



BOWL FOR KIDS' SAKE

Letter Ask Tips and Templates

Suggestions and Letter Templates for asking for pledges:

A single e-mail or letter mailing could produce incredible results! These templates are suggestions of letters to send to your contacts. We recommend you alter these letters to make them personal and specific to your audience (close friends, co-workers, etc.)

Ask for one of the following methods of donating per letter to make instructions clear and easy.

1. Cash/Check— Request that your sponsor send their payment directly to you.

“Please donate to my Bowl For Kids’ Sake campaign by responding to me directly. I will turn your donation in to Big Brothers Big Sisters when I bowl.

2. Pledge— Have your sponsors respond directly to you, the bowler, pledging their support of your Bowl For Kids Sake campaign. **Remember, we can only invoice for pledges of \$25 or more.**

“Please pledge your support for my Bowl For Kids’ Sake campaign by responding directly to me. I will pass your pledge information on to Big Brothers Big Sisters, who will invoice you at the end of my Bowl For Kids’ Sake campaign.”

3. Online— Use the following paragraph and make sure you include an addition hyperlink to your Firstgiving page or the Big Brothers Big Sisters of Gallatin County website at the end of your email. If you direct them to the BBBS website, make sure they indicate they are supporting you!

“Making a donation to Big Brothers Big Sisters online is easy and secure! Simply follow this link to sponsor me today! (INSERT LINK TO your Firstgiving page or www.bbbs-gc.org).”

Remember to include your goal amount of how much you hope to raise for the 2014 Bowl For Kids’ Sake campaign. A goal of \$100 or \$500 is not unattainable and people like to know what you are working towards. If you have supported Big Brothers Big Sisters through Bowl For Kids’ Sake in the past, be proud of it and tell your potential sponsors in your letter!

GENERAL REQUEST FOR SUPPORT LETTER

Hello,

I am writing today to request your support for Bowl For Kids' Sake—an important fundraising event benefiting Big Brothers Big Sisters of Gallatin County! I really believe in this organization and look forward to helping children in Gallatin County by raising money for the program. Your support of my campaign will help kids reach their potential by matching them with a Big Brother, Big Sister, Big Couple, or Big Family.

Studies show that children matched with a Big for a year or more are more confident, have better relationships with their peers and families, and are more likely to avoid drugs, alcohol, and violence. Who wouldn't have loved a cool adult to be your friend! I know I would have. That's one of the reasons why I am bowling to support Big Brothers Big Sisters of Gallatin County – I truly believe it is an important way to help kids and invest in our community.

Bowl For Kids' Sake is the biggest fundraiser for Big Brothers Big Sisters. Last year, this fantastic campaign raised over \$83,000 to support local kids. Think of the difference you can make in the life of a child through a pledge gift of \$10, \$20, \$100, or any other amount. Your gift will help me reach my goal of raising \$XXX for this important cause!

It's easy to show your support for my Bowl For Kids' Sake campaign. **INSERT DONATION METHOD HERE.**

Thank you again for your support of my Bowl For Kids' Sake campaign and helping Big Brothers Big Sisters serve the kids in Gallatin County who want or need an adult role-model in their life!

Thank you!

YOUR NAME

(IF ONLINE DONATION, INSERT HYPERLINK HERE)

SHORT, TO THE POINT LETTER

Hi!

I am writing to ask you to pledge your support for my Bowl For Kids' Sake campaign. BFKS is the largest fundraiser for Big Brothers Big Sisters of Gallatin Valley and the most fun as well! The proceeds from BFKS go to important mentoring programs that have proven and lasting results.

Please support my campaign to help Big Brothers Big Sisters. Any amount makes a difference, whether its \$10, \$20, \$100, or another amount. **INSERT DONATION METHOD HERE.** Your gift will help me reach my goal of raising \$XXX so that I can bowl for a deserving cause!

Your donation can make a big difference at Big Brothers Big Sisters of Gallatin County. Your support is appreciated and is the start of a lasting difference in the life of a child.

Thanks!

YOUR NAME

(IF ONLINE DONATION, INSERT HYPERLINK HERE)

LONGER LETTER, FEATURING YOUR PERSONAL INVOLVEMENT

Dear Friends and Family,

I'm writing concerning an issue that is close to my heart. I will be participating in this year's Bowl For Kids' Sake for Big Brothers Big Sisters of Gallatin County, and I am seeking your support in this effort.

The reason that this issue is so dear to me is because of my personal ties to the organization. I became involved with Big Brothers Big Sisters... **INSERT YOUR PERSONAL INVOLVEMENT HERE.**

Here in Gallatin County, the need for BBBS is huge. One-to-one mentoring is such a simple concept, but one with immense and lasting impacts. Independent national research shows that youth matched with a Big Brother or Big Sister for a year or longer were better able to avoid drugs, alcohol, and violence, and performed better in school, displayed greater self-confidence and had improved relationships with their peers and families.

Bowl For Kids' Sake is the largest fundraiser for Big Brothers Big Sisters of Gallatin County, and I am proud to be a part of this campaign. The money you donate goes directly to the children of Gallatin County, screening volunteers to become Big Brothers and Big Sisters, matching these volunteers with a child, and providing activities and support for the relationship throughout the match.

It is easy for you to help me in my campaign for Big Brothers Big Sisters of Gallatin County. Any donation amount can help. My personal goal is to raise \$XXX. **INSERT DONATION METHOD HERE.**

Again, your support for my bowling campaign is greatly appreciated. This cause is so important to me, and I hope you share in this commitment to the children of Gallatin County.

Sincerely,
YOUR NAME

(IF ONLINE DONATION, INSERT HYPERLINK HERE)



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