gift Voucher
\$4,200-\$4,999	\$450 MIStyle Gift Voucher
\$3,800-4,199	\$400 MIStyle Gift Voucher
\$3,200-3,799	\$350 MIStyle Gift Voucher
\$2,600-\$3,199	\$300 MIStyle Gift Voucher
\$2,000-\$2,599	\$250 MIStyle Gift Voucher
\$1,600-\$1,999	\$200 MIStyle Gift Voucher
\$1,300-\$1,599	\$150 MIStyle Gift Voucher
\$1,000-\$1,299	\$100 MIStyle Gift Voucher
\$700-\$999	\$75 MIStyle Gift Voucher
\$500-\$699	\$50 MIStyle Gift Voucher
\$200-\$499	\$25 MIStyle Gift Voucher



### What are MISTYLE Gift Vouchers?

MISTYLE Gift Vouchers offers unique selections of carefully chosen gift certificates. Winners are allowed to select their favorite store/restaurant from a participating list. The winner is then responsible for mailing in the voucher to receive the gift certificate. Some of the stores participating in MISTYLE Awards are: The Gap, Maggiano's, Chili's, Pottery Barn, Dillard's, Barnes and Noble, Macy's, Express, KB Toys and many more.

Vouchers must be redeemed for the gift certificate by the expiration date. The vouchers are not replaceable and not redeemable for cash. Stores are subject to availability and change.

Prizes are based on dollars collected by individual bowlers who turn in their money by the deadline (the deadline is your assigned bowling date). Prizes are not cumulative. Money collected and turned in after the deadline will not be applicable toward prizes. Gift Vouchers will be sent to the Company Coordinator for distribution.

# Frequently Asked Questions

The following information will be your guide through the coming months. Please use it to answer basic event questions about your participation in Junior Achievement's Bowl-A-Thon

## What is Bowl-A-Thon?

Bowl-A-Thon (BAT) is an exciting event that allows everyone to get involved. Companies recruit participants who then form teams of five. The teams raise donations in order to qualify for prizes. On a specified date, all the teams from one company assemble to bowl. **This is a great team building event and a good time had by all.**

## How do I get my company involved?

To get your company involved, choose a Company Coordinator (or volunteer yourself). The Company Coordinator then contacts Junior Achievement to sign up. After your company is signed up to participate, the Coordinator is responsible for finding Team Captains and participants.

## How much is it to participate in Bowl-A-Thon?

There is a \$10 registration fee per bowler. This covers two games of bowling, ball, shoe rental, and a lucky raffle ticket. The registration fee does NOT factor in to prize eligibility. Please register for event prior to your bowl date.

## When is the money due?

Registration and donations, including lane fees, are due to your Team Coordinator on/before **October 19.**

## How do I (the bowler) sign up?

Signing up is easy through our website. All bowlers must register online prior to the bowl-a-thon!!! Not only does it give you an easy way to fundraise, but it makes keeping track of your donations a lot more efficient. If you are your company's coordinator, definitely encourage participants to sign up online by the deadline so that you are more able to keep bowlers accountable.

## When should I sign up?

Please sign up **AT LEAST** three weeks prior to your company's bowling date. The Bowling Centers request a head count and team rosters in advance so please register online as soon as you decide to participate.

## Are my contributions tax deductible?

**YES!** Due to JA's 501c3 status, all contributions are tax deductible. Included in this manual is a receipt that includes the JA tax ID number. Please fill in your sponsor's donation amount before you give them their receipt. Registration fees are NOT tax deductible.

## When and where is the event held?

**Saturday, October 20 and Sunday, October 21** at Texas Station Bowling Center.

## How long is Bowl-A-Thon?

The day of the event is 2 hours. **Bowlers should arrive 20 minutes prior** to their scheduled start time to allow for check in and shoe rental. After two hours, the alley must shut off the lanes to

prepare for the next group so it is vital your group show up on time or they will not get to finish their games.

**How do I win prizes?**

Bowler: To be eligible for prizes, individuals must raise a minimum of \$200.

**When will I get my prizes?**

Prizes are given out approximately one month after your bowling date.

**Can I bring a friend?**

YES! The more the merrier. We encourage Team Captains to recruit teams of whoever they choose: friends, family members, co-workers, neighbors, etc. If your friend just wants to attend the event and NOT raise donations or pay the registration fee, THEY MAY NOT BOWL but are welcome to observe.

**Can I bring my children?**

You can bring your children to the bowling center. Parents must be responsible for monitoring their own children.

**What are the various methods of payment for donations?**

We accept cash, checks (made payable to Junior Achievement), or credit cards online (Visa, Master Card).