



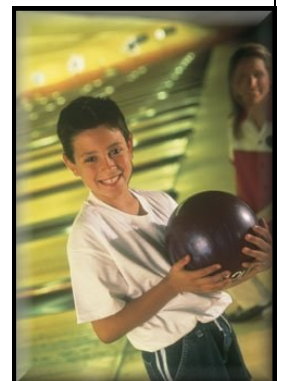
COORDINATOR GUIDE



Junior Achievement[®]
of Sacramento



2011





CALENDAR OF EVENTS

Thursday, August 18, 2011

Kick-Off Lunch

Noon-1 p.m.

Country Club Lanes

2600 Watt Avenue, Sacramento

August 18 through October 6, 2011

Team Recruitment

Monday, October 10, 2011

Turn in all pledges @ \$50 per bowler

(Bowling price goes up to \$75 per bowler at the door.)

Friday, October 14, 2011

Crazy Bowl 2011 (Day 1)

2:30, 5 and 7:30 p.m.

(Check-in 30 minutes before your scheduled bowling time.)

Country Club Lanes

2600 Watt Avenue, Sacramento

Saturday, October 15, 2011

Crazy Bowl 2011 (Day 2)

2:30 p.m.

(Check-in 30 minutes before your scheduled bowling time.)

Country Club Lanes

2600 Watt Avenue, Sacramento



BOWLING FAQ's

What is Crazy Bowl?

Crazy Bowl is Junior Achievement of Sacramento's largest fundraiser of the year! It's our 25th year hosting this popular event and 50th year in Sacramento!

Who Bowls?

Anyone can bowl! Most of the participants are businesses and community volunteers getting together with co-workers, friends and family to have fun and bowl for a great cause—educating our children!

How Does It Work?

Individuals organize teams of five people. Teams sign up by contacting either their Company Coordinator or Junior Achievement. Each bowler pays \$50 to bowl two games. Bowlers receive a raffle ticket for every \$50 in donations. So, bring in those pledges and increase your chances of winning some great raffle prizes! We'll be giving away thousands of dollars in prizes!

What Happens At The Event?

The day of the event is filled with music, raffles, prizes and more! We'll be drawing raffle prizes every 10 minutes. We'll also have the popular 50/50 raffle.—winner splits the cash pot with JA! Some teams dress in fun costumes and everyone receives a Crazy Bowl t-shirt. We'll have a photo booth set up where teams can take wacky photos to remember their fun day. It's a great team building event and a family friendly atmosphere.

What's New This Year?

Plenty...

Lower Price: We're reducing the bowling price to \$50 per bowler for everyone who turns in their pledge money by Oct. 10. Children under 18 bowl for \$25. Pay at the door and the cost goes up to our old price—\$75.

Retro Theme: This year, we're going back to 1961—the year we opened our doors in Sacramento. We'll have plenty of retro fun in store for our coordinators, teams and bowlers.

New Contests: In addition to awarding our companies that bring in the most pledges and most bowlers, we'll introduce a few new traditions. We'll have prizes for the highest scoring and lowest scoring teams per session and a grand prize for the highest scoring bowler of Crazy Bowl. (Winners are determined by the first game bowled.)

Facebook Updates: Check out the JA of Sacramento Facebook page on Monday mornings. We'll share Crazy Bowl updates and information on special prizes you can win.



COMPANY TEAM STRUCTURE

Company Coordinators:

- Recruit, motivate & check-in weekly with Team Captains (TCs).
- Keep TCs notified of important dates & potential prizes they can win.
- Forward the Crazy Times Newsletter to TCs to keep them up-to-date.
- Place a painted Crazy Bowl 2011 Bowling Pin on your desk & post Crazy Bowl posters to draw interest from co-workers.
- Inform TCs that teams may choose a Crazy team name & accessories to wear along with their Crazy Bowl t-shirts.
- Fill out and verify that all team registration forms have been sent in to the JA office.
- Make sure checks are made payable to **Junior Achievement of Sacramento**.
- Inform TCs about incentives for early registration and payment—1 raffle ticket for every team they register.
- Remind TCs that all pledge money is due to you by October 10 for the early bird price of \$50 per bowler. The bowling price is \$75 at the door.
- Assist TCs with collecting funds.

Team Captains:

- Recruit & motivate bowlers.
- Teams may consist of co-workers, family and/or friends.
- Work with your team to choose a Crazy team name & accessories to wear with their Crazy Bowl t-shirts. (optional)
- Check on the progress of all of your bowlers.
- Inform bowlers about the prizes they can earn for raising additional funds and remind them of the October 10 early bird price of \$50 per bowler.
- Verify that checks are made payable to **Junior Achievement of Sacramento**.
- Forward all registration and pledge money to your Company Coordinator by October 10. Remember: the bowler price goes up to \$75 per bowler at the door.

Remember:

- Team Captains receive a raffle ticket for every team pledge/registration packet they turn in to Company Coordinators by Oct. 10.

Bowlers:

- Secure pledges from friends, co-workers, relatives and associates.
- Collect funds from donors.
- Verify that checks are made payable to **Junior Achievement of Sacramento**.
- Forward all pledge sheets and collected funds to your Team Captain by Oct. 10.

Remember:

- All bowlers will be eligible to win raffle prizes.
- Bowlers raising \$300 or more will be eligible for additional prizes. The more money, the bigger the prizes!
- Bowlers who turn their pledge sheets and collected funds by Oct. 10 will bowl for the early bird price of \$50. Bowling payment at the door is \$75 per bowler.



CRAZY BOWL INCENTIVES

INDIVIDUAL PRIZES

These prizes are based on total dollars raised by an individual.

\$5,000 +: \$350 gift certificate or prize

\$1,000 - \$4,999: \$250 gift certificate or prize

\$600 - \$999: \$100 gift certificate or prize

\$300 - \$599: \$50 gift certificate or prize

All Bowlers: Bowlers will receive **one raffle ticket for every \$50 in pledges earned.** Each ticket will be entered into a drawing for prizes during that bowler's session.

Just for Kids: The top earner (18 years & under) will receive a special prize.

Raise THE MOST pledge dollars and you will win...

Disney Park Hopper 1-Day Family 4-Pack

(Eligibility is based on pledges turned in on or before event. Checks and PayPal must clear before prizes can be awarded. Prizes cannot be exchanged for cash.)

TEAM and COMPANY PRIZES

TEAMS

High score per session*: Team bowling & pizza party!

Low score per session*: We'll surprise you!

Most \$ Raised: Team pizza & laser tag or bowling party for the team and their guests (up to 10 people total) at Country Club Lanes

COMPANIES

Most \$ Raised: "Biggest Bucks" trophy to be displayed at your company for one year

Most Teams: "Most Teams" trophy to be displayed at your company for one year

** Based on first game bowled per session.*

COORDINATOR PRIZES

Register 10 Teams: \$50 cash

Register 5 Teams: \$25 cash

All Coordinators: 1 raffle ticket for every team registration/pledge packet they turn in by Oct. 10

All Coordinators: All coordinators who turn in pledges and registration by the Oct. 10 early bird deadline will be entered into a drawing for a **Retro Cruiser Bike!**

Register THE MOST Teams and you will win...

River Cats Suite for 8



FUNDRAISING TIPS

TIPS FOR RAISING PLEDGES

Develop a target list of potential donors. Consider:

- ⇒ Family members
- ⇒ Friends
- ⇒ Neighbors
- ⇒ Parents of your children's friends
- ⇒ Out-of-town family and friends
- ⇒ People who have donated to you in the past
- ⇒ Co-workers
- ⇒ Company vendors and contacts
- ⇒ Personal business contacts:
 - Dry cleaner
 - Insurance agent
 - Doctor
 - Dentist
 - Pharmacist
 - Financial broker
 - Lawyer
 - Accountant
 - Mechanic

Carry plenty of pledge sheets with you wherever you go. You never know who you might run into!

Write a letter to everyone on your target list (a sample letter can be found in this packet) and enclose a pledge sheet and self-addressed (stamped) envelope so they can easily respond with their pledge!

Collect the money for pledges at the time of commitment, if possible. It's much easier than trying to contact everyone again to collect checks before the October 10 deadline.



MORE FUNDRAISING

HELPFUL & CRAZY IDEAS FOR RAISING PLEDGES

Crazy Bowl 2011 Bowling Pins:

Place a Crazy Bowl 2011 bowling pin on your desk or in a very prominent place. This will attract lots of attention and opportunities to sign up co-workers on the spot!

Executive Endorsement:

Have your company's President, Vice-President, CEO or General Manager send out a memo or email to all employees, encouraging them to participate in Crazy Bowl 2011.

Company Matching Funds:

Ask if your company can match employee pledges to increase your company's total donations. Since Junior Achievement is a nonprofit organization, it's tax deductible!

Corporate Challenges:

Challenge a rival company or department within your company to a Crazy Bowl 2011 competition, such as "most dollars raised" or "most teams bowling."

Payroll Flyers:

Place an eye-catching Crazy Bowl 2011 message in every employee's payroll envelope! Contact the JA office and we will make a custom flyer for your company.

Company Newsletter or Website:

Develop a Crazy Bowl 2011 article or catchy graphic advertisement in your company's newsletter or on your company's Internet website! Or, use the sample newsletter article in this coordinator guide and customize it for your office.

Weekly/Daily Email Reminders:

Send 2011 Crazy Bowl email updates to your co-workers, family and friends, with registration forms, progress charts and other motivational messages!

Prize Give-Aways:

Organize prize give-aways for employees who raise the most money or recruit the most teams. Prizes can include gift certificates, lunch with the boss, a VIP parking space, a half day off, etc.

Crazy Bowl Team Names and Costumes:

Each team can come up with a Crazy team name and matching accessories to dress up their Crazy Bowl t-shirts. This is a great way to show your company spirit and enthusiasm for Junior Achievement



MORE FUNDRAISING TIPS

REALLY CRAZY IDEAS FOR RAISING PLEDGES

Crazy Money:

Create some Crazy Money using your CEO's likeness and advertising the date and time of Crazy Bowl 2011. You can either award this money to employees who sign up the most bowlers or raise the most money, or you can sell them for \$1 or more and employees can use them to buy items at a company bake sale, potluck or silent auction.

Company Raffles:

Sell raffle tickets to win crazy prizes, such as:

Your boss will assist you for the day

Have a power lunch with your boss

Park in your boss' parking spot for the day

Your boss will wash your car

The thrill of throwing a pie in your boss' face

Win a paid day or half-day off

Attend a sporting event in your company's box seats

Plastic Bowling Contest:

Line up pins in a hallway and charge employees \$1 per bowl. Everyone who gets a strike gets a small prize. JA can loan you a portable bowling lane, ball and pins.

Putting Green Contest:

Set up a putting green in your company's lobby. Charge \$1 per putt and winners receive prizes.

You've Been Greened:

Anonymously decorate an unsuspecting senior management's office from top to bottom with Junior Achievement Green. Leave a ransom note that the decorations can be removed and relocated to another office of their choice for a \$25 fee!

**GOOD LUCK AND THANK YOU
FOR YOUR SUPPORT!**



Sample Crazy Bowl Pledge Solicitation Letter

Dear (name):

I am lacing up my bowling shoes to support a good cause. Junior Achievement of Sacramento's 25th annual Crazy Bowl is Oct. 14-15 at Country Club Lanes in Sacramento. This bowl-a-thon is the largest fundraiser of the year for Junior Achievement. I am hoping you will join me in contributing to this worthwhile organization.

Why Junior Achievement? There couldn't be a more important time to educate young people about how to succeed in a global economy. And that's what Junior Achievement is all about. JA teaches financial literacy, workforce readiness and entrepreneurship. Junior Achievement's unique approach allows business volunteers from the community to deliver its curriculum while sharing their experiences with students. JA has been educating Sacramento area young people for 50 years. Last year alone, 380 Junior Achievement volunteers worked with almost 10,000 area students in grades K-12.

I hope I can count on you to help by writing a check to Junior Achievement of Sacramento. One hundred percent of the proceeds from Crazy Bowl will help meet the growing demand for Junior Achievement programs in the Greater Sacramento Area. I have enclosed a postage-paid envelope for your convenience.

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

Sincerely,

Joe Bowler

Junior Achievement of Sacramento

Tax ID# 94-6080866



Sample Crazy Bowl Employee Newsletter Article

We're Bowling for Kids! How About You?

The year was 1961. Pampers hit the market, John F. Kennedy became president and Ray Charles was singing, "Hit The Road Jack." It was also the year Junior Achievement began educating Sacramento area young people. Help JA celebrate 50 years in Sacramento with a special retro Crazy Bowl, Oct. 14-15 at Country Club Lanes.

Whether you are an avid bowler or haven't laced up a pair of bowling shoes in years, Crazy Bowl is a party you won't want to miss. For just \$50, you can enjoy glow bowling to the beat of the early 60s... and you just might win! Junior Achievement will be giving away thousands of dollars in prizes every 10 minutes! Every bowler receives one raffle ticket with their \$50 entry fee. Bring in more money, and earn more raffle tickets!

Great Team-Builder!

Crazy Bowl is the perfect opportunity to get your co-workers together for an afternoon of bowling for a great cause. One hundred percent of the proceeds go to JA programs that reach almost 10,000 Sacramento area students each year. Here's an idea: Challenge another department to a bowl-off! While Crazy Bowl is just for fun, JA will be awarding prizes to the high- and low-scoring teams at each session!

Will you join us? To sign up, contact (company coordinator phone and email). Information about the event is also online at www.jasac.org.



ABOUT JUNIOR ACHIEVEMENT

JUNIOR ACHIEVEMENT'S MISSION

To inspire young people to own their future economic success.

At no time in recent history has the need for financial literacy and economic education been more evident. With the media constantly relaying stories of home foreclosures and savings lost, we are quickly reminded of the risks of poor personal financial management. These issues touch people of all walks of life, but leave the financially uneducated the most vulnerable.

To succeed in life, our young people must exit the education system ready for work, and prepared to manage themselves financially. Junior Achievement (JA) programs equip our young people with the skills, confidence and motivation they need to become self-reliant adult members of our community.

To provide our programs free of charge, JA relies on the generous support of donors like you.

A RICH TRADITION OF IMPACTING STUDENT LIVES IN THE SACRAMENTO AREA

- ◇ Junior Achievement of Sacramento was established in 1961.
- ◇ Over the past 50 years, JA has provided in-classroom, after-school and in-a-day curriculum and workshops to over 310,000 elementary, middle and high school students.
- ◇ During the 2010-2011 school year, we served 9,461 students in 12 Northern California counties. More than 380 volunteers conducted a total of 375 classes in 40 schools – 14 of which are classified as Title 1 (serving socio-economically disadvantaged youth).
- ◇ JA curriculum is focused on teaching financial literacy, entrepreneurship, and workforce readiness. We also encourage kids to stay in school to complete their education.
- ◇ JA combines professionally developed instructional materials with motivational speakers and role models from business, industry and the community who share their “real-life” experiences with students. We also provide job shadowing opportunities for high school students.
- ◇ JA has active partnerships with numerous businesses and community organizations, including the Rotary Club of Sacramento, the Cristo Rey High School Work Study Program, the Boys and Girls Club of Sacramento, and other community foundations, Chambers of Commerce, Rotary clubs, and Active 20/30 clubs in the Sacramento region.



QUESTIONS? NEED HELP?

Contact:

Julie Rooney

Junior Achievement of Sacramento

Phone: (916) 480-2770, ext. 12

Fax: (916) 480-2773

Email: development@jasac.org

Additional forms can also be found at:

www.jasac.org/crazybowl