



## **Bowl-A-Thon Fact Sheet**

*A Team Building Experience that Engages Employees, Builds Camaraderie and Morale, While Raising Money to Fund Junior Achievement's Educational Programs*

### **Description**

A JA Bowl-A-Thon is a "Party with a Purpose". It is an internal collaborative effort that enables fundraising participants to come together and celebrate their success.

- Each company selects a date, time and location to best fit their schedule.
- Donations support your company's program, unfunded programs, High School Heroes and/or after-school programs. Based on the program being supported, a corporate goal is set and fundraising begins!
- Teams of six people are formed and asked to collect donations prior to the event.
- Participants come together for a bowling party....everything at the Bowl-A-Thon is free and includes two hours of bowling, shoe rental, pizza, soda and a fun time for all!

### **How to Participate and What JA Does for You**

A JA staff member makes it easy for you....

- An Internal Coordinator from your company is selected to assist with the organization of the event by acting as a liaison with a Junior Achievement staff member.
- Team Captains are recruited through corporate emails, newsletters, JA visits to the office and word of mouth.
- Team Captains recruit five additional team members and each team is asked to raise \$600. With JA's help raising funds is easy.
- JA staff creates emails for participants to send to their contacts. We offer "best practices" conference calls, compose and send weekly incentive emails to team members, visit the office for bake sales, jeans day sales and to build awareness. Most importantly, we work cohesively with a coordinator from your company, and together we **encourage corporate teams to collaborate to reach their goal.**

### **Day of Event and Post Event Details**

- Incentive prizes are given to teams that reach their goals (i.e., gift cards, movie passes)
- Door prizes are raffled at the event.
- Bowl-A-Thon's are always a very high energy, enthusiastic celebrations of the commitment to supporting JA's financial literacy-based programs in NJ.
- JA staff composes and issues a post-event story for your company to use internally, and we work with local newspapers to have your success story in the newspapers.

### **Virtual Bowling: Staff that is unable to attend the event can still participate:**

- Host a Wii Bowling Tournament
- Join a Wii Bowling Tournament at your place of work (virtual tournaments can be arranged through JA)
- Bowl at your convenience

### **Testimonials**

"This type of event is a great way to give back to the community while building company spirit and camaraderie among our employees. We are proud to be a part of a fundraiser that will directly help 400 school-age children have access to a variety of programs that will help guide their future". -Dave Weaving, JANJ State Board Member and Chief Administrative Officer for Realogy

"This is a great celebration and has truly become an Accenture – JANJ tradition that our employees look forward to on a Friday night in the Winter! - Pamela J. Craig, JANJ State Board Member and Chief Financial Officer for Accenture