



# BOWL-A-THON FUNDRAISING GUIDE

## HOW TO MAKE YOURSELF A FUNDRAISING SUPERSTAR!

Okay, so you've registered for the Bowl-a-Thon. You got a team. You're ready to come out and roll for your Reproductive Freedoms. Now it's time to fundraise and meet our ambitious goal so we can hold our ground against the forces of reproductive oppression.



So, how do you do it? First, just like patriarchy, you have to **Break. It. Down!**

**\$25.** Last year we raised **more than \$71,000** and the most common donation amount was \$25. How'd we do it? **We broke it down.**

Let's do some bowler math... If your team consists of six people, and each person is responsible for raising about \$150, that means you only have to collect 6 donations at \$25 to hit your goal. A bit more obtainable, right?

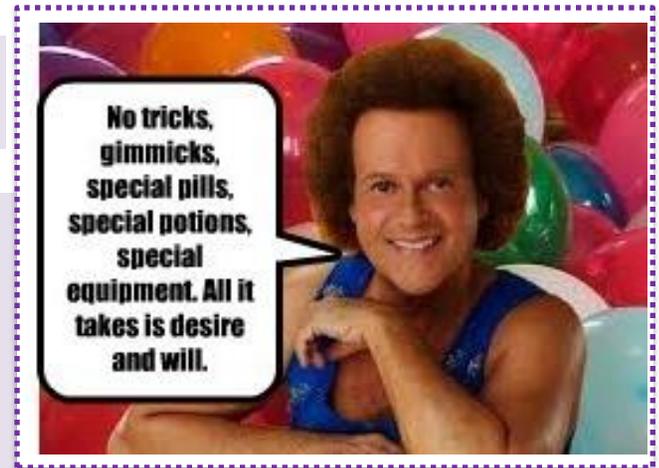
Or, you could make it even more affordable for your community to support you. Take that \$150 goal and ask 10 of your friends for \$15 each. Say what?! You've reached your goal, and if you reach your goal, PCR can reach its bigger goal of \$85,000. It's super do-able, right?



## FUNDRAISING IDEAS

Below are ideas to help move your fundraising efforts forward. Follow some of these suggestions and you'll be a fundraising superstar in no time!

Take it from  
**Richard Simmons:**



### Start With the Basics

1. **Whenever you can and however you can, ask people to support you:** Let everyone know you are bowling for Reproductive Justice. When they ask why, the conversation door has been opened.
2. **Ask people more than once:** On average, it takes at least 3 asks before people will donate to you. People are busy and even those with the best intentions will forget to give to you. Think of your second and third emails as friendly reminders for your fabulous friends and family with busy lives.
3. **Corporate Matching:** Take advantage of corporate gift matching programs. You may have donors who work for companies that have a program like this – their donation could double simply by filling out a form from their Human Resources department and following the steps to submit a matching gift.

### Take the Next Step

4. **Ask People You Might Not Think to Ask:** Take a chance and ask your doctor, dentist, veterinarian, chiropractor, therapist, yoga instructor, insurance agent, lawyer, mechanic, dry cleaner, or hair stylist for a donation. People you support will support you! If they give \$300 or more, they can be [an official event sponsor](#), too.
5. **In Lieu of Gifts:** Ask your friends and family to make a donation to the Bowl-a-Thon instead of buying you birthday, housewarming, wedding, or retirement gifts.

### Get Creative

6. **Sell stuff – Garage Sale, Web-based auction, Craigslist:** Ask all your friends and neighbors to participate by donating items for a garage sale or an online auction. Or just put all the stuff you've wanted to get rid of anyway on Craigslist. Clean house and raise funds for reproductive justice – it's a win-win!
7. **Host a House Party:** Host a fundraising party at your home for friends, family, coworkers, and neighbors. Share why you're supporting PCR and bowling for Reproductive Justice. It's a great way to ask people in person to support your fundraising efforts. You could throw in variations such as a Wii bowling tournament or movie night featuring classic bowling movies like *Kingpin* or *The Big Lebowski*.
8. **Offer Personal Incentives:** Do you bake? Crochet? Babysit? Cook? Have some other hobby or skill you can offer up? Whether it's offering homemade sea salt caramels, a personal juggling lesson, or re-gifting the prize you won from Pro-Choice Resources for being the biggest fundraiser this week – you can give people incentives to make a donation or give a little more.

### Last, but not least...

**Hilarious/Zany Stunts:** Commit to doing something big if your friends can help you make your goal. Whether it's carrying a pink flamingo around with you for a week or posting a video of your fully choreographed lip-sync rendition of "Flawless", stunts are always a big draw. Bring in more donations by awarding the biggest donor the opportunity to be part of your stunt, i.e. letting them be your camera person.

## HOW TO TALK ABOUT PRO-CHOICE RESOURCES

Let's be honest, the main reason someone will donate is because YOU are asking them. That's why you are asking them instead of us. But you're not asking for someone to fund your vacation to the Bahamas. You're asking on behalf of a superstar organization that impacts our community.

**PCR envisions a world free of reproductive oppression. Nothing less** – For almost 50 years PCR has been there as a resource for those in need of access to abortion care and parenting options. They work to ensure that all people and communities have the power and resources to make sexual and reproductive health decisions with self-determination and dignity

**The money a person does or does not have should not determine their ability to access abortion care** – Each year, through the Abortion Assistance Fund and Medical Assistance Fund, PCR helps more than 400 people with low or no income pay for their abortion care. Last year, PCR pledged more than \$50,000 to women, youth, and transgender people in MN, ND, SD, WI and IA who couldn't afford an abortion and wouldn't have gotten one without their help.

**PCR hosts *Emerge*** – In 2006, PCR began the first and only non-secular support group for people who have had abortions in the country. *Emerge* was created to fill the gap in after-abortion care by providing confidential, safe, private, and non-judgmental support for people who have had an abortion. *Emerge* does this by providing a place for people who have had an abortion to talk about their experiences, thoughts, and feelings about abortion care.

**PCR's Advocacy Program** – Everyday people are making decisions about sex, pregnancy, and parenting, and many encounter enormous challenges due to lack of resources and support. Economic issues, culture stigma about pregnancy and families, racial inequity and oppressive regulations on reproductive freedoms make these decisions even more difficult. PCR's advocacy program works to shift public policy and cultural narratives so that the support and resources necessary to make decisions about sex, pregnancy, and parenting are safe and accessible.

**PCR believes in Reproductive Justice** – PCR defines Reproductive Justice as when all people and communities have the economic, social, and political power and resources to make healthy decisions about our bodies, sexuality, and reproduction. This includes the right to have children, not have children, and to parent the children we have in safe and healthy environments. To honor the history of the reproductive movement and the realities of reproductive oppression, organizations at the forefront of the reproductive justice movement must be led by women of color and low-income communities.

**Sharing your story** – Stories are powerful. If you have a personal story/stories about parenting, pregnancy, family, sex, or similar topics that motivates you to fundraise with PCR, and you are comfortable sharing that story, it can help your friends and family understand why their donations are so important.



## HOW DONATIONS HELP:

- **\$25** – Purchases safer sex products to distribute in the community.
- **\$50** – Helps guide pregnant women, youth, and transgender people to abortion care or parenting resources (prenatal care, adoption, etc).
- **\$100** – Supports advocates at PCR in facilitating EMERGE –PCR's support group for people who have had abortions.
- **\$250** – Provides financial support to one person who is unable to afford abortion care.
- **\$500** – Provides one Education & Training Workshop on Abortion Care and Reproductive Justice Advocacy.
- **\$1,500** – Keeps us funding abortion care for those in need and keeps the Abortion Assistance Fund Hotline open for one week.

# GET YOUR SOCIAL MEDIA ON!



## Facebook is your friend

Facebook is a great way to reach your network of contacts. Posting your fundraising link on your Facebook page with specific asks can generate a great return. When you post your fundraising page to Facebook, there are a couple of key things to remember:

1. You can edit the default text associated with the link. In fact, we recommend you edit it. Say something about the organization or why you're raising money for it.

Click on the default text and start typing

Choose which default picture you want to use by clicking the arrows



2. Consider posting a picture of you, your dog, your baby, your team or some other fun image with your request. See that cute kid with the dog over there? Makes you want to click the link, doesn't it? Just:

- a. Click in the "What's on your mind" space at the top of your FB feed
- b. Click "Add Photos/Video"
- c. Choose your picture
- d. Write something enticing
- e. Paste the link to your fundraising page
- f. Click "Post"

If you don't have any cute kid/critter pictures, [baby animals](#) will always do the trick.



3. As far as specific language goes, ask yourself this: When your friends are raising money for causes they believe in via Facebook, what gets you to give? Do you support the same cause? Or are you giving because they're your friends and they asked? Take a moment to think about what got you to click on links in the past. Now use that.

## SOCIAL MEDIA CONTINUES...

### Twitter



If you're on Twitter, you already know what to do. Tweet out your asks with a link to your Bowl-a-Thon website. Personalize and tweet frequently!

### Instagram



Post pictures of you preparing to bowl. If you are making treats as a fundraising incentive, show your friends and post a link to your fundraising page.

### Google Plus



If you're on Google Plus, you're ahead of us! We imagine the same social media concepts will work there. If you're able to use Google Plus successfully, let us know, and we'll post about it... on our Facebook and Twitter accounts.

**DONATE NOW**

[f](#) [t](#) [p](#) [e](#) [g+](#) [+](#)

**THANK YOU DONORS**

There are also a slew of options to use to share directly from your fundraising page. Take advantage of them!

## FREQUENTLY ASKED QUESTIONS

### 1. How many times should I ask people for a donation?

Three direct asks (i.e., email, phone or in person). Reach out to people three times. If they don't respond to you after the third try, it's best to let it go. You can ask people indirectly via social media as many times as you'd like.

### 2. How do I approach people if I'm not sure they support reproductive justice?

Simply ask if the person you're approaching supports reproductive health, and talk about PCR's mission to support all people in making pregnancy decisions (whether that means making an adoption plan, parenting, abortion, or preventing pregnancies). The key is to look for a conversation opportunity.

### 3. What do I do if a check is written out to me personally?

If a donation check has been written out to you personally, you may endorse the back of the check, fill out a cash donation form and bring it to the event. Or you may cash the check and write a check out to PCR. But remember to request and fill out a cash donation form so we can provide a tax receipt to the donor!



### 4. If I can't participate on March 23, what happens to my donations?

All donations submitted to PCR's Bowl-a-Thon are non-transferable and non-refundable. If you are unable to participate in the event, your donations cannot be refunded nor can they be transferred to another participant. We hope your donors will appreciate supporting PCR regardless of your participation in the actual event. You can always bowl a make-up day with your friends

### 5. Are there any restrictions on what I can do to raise money?

Many bowlers host an event to help them reach their fundraising goal. Often, states and local communities have laws governing fundraising activities, including raffles, garage sales, leafleting, auctions and other promotional activities. Compliance is the responsibility of each participant. Check the [Minnesota Council of Nonprofits](#) for more information.

### 6. A donor is asking for a tax ID number (or EIN number), what is it and where do I get it?

A tax ID number or EIN number identifies Pro-Choice Resources as a nonprofit organization. Please contact PCR to get this number.

### 7. A donor is requesting a 501(c)(3) letter. What is it and how do I get it?

The 501(c)(3) letter is proof that PCR is recognized as a nonprofit organization by the federal government. Please drop us an e-mail at [bowl@prochoiceresources.org](mailto:bowl@prochoiceresources.org) if you need a copy of this letter.