

Holding a Bowling for Rhinos Event

Fund-Raising

Fund-raising can take place using many methods. The conventional one used for Bowling For Rhinos is Bowling! Tips and advice for organizing a bowling event are listed in the following paragraphs. However, you may choose to have "Recycling for Rhinos" where you gather recycling and donate the total raised each year. Or in "Rocking for Rhinos", "Rummage for Rhinos", "Running for Rhinos", "Rapping for Rhinos" where you organize your fundraising in a completely different manner than what is explained below.

BFR Getting Started

In order to have a bowl-a-thon, all one needs is sponsor sheets, a [financial form](#) and a group of enthusiastic bowlers. It's that simple to start out small and every dollar counts. Call a bowling alley to find a good date and let them know about the fund-raiser. They will usually give you a good deal. Let the bowlers know what the cost will be to bowl when they get their sponsor sheets. It is usually a good idea to type up a rule sheet so the bowlers know who to make checks out to, when to hand in money, etc. Let the bowlers collect sponsors and then go bowl.

Planning for a Larger BFR Event

A Bowling For Rhinos event can get bigger and more complex from there. For a big event, I suggest starting to plan 4-6 months ahead. First, form a committee (even if it ends up consisting of only 1 or 2 people), call the bowling alleys and set your date. This will allow ample time for your event to get in newsletters, calendars, and media. Find some local talent to volunteer to do the artwork for a T-shirt. T-shirts are free advertising and education, and most fund-raisers usually give T-shirts to the participants. Keep your list of names and addresses from the sponsor sheets of previous years to invite them again. If your event is on a weekend, you will probably get more public involvement. Decide if you want to sell registration tickets for bowlers to purchase to cover the cost of bowling, dinner, T-shirts. This has worked well for many chapters. Have bowlers turn in their money and sponsor sheets the night of your event. Have a few people to work the registration table so the event runs smoothly. Write letters or call local restaurants, movie theaters, and hotels to see if they could donate prizes for your event. These can be raffled off, given as door prizes or awards for different categories like high and low scorers and this makes the event more exciting. Invite local celebrities from radio and TV stations. Remember to write thank you letters for prizes and celebrity attendance.

Expenses

It is very important to remember that we advertise 100% of all donations go towards conservation. All donations from donors must be submitted to AAZK Bowling For Rhinos in order for this to be true. This means that your organization must cover any expenses for this event. This can be done by charging a set fee for bowlers (Indianapolis charges \$12 for bowling and shoe rental, all the pizza you can eat, and a T-shirt if you've raised over \$30), through silent auctions, door-prize raffles, your local organizations funds, etc.

BFR Donations

Collection of money has always been the most difficult aspect of "BFR". We have chosen to use a straight pledge method, i.e. donate \$2, 5, 10 or any amount a donor wishes instead of an amount per point (per point donations have led to confusion in the past.) Tell donors you need to collect the money before your bowling date because you need to turn in the money the evening of the event. A person may comment "how do I know you bowl"? Inform them that your scores will be posted on your sponsor sheets during the event. Remember to let people know that donations to BFR are tax deductible (fully 501(c)(3)) and they may help you win a trip to Kenya! You may also give them [receipts](#) for their donations.

Event T-shirts

The cheapest way to have BFR T-shirts is to make your own. Make a simple design (an artist friend, volunteer, etc. is helpful at this stage) and make it "camera ready". Locate a local T-shirt company that is willing to work with you and give you good prices (remember to tell them what you are doing it for and you may wind up with a donation, it helps if there's one that currently works with your organization or zoo). If a company makes a donation to your event, ask if they would like to be listed on your T-shirt. Also, ask if any of their employees would be willing to bowl.

BFR Fund-raising Guidelines

- Events should be held between March 1- August 1st.
- I send out fliers in AKF requesting info on your upcoming event. This helps me know how many new sponsor sheets you need and when your event date is in case people in your area call me for info.
- If interested in participating, send for an information packet and let me know the number of sponsor sheets to send.
- There is now a \$25 administrative fee to participate which should be made out to "AAZK, Inc." and mailed to Patty prior to obtaining sponsor forms. This fee covers indirect costs incurred by AAZK, Inc. due to BFR (phone, postage, faxes, bank fees, BFR trip winners tickets). First timers are exempt the first year.
- Form a BFR committee
- Locate a bowling alley (food supply and t-shirt company if going big)
- Advertise your event in calendars, fliers, etc.
- Solicit for prizes
- Call me if the information packet does not answer your questions (919-678-0449)
- To win the trip to Africa, all money must be sent in to me by September 1st!
- Please try to have all money sent within 30 days of your event or by September 1st. I write this workshop paper in September so if you want to be included in these totals, send in the money.
- If a chapter does not wish to send their checks certified mail, the following is the only way to insure that your check is not cashed by anyone other than AAZK, Inc.! Please write "For Deposit Only" on the back signature area of all checks. This will ensure only AAZK can deposit it instead of just anyone who may intercept it!

- Please make out one check payable to "AAZK, Inc.-Bowling For Rhinos", include a copy of your [financial form](#) & a copy of only the high money raiser's sponsor sheets and mail to:

Patty Pearthree c/o Bowling For Rhinos
 318 Montibello Dr. Cary, NC 27513
 (919) 678-0449
patty.pearthree@aazk.org

BFR Fundraising Tips for Success

- Set a date early so that it can be advertised in as many newsletters, fliers as possible. Info should be placed in zoo newsletters at least 4 times, zoo volunteer newsletters, zoo guild communications, zoo maps or fliers, etc.
- Check with your Chamber of Commerce prior to setting date to find out events that could conflict. Once you choose the date, inform your Chamber of commerce.
- Talk to your zoo volunteers at an organized luncheon to let them know they can join the event or sponsor someone (have your forms ready).
- Put registration fliers in an area where volunteers may see them-in their 'check in' area
- Talk to your Zoo Guild or other organization that helps at the zoo
- Have fliers that you can hand out so they can fill out later
- collect door prizes. Seek the big airline prizes 4-6 months in advance (write thank yous)
- Restaurants are easy to get prizes from. Go in person with letter of donation request in hand.
- send out invites to previous bowlers (addresses listed on sponsor forms from prior year)
- ask Blue Rhino Gas folks in your area to join your event (& possibly sponsor)
- ask Rhino Linings folks in your area to join your event (& possibly sponsor)
- Let people know your event is open to the public
- Seek donations for pizzas and t-shirts
- See if your zoo will offer a Day off work for the team who raises the most \$ (ex. Graphics team, Maintenance Team, etc)
- Seek help from your zoo's special events people, graphics, etc. to get the word out.
- circulate the current list of prizes as they come in wherever possible
- INVITE CELEBRITIES to bowl at your event (especially TV/radio- free advertising)
- Post info next to rhino/elephant exhibits about your upcoming event and how to join!
- If you are going for the prize, let potential sponsor know they could help you win the trip!
- Send out letters to friends and family seeking donations.
- If your chapter would like a "Lewa Promo" CD, please contact Linda Millard at Lewa USA - linda.millard@gmail.com.
- If your chapter would like "Patrols of Hope-The Last Sumatran Rhinos" CD, please contact Becky at BeckyT@wogilman.com . This is a new DVD with Javan & Sumatran rhino footage.

- There is a multimedia BFR CD for any participating chapter or institution that requests a copy. This CD includes the above videos, BFR powerpoint presentations & slide shows w/ scripts. Contact Patty Pearthree at: patty.pearthree@aazk.org or 919-678-0449.

Other Helpful Ideas

If bowling doesn't seem to work in your area, try "Rock n' for Rhinos", "Rummage For Rhinos", Run For Rhinos, Cueing For Rhinos or Recycling for Rhinos (or create a new idea). Some chapters even donate money to BFR. It all helps conservation worldwide!

Print an information sheet about BFR, the sanctuaries, that donations are tax-deductible, tips for collecting, etc. to give out to any potential bowlers (we give them to anyone who takes a sponsor sheet). Print up a flier with a registration form about your event and place it in zoo maps, restaurants, libraries, schools, etc.

Remember, anyone can join the Bowl-a-thon so don't limit yourselves to only zoo people. However, be sure it is clear that only National AAZK members are allowed to win the trip. If you have a potential winner, ask them to join AAZK.

Matching Gifts

Many of your bowlers work at corporations which have matching gift programs. This means that when they donate to BFR, the company they work for will match their gift to BFR. This is a very simple program and can double your money with little effort. Follow these steps:

- When someone pledges or donates to BFR, ask if they are employed by a company with a matching gift program?
- If they don't know, they can find out by asking their personnel office.
- They can obtain a matching gift form from their personnel office and complete it.
- Send the completed form to me and I do the rest .

No matter how small the chapter is or how few bowlers you have, every dollar helps so don't be afraid to give "Bowling For Rhinos" a shot!