



FUNDRAISING EFFECTIVELY

AT

**OAK HILL LANES**

EARN THOUSANDS BY HOSTING A FUN AND  
MEMORABLE EVENT

**OAK HILL LANES**

7330 Callaghan Rd

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[www.oakhillslanes.com](http://www.oakhillslanes.com)

## **WHY CHOOSE US TO FUNDRAISE?**

- Anyone can participate regardless of age or skill level
- Families can play as teams
- Costs are minimal
- Even people who can't attend can still participate
- Weather is not a factor for indoor events
  - Can be held year round
  - You won't be rained out like some events
- Don't need a lot of money up front to start
- No left over product when it's all said and done
- Our Center takes care of your set up and clean up and shows you how to be successful – step by step
- We will coach you through the entire process of planning and executing a fundraiser

**\*\*Join us for a "FREE" consultation to explain\*\***

## OUR CENTER SERVICES

- **FREE CONSULTATION/REVENUE PROJECTION** - We will meet with you/your team and assist you on all aspects of planning and executing a highly successful event.
  - During this consultation we will address all of your questions/concerns while establishing realistic expectations. We will conclude our consultation with a revenue projection.
- **TICKETS** - Once you have decided on your event date/time/name and cost of your - we will design your ticket. You will receive a template and can print them as needed.
- **FLYER** – We will create your flyer and provide it to you electronically - making it easy to post on your Facebook page, print hard copies, or send to friends/contacts.
- **PRESS RELEASE** - We will write and submit a press release for your event (upon request).
- **FREE DOOR PRIZES** – We will donate Bowling Parties and/or Gift Cards to be used as raffle/door prizes for your event.
- **FREE SPONSOR/DONOR BOWLING PARTIES** – As an added **incentive** to get businesses to sponsor or donate raffle items to your event, we will provide a **“free”** summer party certificate to each business that supports your event. This is a no-strings attached free summer bowling party worth hundreds of dollars.
- **ADDITIONAL ADVERTISING** – We will use social media, our website, in-house bulletin board, etc. to help in the promotion of your event.

# **KEY TO SUCCESS WITH YOUR FUNDRAISER**

## **Ability to Organize**

- Have a plan and allow yourself adequate time
- Have a team to help you:
  - Registration/Ticket taker
  - Prize Table
  - Bowling Lanes/Volleyball/Comedy/Music
  - Food Set-up
  - Announcements

## **Ticket Sales**

- Decide on pricing after agreeing on the wholesale cost to the center for your event
- Pre-sell as much as possible

## **Sponsorships**

- Get businesses or large groups to rent a lane for a flat fee
- Sponsor a lane to support the cause/hang business banner
- Sponsor t-shirts for the teams
- Sponsor tickets for the comedy show

## **Donations**

- Straight donations in exchange for an ad or mention in group's newsletter or website
  - ie. \$100/corporation or \$50/family

- Hit the street with a letter requesting donations. Have all important info in it like name of org., tax ID if 501 c-3, Logo, etc.
- Visit all your favorite restaurants, stores, salons, even banks.

## **Promotions**

- Advertise, Advertise, Advertise
- Publicize well ahead of time and be specific
  - Mass flyer distribution
  - Internet
  - Radio
  - TV
  - Email
  - Charity website
  - Blogs
  - Facebook
  - Volunteers each use means they have to promote

## EVENT EXECUTION OPTIONS

**Mystery/High Game** – Bowlers wishing to participate can put in a set amount (i.e. \$2/game) Scores will either be randomly drawn for mystery games or individual who bowls the highest game will win the pot. (Optional)

**Raffles/Prizes** – Donated prizes i.e. gift baskets, gift cards, certificates, anything that you can get donated by local businesses or individuals. Sell raffle tickets (\$1/ticket or \$5/6 tickets) Circulate to sell and include anyone at the bowling center. You may purchase rolls of tickets from us or purchase them on your own at a local store. Participants like when the raffle is run as a Chinese Auction/bag raffle so they can put their tickets on the items they most want to win.

**Silent Auction** – Center will provide tables to set up; works in the lounge or on the concourse. Each item should have a separate sheet with a detailed description of the item and an opening bid. Allow a designated amount of time for bidding. Announce the start and close of the auction. Have a table set up for bidders to cash out and pick up the item(s) they've won.

**Rent Tables to Vendors** – To provide non-bowlers something to do you might have 5-10 vendors (Avon, Pampered Chef, etc.) Rent them tables for \$10-20 in addition to a donation of a raffles prize consisting of their product (approx. value \$20). We have a list of interested vendors and can make those contacts for you or you can choose to do this yourself. We can also provide a sample contract for using vendors.

**Food/Beverage** – For a few extra dollars you can add pizza and pop to the cost of your ticket.

### **Bake Sale**

Add a bake sale to your event if you have parties willing to donate baked goods to sell. (Open this up to anyone in the house)

**Special Guests/Sponsors** – Know someone famous? Arrange for them to be a celebrity bowler, server or bartender and this will attract more participants. Groups could pay a set fee to have the celeb bowl with them. Tips to the celebrity server/bartender would go to the cause.

**Hole -In- One** – Set up one lane without the head pin. Participants pay \$1 or 6 throws for \$5 to attempt to get a strike. Winner could receive a gift card or split the pot at the time of the strike. A variety of things can done.

**Wheelbarrow of Cheer Raffle** – Need to solicit a wheelbarrow,(wagon, tub). Have individuals donate bottles of liquor, cases of beer, accessories (cocktail napkins, corkscrews, snacks, etc.). Day prior assemble all in an attractive manner. Sell separate tickets for this raffle. (i.e. \$3-5/ticket) Must be 21 to participate in this raffle)

**To arrange a free consultation contact:**

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