



# All Stars Project Bowl-a-thon Fundraising Plan

## Raise \$1,000

To ensure your success, here are some fundraising tips to help get you started raising money and to help you meet your goal. Maybe you can double or triple your goals!



### SET-UP TIPS

- ✓ Register Now! Go to [www.allstars.org](http://www.allstars.org), click on the Bowl-A-thon 2007 icon; then click on "Register Now!"
- ✓ Customize your own fundraising page by adding a picture of yourself and a great message. Go to [www.active.com/donations/](http://www.active.com/donations/) (Use the sample script and/or add your own special message.)
- ✓ Try out donating on the web by making a donation yourself. Now you know how it works and you've raised some money! **\$20**
- ✓ Ask someone who is going to give you a large donation and is fun to ask. (Ask them to ask their friends too.) **\$100**

### LAUNCHING TIPS

- ✓ Send a great email to everyone -- friends, family and ask them to join your fundraising team. They can send out e-mails and direct people to your personal webpage. **\$200**
- ✓ Ask your co-workers to sponsor you. **\$100**

### COMMUNICATION TIPS

- ✓ Send another mass email to all your contacts updating them on your progress and telling them you are over your half-way mark. **\$200**
- ✓ As you receive donations, write thank-you emails.

### KEEP ASKING TIPS

- ✓ Tell your neighbors about your website (put a flyer under their doors with a letter asking them to donate to the All Stars!) **\$75**
- ✓ Ask businesses you frequent for a donation: i.e. Deli, Restaurant owners, Doctor, Dentist, Dry Cleaners, etc **\$75**

### PUMP UP THE VOLUME TIPS

- ✓ Send a reminder email to all family and friends who have not donated and let them know that they only have 3 weeks left **\$100**

### REACHING YOUR GOAL TIPS

- ✓ Email everyone. Let them know what you've accomplished so far and ask them to help you reach your goal! **\$130**

**TOTAL RAISED: \$1000**

### ADDITIONAL FUNDRAISING IDEAS & TIPS:

- Ask some friends and family to fundraise for you.
- Include a tagline and link to your fundraising page in your email signature.
- Create a flyer that prominently displays the All Stars website. Post flyers in locations you frequent i.e.: church, gym, Laundromat, local businesses, schools, your apartment complex, and break room at work.
- Ask your boss or Human Resources department about your company's matching gift program.
- Set a goal for the number of people you will ask in order to reach your goal. For example, Mary wants to raise \$1000 for the All Stars. She estimates the average contribution will be \$25. If 50% of the people she asks donate, she will need to ask 80 people.

**BOWL-A-THON**  
**SUNDAY, MAY 20TH**  
**11:00AM-2:00PM**  
**AMF CHELSEA PIERS LANES**  
**20TH STREET & WEST SIDE HWY**

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The All Stars Project, Inc. (ASP) is a non-partisan, non-profit 501(c)(3) organization. Contributions are 100% tax deductible.