

## Bowling Event



*People of all ages can have fun in the lanes raising funds for the Massachusetts Down Syndrome Congress. Get your family, friends, colleagues, neighbors, and classmates involved.*

- Where:** Almost every community in Massachusetts has a bowling alley or is located near a bowling alley.
- Who:** Parties can range from as few as 10 people to as many as 100+.
- When:** Consider Saturday or Sunday afternoons to early evenings for one to two hours. Late fall through early spring are the best times to have this event.
- Cost:** You will have to work out all the costs with your local bowling alley, including lane fees, shoe rentals, food (can you bring in outside vendor), etc. The easiest way to raise money is to charge a fee per team (group of four), such as \$100 (\$25 per player). Once you know the costs of the event, it will help you determine the cost per team. Be sure to negotiate with your local bowling alley since they are benefiting as well (built in advertising). Bowling alley may be able to donate a time slot, give you a discounted rate, or give a percentage of sales back made on concession sales.

Follow these **(e)asy** steps to organize this fun, interactive, and unique experience!

1. Contact your local bowling alley (candlepin or ten-pin) and indicate that you would like to host a Bowling fundraiser to benefit the MDSC. Schedule a day and time, negotiate prices, and determine prizes to be given (best team, highest score, most gutter balls, etc.)
2. Complete the MDSC's Community Fundraising application online (Click Apply Now).
3. Heavily market the event using all the different methods to recruit bowlers (flyers, emails, personal invites, newspaper article, social media, etc.)
4. Get local sponsors to provide you raffle items and prizes (gift certificates, product, etc.)
5. Follow-up with the alley at least 3 weeks prior to confirm number of bowlers, lanes needed, and food menu if necessary.
6. Collect team funds at least one week prior to the bowling fundraiser.
7. During the event, keep bowlers entertained with raffle items and prizes, which make it all the more fun. Give awards at the end of the event.

8. Be sure to thank all bowlers at the event or at least 1-2 days following the event.
9. Please send one check made payable to the MDSC, representing the remaining proceeds to the address listed below:

Massachusetts Down Syndrome Congress  
Attn: Community Fundraisers  
20 Burlington Mall Road – Suite 261  
Burlington, MA 01803

## Sample Invitation

Listed below are the key pieces of information we recommend you include on guest invitations. Here is our suggested template:

You're invited to attend a special bowling party that I'm hosting to help raise funds for the Massachusetts Down Syndrome Congress (MDSC). This will be a fun experience and a great way to support this wonderful cause! Your involvement will directly benefit all MDSC programs and services such as Parent's First Call, Advocates in Motion (AIM), Teacher Partnership Network, Educator's Forum, Annual Conference, and Legislative Advocacy efforts.

**Where:** Whichever bowling alley you pick

**When:** Date of fundraiser and time

**Cost:** Amount determined by host. Remember, the total cost per bowler should include the cost to cover all lane fees and shoe rental plus a \$5 to \$10+ per person donation. Discounts and donations from the bowling alley are also possible and can be requested. There is always the opportunity to give an additional donation to the organization if you would like.

**RSVP:** Select a date that is 2-3 weeks prior to event. Include what's best to reach you at – phone or email. You should also add a deadline to when you need their check by. The checks should be made payable to the organizer (you).

*Thank you for making a difference in the lives of people with Down syndrome!*