



2012 Committee Description

Bowl for Kids' Sake is Big Brothers Big Sisters of Gallatin County's largest community fundraiser, making up over 30% of the organization's annual operating revenue. It is a significant community fundraiser/event for Bozeman and the surrounding areas. The pledge campaign begins in August and the culminating bowling event takes place in October.

Committee Purpose

The purpose of the Bowl for Kids' Sake Committee is to build relationships with businesses and engage individuals in our community in raising pledges for the organization, culminating in an exciting bowling event that engages the community in the Big Brothers Big Sisters mission.

Goals and Objectives

1. Creating a campaign culture to raise money, by asking community members and businesses to form bowling teams and gather pledges.
2. To focus on and communicate the BBBS mission and the importance of this event to continue serving our matches (communicated through committee members, media campaigns, and materials for participants and sponsors).
3. To get those who campaigned for BBBS to attend a celebratory thank you bowling event, and through the event, acknowledge that there is a real need for matching kids with mentors and that their help is important to the future of the organization.

Bowl for Kids' Sake Committee is comprised of Community Volunteers, Fund Development Staff and a Committee Chair or Co-Chairs.

Role and Responsibilities of the Committee are as follows:

- Planning and Goal Setting before and after the event (i.e. setting a rough budget, theme, etc).
- Team and Sponsor Recruitment: **Each Committee member is expected to recruit 6 teams or a combination of 6 teams and/or sponsors (at or above the Lane Sponsorship level).**
- Assist in selection/recruitment of new committee members from a variety of occupations and fields.
- The Chair will be responsible for reporting the progress of the BFKS Committee at the Board of Directors monthly meetings.

The committee is also welcome to assist with the operations (planning and budgeting, event day logistics, prizes, volunteer recruitment), and promotion of the event (print and electronic media, advertising, material distribution).

Meeting Times

- The Committee will meet at least once in May, June and July, and twice in August and September. Meetings last approximately one hour.

Budget

The committee works from a board-approved budget with the goal of increasing revenue and decreasing costs each year. The approximate net revenue generated through BFKS in 2012 should be at least \$78,700 with a goal of 130 teams.

