

# WELCOME TO THE 2<sup>ND</sup> ANNUAL FINANCIALLY FIT BOWL-A-THON 2012!

In Celebration of National Financial Literacy Month



Presented by

NJ Department of Banking and Insurance ([NJDOI](#)) \* NJ Bankers Association ([NJBankers](#))  
NJ Business and Industry Association ([NJBIA](#)) \* NJ Coalition for Financial Education ([NJCFE](#))  
Junior Achievement of NJ ([JANJ](#))

FRIDAY, APRIL 13<sup>TH</sup> & APRIL 27<sup>TH</sup>, 2012

6:30 pm to 8:30 pm

Locations

East Hanover • Green Brook • Bradley Beach • East Windsor • Cherry Hill • Hammonton



TURKEY SPONSOR



DOUBLE SPONSORS



Strike Sponsor **BLACKROCK**

Spare Investors



**PSEG**  
We make things work for you.

Split Investor **REPUBLIC BANK**

## What is Junior Achievement (JA)? A NON-PROFIT EMPOWERING YOUNG PEOPLE TO OWN THEIR ECONOMIC SUCCESS

JA is the world's largest organization dedicated to inspiring and preparing young people to succeed in a global economy. Through a dedicated volunteer network, JA provides in-school and after-school programs for students in grades K-12. JA offers educational programs that focus on three areas: **entrepreneurship, work readiness, and financial literacy**. JA programs reach over 4 million students per year, in 124 markets in urban, rural and suburban areas in all 50 states. This year, Junior Achievement of New Jersey ([www.janjanj.org](#)), a member of JA USA™ will reach approximately 46,000 students.



## What is the Financially Fit Bowl-A-Thon? A "PARTY WITH A PURPOSE"

• National Financial Literacy Month – April '12, is a campaign encouraging families to establish & maintain healthy financial habits in their communities and supports NJ Dept. of Education's Standard 9.2 Personal Financial Literacy, requiring all K-12 students to receive 2.5 credits of personal finance prior to graduating.

- Teams of 6 people are formed and asked to collect donations prior to the event.
- Participants come together for a bowling a party which is free for participants who meet their fundraising goals.
- Two hours of fun that includes bowling, shoe rental, pizza, soda, raffle prizes!

## How to Participate

- A coordinator from your company/organization assists by working with a JA staff member
- Team captains are recruited through emails, newsletters, JA visits to the office and word of mouth.
- A team captain recruits 5 additional team members and each team is asked to raise \$660 throughout April. Teams have the option of participating in our statewide bowling party on either 4/13 or 4/27.

## Day of Event & Post Event Details

- Incentive prizes are given to teams that reach their goals
- Door prizes are raffled at the event
- The event is a high energy, enthusiastic celebration of your JA support



Each year, many supporters of Junior Achievement of NJ, Inc (JANJ) join together to help raise funds for JA's K-12 financial literacy programs by taking part in an annual Bowl-A-Thon. Last year 3,000 volunteers collectively raised \$205,000 through JA Bowl-A-Thons, benefiting 35,315 students in NJ. Nationally, JA Bowl-A-Thon events raise \$15 million with nearly 200,000 participants. Bowl-A-Thons play a critical role in JA's ongoing fundraising efforts.

## CALENDAR OF EVENTS

- |   |  |
|---|--|
| Tue, Jan 31 <sup>st</sup> :                       | Register via web at <a href="#">www.janjanjevents.org</a> and start Fundraising! |
| Fri, April 6 <sup>th</sup> :                      | Deadline for team registrations  |
| Fri, April 13 <sup>th</sup> or 27 <sup>th</sup> : | Financially Fit Bowl-A-Thon Party!!!   |
| Fri, May 4 <sup>th</sup> :                        | Outstanding Pledges due to JANJ  |



## TEAM CAPTAIN TO-DO LIST

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The following is a quick reference of a BAT team captain's primary responsibilities.

### Immediate

- Recruit a team of six (6) bowlers. This includes you and five (5) others
- **Make up a creative team name. Sample Team Names:** 10 Pin Wizards • Bowling Stones • Banana Splits • Bowl-lieve It or Not • Frame of Mind • Gutter-licious • Gutter Girls • Gutterly Ridiculous • Jailhouse Rockers • King Pins • Lane Rangers • Livin' On a Spare • Pro Bowlers • Queen Pins • Spare Change Strike Force • That's How We Roll • The Un-Bowl-lievables
- **Register your teams by Wed April 4<sup>th</sup>** by completing the team registration form & turning it into your coordinator
- Distribute bowler information to each team member
- **Set a team goal of at least \$660. That's \$110 for each bowler.**
- **Prize incentives begin at the \$110 level**
- Encourage team members to actively secure pledges from friends, family, and colleagues: **Bowler's \$10, plus \$10 from 10 friends, is \$110!**
- **Encourage your team members to use the fundraising web site**
- Monitor progress regularly



### One Week Prior

- Rally your team to ensure all have the correct date, time and location.
- Advise bowlers to:
  - Arrive at the center 30 minutes before start to pick up shoes and bowling ball
  - Bring donations and pledges

### Bowling Day

- Check in at the registration table to receive your lane assignments.
- Organize and set up your team on the assigned lane and collect donations.



### Post-Event

- Look out for the JA post-event email for photos and survey.
- Collect outstanding pledges by **May 4<sup>th</sup>**.

## BOWLER TO-DO LIST

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The following is a quick reference guide of the bowler's primary responsibilities.

### Immediate

- **Remind your team captain to register your teams by Wed. April 4<sup>th</sup>.**
- Set a **minimum** individual goal of raising **\$110** – incentives start at the \$110 level. **Your \$10, plus \$10 from 10 friends, is \$110!**
- Create and use your individual fundraising web page at JA's Intelis Website [www.janjevents.org](http://www.janjevents.org) then find "Financially Fit Bowl-A-Thon"
- Please remember that JA's mission is about inspiring young people to succeed in our global economy, JA is about the KIDS and OUR COMMUNITIES!



### One Week Prior

- Contact your team captain to confirm bowling date, time and location

### Bowling Day

- Arrive at the bowling center 30 minutes early to pick up shoes and bowling ball.
- Meet your team on the assigned lane 10 minutes before your session.

### After the Event

- Look out for the JA post-event email for photos and survey.
- Collect outstanding pledges by **May 4<sup>th</sup>**.



# ONLINE FUNDRAISING FOR THE FINANCIALLY FIT BOWL-A-THON

To access our online-fundraising tool, log on to [www.janjevents.org](http://www.janjevents.org) and choose "Financially Fit Bowl-A-thon"



## FINANCIALLY FIT BOWL-A-THON TEAM CAPTAINS

1. Go to [www.janjevents.org](http://www.janjevents.org) then click "Financially Fit Bowl-A-thon"
2. Choose "Start a team."
3. You have chosen to register a new team. You will be the captain of this team. To register your team, fill in the questions and press "Continue."
4. Choose your committee time then pick your desired location at the "Choose Shift Preference" option.
5. Type in your contact information, company name, and customize your homepage message.
6. Create Your Login & Password so you will be able to log in to the system to see your donations, send email solicitations, post to social networking sites and more.

\*\* Cash/check donations and pledges can be entered online going to [www.janjevents.org](http://www.janjevents.org). Choose "JA Spring Bowl-A-Thon" and log on to your account. Then follow the link that says, "If you'd like to enter other donations you've received, click here."



## FINANCIALLY FIT BOWL-A-THON TEAM MEMBERS

1. Go to [www.janjevents.org](http://www.janjevents.org) then click "Financially Fit Bowl-A-thon"
2. Choose "Join a team."
3. To find the team you are joining by its affiliated company, please choose the company from the list and press "Continue." (If your company is not listed, choose "no company affiliation" then notify Michael at [mtroutman@ja.org](mailto:mtroutman@ja.org) so that administrators can assign you and your teammates to your company).
4. Once you have chosen your team, modify company.
5. Complete the information asked to join the team, and press "Continue."
6. Create Your Login & Password so you will be able to log into the system at any time to see your donations, send email solicitations, and more.



## BOWL-A-THON DONORS

If you are trying to make a donation to a bowler, please click the "Donate" link from the list on the left. You'll be able to find your bowler and donate to them online. Follow the red text if you want donate to "**Financially Fit Bowl-A-thon General Donations.**" the Thank you in advance for your support!

## TOP FUNDRAISING IDEAS

*GIVE PEOPLE A REASON TO GIVE: Looking for an idea to help raise money? Check out the ideas below.*

- **Competition** - rivalry with another department, resource group, or neighboring company
- **Matching Funds** – utilize your company matching gift program
- **E-mail and Social Media** - Facebook, Twitter, LinkedIn,
  - **Sample tweets:**
    - Support #FinanciallyFitBowl 4/13 & 4/27 to help teach NJ youth to save & spend \$ wisely @JAofNJ
    - @EarpCohn @957BenFM @BlackRock team up for statewide #FinanciallyFitBowl for @JAofNJ
- **Friends & Family Match** – Ask 10 people (friends, family, neighbors, clients, vendors) to match your \$10 donation.
- **Jeans for JA Day** – Break work dress code for a fee
- **Schoolhouse Campaign** – donations for JA-provided Paper schoolhouses
- **Penny Wars**
- **Bake Sales/ Candy Sales**
- **Raffles**
- **Texas Hold 'em or video game Tournament**
- **Karaoke Night** - Host a Karaoke night; charge an entry fee
- **Sporting Events** - Sell spectator tickets or charge an entry fee i.e. putting contest, basketball shoot-out,



## PRIZE STRUCTURE & GUIDELINES

Donations collected should be turned in the day of the event in order to qualify for prizes.\*

**TEAM PRIZES & GRAND RAFFLE ARE HELD ON EVENT DAY.**

### 1st Place Fundraising Team:

- Wins Bragging Rights and holds the **Financially Fit Bowl-A-Thon Trophy** to Display for One Year!!!!

**Individual Goal:  
\$110**

**Team Goal:  
\$660**  
(per team of 6 people)

**Event Goal:  
\$50,000**

### TEAM TURNS IN \$660

Team captain awarded  
a pair of movie passes.

Each team member receives one  
grand prize drawing and one door  
prize ticket!

### TEAM TURNS IN \$1,320

Team captain awarded  
\$50 Visa Gift Card

Each team member receives two  
grand prize drawing and two door  
prize tickets!

### TEAM TURNS IN \$3,000

Team captain awarded  
\$100 Visa Gift Card

Each team member receives a pair  
of movie passes, three grand prize  
drawing & three door prize tickets!

\*\*All gift cards and movie passes will be sent to the team coordinator within 4-6 weeks post event.

**"Individual commitment to a group effort - that is what makes a team work,  
a company work, a society work, a civilization work."  
- Vince Lombardi, ESPN's "Coach of the Century"**





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**Spare Investors** **Split Investor**

## E-LETTER REQUEST SHEET | - Cut & Paste then modify for support!

Dear Friend,

I am inviting you to invest in the students of our community. On **Friday, April 13 (or 27), 2012**, I will join my colleagues from **XXXX** for the Financially Fit Bowl-A-thon to raise funds for Junior Achievement's (JA's) financial literacy-based programs. This bowling event will support JA's K-12 programs, which are provided to schools at no cost. **Please help me reach my goal of raising \$110 by Friday, April 13<sup>th</sup>!**

Through JA programs and its volunteer role model network, we emphasize:

- Work readiness
- Mentor relationships with caring adults from the community
- Life skills such as confidence & accountability
- Character modeling that highlights respect, responsibility & integrity
- Awareness of local businesses, industries, & career opportunities

It's easy to understand why your commitment is more than a contribution; **it's also an investment in the education of NJ students.** Please see [my team page](#) to make your commitment or complete the bottom portion of this letter, and return it to me with your tax deductible contribution. If your company matches gifts, send your completed **matching gift** form to JANJ, 4365 Route 1 South, Princeton, NJ 08540. Thank you for your support!

Here is my **FINANCIALLY FIT BOWL-A-THON 2012** tax deductible donation of...

\$37 \_\_\_\_\_ (Student Sponsor)    \$111 \_\_\_\_\_ (Kit Sponsor)    \$330 \_\_\_\_\_ (1/2 Class Sponsor)    \$660 \_\_\_\_\_ (Classroom Sponsor)    other \_\_\_\_\_

(Please make checks payable to: "Junior Achievement of NJ").

**To make donations with a major credit card, please complete the following:**

Full Name \_\_\_\_\_

Billing Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Credit Card Type    \_\_\_ Discover    \_\_\_ Visa    \_\_\_ M/C    \_\_\_ AMEX    Security Code \_\_\_\_\_

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_

**Please check one of the following ways to make your tax deductible contribution:**

\_\_\_ Bill me    \_\_\_ Call, so i can pay by phone. My number is \_\_\_\_\_

For more information: Michael Troutman at 609-419-0404 x101 or [mtroutman@ja-nj.org](mailto:mtroutman@ja-nj.org)

## CONTRIBUTOR RECEIPTS - Please make multiple copies and use as appropriate for donations.

### FINANCIALLY FIT BOWL-A-THON 2012 RECEIPT

Special Thanks to: \_\_\_\_\_

For donating to: \_\_\_\_\_

Value of Sponsorship/Donation: \_\_\_\_\_



**Thank you for supporting Junior Achievement of NJ! Tax ID# 22-1774147**

Junior Achievement of NJ, Inc. \* 4365 Rt. 1 South, 2<sup>nd</sup> Floor \* Princeton, NJ 08540 \* (609)419-0404 \* [www.janij.org](http://www.janij.org)

**We look forward to your participation in next year's event!**