



PLAY4JA



BOWLING FOR FINANCIAL LITERACY

Help inspire and prepare young people to succeed in a global economy!

WHAT

JA Bowling for Financial Literacy is a party with a purpose, to help local students by providing financial literacy, entrepreneurship, and career readiness programming!

HOW

Raise money to support Junior Achievement, come bowl with us, win prizes, and have FUN!

WHERE

Revel and Roll West, 4500 Stadium Dr., Kalamazoo, MI

WHEN

Friday, April 25, 2025 at 6:00 PM—8:00 PM

WHAT IS JUNIOR ACHIEVEMENT?

Junior Achievement is the nation's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan for their futures, and make smart academic and economic choices. Our core content areas are work readiness, financial literacy, and entrepreneurship.

At Junior Achievement, we believe that education from kindergarten to twelfth grade should be built on a bridge of engagement between classroom and community. Together with our educational partners, we make learning relevant to every student's future by infusing authenticity, business connectivity, and role models into the everyday learning experience.



COORDINATOR RESPONSIBILITIES

- Inform your company about the *Junior Achievement Bowling for Financial Literacy Event*.
- Recruit Team Captains from your company.
- Encourage participants to reach their fundraising goal!

TEAM CAPTAIN RESPONSIBILITIES

- Recruit team members; they can be your coworkers, friends or family.
- Equip your team with the JA provided fundraising tools: their QGIV website link and their pledge envelopes.
- Consider hosting team meetings to ensure team members are on track to reach their fundraising goals.

BOWLER RESPONSIBILITIES

- Secure donations from friends and family in order to reach and surpass your \$100 individual fundraising goal.
- Be in communication with your team captain; they will be able to assist you as needed.
- Attend the JA Bowling for Financial Literacy event with more than \$100 in hand.

QUICK TIPS

- Utilize your social media outlets for fundraising and creating awareness about the event.
- Send out weekly encouragement emails to the teams and individuals involved and get them excited about fundraising!
- Watch for emails from your JA Representative regarding fundraising ideas, checklists to ensure success, and other tips about being a successful JA Bowling Champion!

PLAY GIVING



QGIV Step-by-Step Guide

QGiv is an online fundraising site that allows for event attendees and supporters of a cause to create their own page, send mass or individual emails to their contacts, and collect donations both online and offline. You can even share the link to your fundraising page on your social media sites! Follow the directions below to become a JA and QGIV donating master.

EVENT REGISTRATION AND QGIV PAGE

1. Register your team via the registration form **OR**
2. Head to the QGIV page by using the provided QR code:



QGIV REGISTRATION

3. Select "Donate Now" **OR** "Register for this Event".
4. You can register as a "Fundraising Participant" by: entering in your contact info, using Facebook or Google, or by entering your email and setting up a new account.



JOIN A TEAM

5. You can select "Continue as an Individual Fundraiser" if you are not creating a team or "Create a Team" if you are a Team Captain.
6. Fill out the personal information to complete registration. Consider making the first donation to your fundraising page as it will encourage others to donate. Then select "Complete Registration".



YOUR FUNDRAISING PAGE & COLLECTING DONATIONS

6. You can customize your fundraising page so that you can include your photo or avatar, add your personal story regarding how you are involved with the JA Bowling for Financial Literacy event, set your \$100 and up fundraising goal and keep it updated.
7. Once your page is ready to go, start sharing it via social media and email. There are even specialty buttons that will make it easy for you! Check out the "My Fundraising Dashboard" to follow your progress.

PLAY FUNDRAISING

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Tips and Tricks to Help your Team

Here are some tips and tricks on how to be a JA Bowling for Financial Literacy Fundraising Champion! Remember, your goal is to raise at least \$100 (higher goals are encouraged)!

\$10 from 10

Ask 10 people for \$10! This will easily help you reach your goal of \$100. Utilize your QGIV account to send emails out to your friends, or to post to your social media sites.

Company Events

There are a number of ways a company or a particular team can generate additional funds and compete against each other. Some companies have had success using these tools:

Bake Sale

Penny Wars

Car Wash

Tricycle Race

50/50 Raffle

Used Book Sale

Pancake Breakfast

Silent Auction

Raffle Baskets

Parking Spaces for Sale

Office Garage Sale

Chili Cook-Off

Day Off

Ask your employer to offer a **day off** for any bowler who raises \$250 or more. The boss may grant you one paid day of vacation!

Jeans Day

Get approval to sell \$5 “Jeans Days” to coworkers. They then may use their “Jean Day” to dress in jeans on a day of their choosing.

Non-Bowlers

Anyone can join a QGIV team and fundraise for JA!

Vendor Sponsorship Campaigns

Reach out to the businesses you work with. They may make a donation on your behalf or they may want to field a team at the same session as your organization:

- Develop a target list of your company’s vendors.
- Determine which company staff members have the best established relationship with a decision-maker at the targeted vendor company.
- Send out letters or emails requesting a specific sponsorship amount to support the company’s Bowl-A-Thon efforts.
- Follow up with a phone call.
- Invite your vendor to arrange a team of five to bowl with you.

Industry Challenge

Compete against another company in your industry (Huntington vs. Flagstar, BDO vs. Deloitte, for example).

PLAY CHECKLISTS

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Keep your team on track!

COORDINATOR CHECKLIST

6 WEEKS BEFORE THE EVENT

- Promote company-wide participation.
- Encourage senior management to be involved.
- Invite clients and vendors to attend.
- Recruit team captains.
- Ask JA for a 1-3 year history of participants.
- Set goals for your company:
Teams _____ \$ _____
- Establish check-in dates with team captains.

5 WEEKS BEFORE THE EVENT

- Hold a Team Captain meeting/training (Junior Achievement staff is available to facilitate).
- Team captains should recruit 5 bowlers per team, and confirm bowlers.
- Verify that JA has all team registrations/bowler info.
- Bowlers should register themselves on QGIV.

3-4 WEEKS BEFORE THE EVENT

- Keep going! Continue promoting JA Bowling for Financial Literacy!
- Recommended check-in with Team Captains.

2 WEEKS BEFORE THE EVENT

- Finalize bowler counts.
- We never turn away bowlers, so let us know if there are any last minute changes after the two week mark. This is based on lane availability.

1 WEEK BEFORE THE EVENT

- Finalize event details, including lane assignment, with JA.

WEEK OF EVENT

- Collect pledge envelopes from Team Captains.
- One last final push! Encourage your teams to reach their goals, if they haven't already.

DAY OF EVENT

- Arrive early— about 30 minutes before start time.

TEAM CAPTAIN CHECKLIST

Each team is encouraged to raise at least \$500 to support JA Programs.

5 WEEKS BEFORE THE EVENT

- Recruit 4 - 5 bowlers, including coworkers, family members, friends and neighbors.
- Register team with the registration form provided or by email.
- Create team on QGIV and encourage bowlers to register on QGIV and join the team.

3-4 WEEKS BEFORE THE EVENT

- Distribute bowler pledge envelopes.
- Encourage bowlers to raise at least \$100 dollars.
- Motivate team and company coordinator.

2 WEEKS BEFORE THE EVENT

- Confirm bowlers with coordinator.
- Make sure your team is registered with JA Staff.

1 WEEK BEFORE THE EVENT

- 1 more week of fundraising! Make sure all bowlers are on track to reaching their fundraising goals.
- Collect pledge envelopes from Bowlers and return to coordinator.

DAY OF EVENT

- Arrive early – about 30 minutes before start time.
- Turn in donation envelopes and remaining registration fees to JA Staff.
- Have fun bowling with your team!*

BOWLER CHECKLIST

5 WEEKS BEFORE THE EVENT

- Reach out to family, friends, coworkers, and others to support JA and you as a bowler.
- Register on QGIV (see your Team Captain).
- Post on social media and send out emails to reach people in your personal network and encourage them to support your fundraising efforts.

3-4 WEEKS BEFORE THE EVENT

- Get your pledge envelope from your Team Captain.
- Encourage your friends, coworkers, and family to give a pledge.
- Stay in contact with your Team Captain.

1 WEEK BEFORE THE EVENT

- 1 more week of fundraising! Make sure all of your pledges are collected.
- Turn in all pledges to the Team Captain.

DAY OF EVENT

- Come ready to bowl!
- Arrive early – about 15 minutes before start time.

PLAY FAQ

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All you need to know

HOW DO BOWLERS GET SPONSORS?

Bowlers are sponsored by friends, coworkers, family, neighbors and/or local businesses. Most bowlers get approximately 20 sponsors. Many companies also sponsor their bowlers or provide matching gifts. Make sure you find out about your company's matching gift policy.

IF I CAN'T BOWL, HOW CAN I HELP?

You can get sponsors and raise money for JA, or volunteer to help at the event. Another way to help is to be a lane sponsor, sponsor someone who is bowling, or facilitate a company-wide Junior Achievement promotion.

HOW CAN SENIOR MANAGEMENT GET INVOLVED?

Senior management can help by supporting JA Bowling for Financial Literacy in a memo to all staff, by participating in team promotion events, by approving team incentives, by matching gifts and by attending JA Bowling for Financial Literacy events. Companies can also become official sponsors of JA Bowling for Financial Literacy. Contact Evan at evan.mccoy@ja.org for more information.

DOES EACH BOWLER NEED TO RAISE FUNDS?

Yes, the goal is for each bowler to raise a minimum of \$100 in pledges.

WHEN ARE THE DONATIONS DUE?

Donations are due the day of your event; however, fundraising can continue after the bowling event until March 30th.

ARE MY DONATIONS TAX DEDUCTIBLE?

Absolutely! Please let us know if you need a gift receipt.

ARE THERE OTHER WAYS TO BE INVOLVED WITH JUNIOR ACHIEVEMENT?

Yes. JA is in need of both funding and volunteers in order to sustain and grow our vital programs. This support also allows us the opportunity to continue bringing programs to over 45 counties in Michigan at no cost to the districts, schools or students. Donations pay for the materials and implementation of the JA programs. The success of Junior Achievement programs depends on the efforts of business and community volunteers. These volunteers take JA's curriculum materials and lessons directly to students in their classrooms. JA sessions include hands-on activities that cover business concepts and skills while keeping students excited and engaged. Please visit our website for more information: swmichigan.ja.org.

VISIT US ONLINE

swmichigan.ja.org



PLAY REGISTRATION



Register your team today!

Please complete the registration form, then complete the bowler information form for each team registered and return to JA by Friday, April 18, 2025.

COMPANY NAME _____

REGISTRATION OPTIONS *Please check all that apply*

_____ Team Registration (Please attach bowler info sheet)	Qty: _____
_____ Lane Sponsor \$500	Qty: _____ × \$500= _____
_____ Event Sponsor \$1,000	Qty: _____ × \$1,000= _____
TOTAL DUE _____	

Please return registration information to:

Mail: Junior Achievement, 2785 West Dickman Rd., Suite C, Battle Creek, MI 49037 **OR**

Email: evan.mccoy@ja.org

**Please make all checks payable to Junior Achievement of Southwest Michigan*

Don't Forget!

- **Use JA:** We're here to help! JA staff can help present JA Bowling for Financial Literacy to staff members.
- **Find a Co-Coordinator:** Share the workload with co-workers.
- **Be Positive:** Your personal enthusiasm will rub off on your Team Captains!
- **Be Consistent:** Memos, emails, and bulletin board reminders are great ways to tell everyone about JA Bowling for Financial Literacy. (You can find the poster on our website!)
- **Schedule a tabling event to collect donations with JA.**

BOWLER INFO

Please complete the bowler information form for **each team registered** and attach to the completed registration form. Return to JA by Friday, April 18, 2025.

COMPANY NAME _____

TEAM NAME _____

TEAM CAPTAIN _____

Address _____ City _____ Zip _____

Email _____ Phone _____

BOWLER 2 _____

Address _____ City _____ Zip _____

Email _____ Phone _____

BOWLER 3 _____

Address _____ City _____ Zip _____

Email _____ Phone _____

BOWLER 4 _____

Address _____ City _____ Zip _____

Email _____ Phone _____

BOWLER 5 _____

Address _____ City _____ Zip _____

Email _____ Phone _____