

STRIKE OUT PEDIATRIC CANCER™



4th Annual PCF Bowl-A-Thon

Sunday, November 13, 2011 / Lucky Strike Lanes

Founded by Eric Greenberg Goldy, 2008

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A Guide for Building Teams



STRIKE OUT PEDIATRIC CANCER™



4th Annual PCF Bowl-A-Thon

Welcome to the 4th Annual Strike Out Pediatric Cancer PCF Bowl-a-thon

This guide is designed to maximize your fundraising potential for the 2011 Strike Out Pediatric Cancer PCF Bowl-a-thon. By following the timeline and instructions, you will be on your way to a successful fundraising event!

How to Get The Ball Rolling!

Checklist:



Week 8:

1. Send out a "Save the Date" Email
2. Create your Team Website at www.pcfbowlathon.org
3. Draft & Send Team Building Letter



Week 7:

1. Create an Event Poster
2. Gather contact information of Sponsors that you would like to contact
3. Draft & Send Sponsor Letters



Week 6:

1. Spread the Word!
2. Write a Press Release to send to local Newspapers, Magazines and Radio Stations



Week 5:

1. Secure & Coordinate Prizes
2. Create Prize Certificates



Week 4:

1. Secure and Photographer and/or Videographer
2. Create a Supply List & Gather Supplies



Week 3:

1. Create an Event Schedule
2. Write Welcome Speech
3. Draft and Announcer's Guide (if Applicable)



Week 2:

1. Lucky Strike Location Walk-through
2. Print Posters



Week 1:

1. Last Minute Details!
2. Draft Personal and Corporate Sponsor thank you letters





FRAME 1: BUILD A TEAM

Here are some ways to **build a team** and score huge for the Bowl-a-thon:



Send a “Save the Date” email to all of your contacts in your address book.



Consider **partnering with organizations and schools** that encourage or require community service. Ask them to join your team or create their own team as a fun group activity.



Mention that you are building a team to everyone on your **iChat list**.



Text all of your friends.



Post the bowl-a-thon information on your **Facebook** page or **Twitter**.



Choose a team name.



Build your team fundraising page online at www.pcfbowlathon.org.



Ask your **family, teachers, coaches, tutors** and **friends** to support your team.



Download PDFs, posters and registration forms from www.pcfbowlathon.org and hand them out to friends, family, teachers, tutors, dog walkers – you get the idea!



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SAMPLE TEAM BUILDING LETTER

Dear [Friend, Family member, etc.]

On Sunday, November 13, 2011, I will be joining my friends and family in having a blast while also raising money for a great cause – and I’m writing to invite you to join me!

The 4th Annual Strike Out Pediatric Cancer PCF Bowl-a-thon takes place at Lucky Strike Lanes at (address). This event benefits the Pediatric Cancer Foundation, an amazing non-profit charity that raises money to help with research, state-of-the-art equipment/instruments and parent/patient care for world renowned doctors at hospitals like Children’s Hospital of New York-Presbyterian, The Hassenfield Children’s Center at NYU Medical Center and Memorial Sloan-Kettering Cancer Center to name a few.

PCF is great. Even though they don’t get any money from the government or from big pharmaceutical companies, they still manage to do incredible work to help kids with cancer. Plus, 90 cents out of every dollar they raise goes directly into the cause!

Maybe you know someone whose life was impacted by pediatric cancer. Maybe you are someone who wants to help the more than 12,000 kids who are diagnosed with cancer every year in our country. Heck, maybe you’re someone who just likes the idea of having some fun on a November Sunday with your friends and helping fight pediatric cancer while doing it. Whatever your reason for joining ... I want you in!

Here’s what you can do:



Join my team! (Or, form your own team if you’d rather do that.)

- Register online at www.pcfbowlathon.org



If you can’t make it to the bowl-a-thon but would like to make a donation, go to my team web page (www.pcfbowlathon.org) and make a donation. Any amount is welcome.

If last year’s Bowl-a-thon is any indication ... this is going to be an amazing event and I don’t want you to miss it.

Together, we’re going to raise a ton of money for great cause.

Thanks!

[Name]



FRAME 2: Create a Fundraising Web Page for Your Team

You know your team rocks – now make sure everybody else knows!

Once you've chosen a team name we recommend that you put up a team web page. It's fun, it's quick, it's simple -- and your official team page on the Bowl-a-thon Site makes it easy to sign up team members and sponsors.

Just register online at www.pcfbowlathon.org. Follow the directions there to create your team page. Once the team page is set up, it's time to let your texting fingers fly! Ask your friends and family to join your team or go to your team page and make a donation!

The beauty is, you don't have to gather donations yourself – the online credit card system does that for you. Donations are posted to your team's account as they come in and you can track your team total with a click of a button – Cha-ching!

The Bowl-a-thon website also has some sample emails you can send to potential sponsors [Like your Uncle who started Google], plus tips on fundraising [Your uncle started Google?! Make sure he gets an email pronto!]

Here are some fundraising tips:



Have a fundraising goal: ... get specific, aim high, and get it done!



Keep score: Once your team site is up and rolling, check it often for new teammates and to watch the bucks stack up!



Brainstorm: Visit the Bowl-a-thon website for ideas and helpful tips including sample letters and fundraising techniques



















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FRAME 3: Spread the Word!

Once your team's site is up and rolling ... It's List Making Time! You and your teammates should make a list of EVERYBODY you're going to hit up to sponsor the team.

-  Email lists!
-  Facebook friends!
-  Twitter followers!
-  Classmates!
-  Teammates!
-  Friends from Camp!
-  Family – that means cousins, uncles, aunts, grandparents!
-  Neighbors!
-  Coaches!
-  Teachers!
-  Tutors!
-  Place of worship: Leaders, other families, other kids!
-  Stores you frequent, neighborhood businesses!
-  That giant corporation where your aunt works!
-  Restaurants!
-  Your doctor!
-  Heck, even the dog groomer is fair game!

Everybody and their brother (and sister!) gets an email! Email is free! Send a million emails! Go for it on this ... it's no time to wimp out. You're not asking for money for yourself, remember, you're asking to help out kids who've gotten a really raw deal. Kids stricken with cancer. Nobody on earth will be mad at your for asking to help this amazing cause so – GO HUGE on this list! This is the make or break moment for your team. Make it count!





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FRAME 4: WRITE THAT EMAIL!

First, let people know why you're supporting the Bowl-a-thon. Tell them you feel lucky to be healthy and you want to help kids who aren't. Be brief but be honest.

In case a little structure would help out, here's a basic outline for your email:

I. Introduce yourself.

"Hi, I'm Mikey Sparkle and I am writing to ask for your support in a great cause – the fight against pediatric cancer." Tell them how you know them, how you found out about the Bowl-a-thon. Just be honest. Let them know what the letter is about.

II. Tell them about Pediatric Cancer

What we're trying to accomplish; statistics; goals of foundation. Here's a chance for you to get specific. Check out <http://www.pcfweb.org/>. What jumps out at you? For me, it's the fact that every year more than 12,000 infants and children are newly diagnosed with cancer. Every year! Those are kids who need our help, and the Bowl-a-thon is a great way to show them we care.

III. Tell them why you got involved

Be honest, but give it some thought, too. Don't just say, "Because my friend asked me. That may be why you got involved, but your friends ask you to do a lot of things and you say no to some of them. Think. What is it about this cause that got you to participate? Be brief, but don't hold back either. Consider mentioning something from <http://www.pcfweb.org/> that inspired you to participate in the Bowl-a-thon.

IV. Let them know how they can get involved

You're writing for sponsorship. They can help by donating to your team. Let them know the good that their donation can do. Let them know that it's tax deductible. Let them know the success of last year's Bowl-a-thon. Let them know how easy it is to donate on your team page. Maybe let them know that the overall survival rate for victims of pediatric cancer is estimated to be 75%-80% -- largely because of research dollars like the ones you're raising through the Bowl-a-thon.

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SAMPLE CORPORATE SPONSOR LETTER

Dear [salutation, name]

Every year more than 12,000 infants and children are diagnosed with cancer, and I am committed to doing all I can to help eradicate that devastating disease.

On Sunday, November 13, 2011, I will be participating in the 4th Annual Strike Out Pediatric Cancer PCF Bowl-a-thon at Lucky Strike Lanes in (City). This event benefits Pediatric Cancer Foundation, an amazing non-profit charity that raises money to help with research, state-of-the-art equipment/instruments and parent/patient care for world renowned doctors at hospitals like Children's Hospital of New York-Presbyterian, The Hassenfield Children's Center at NYU Medical Center and Memorial Sloan-Kettering Cancer Center to name a few. I'm hoping you'll join the effort by doing one of the following:



Make a Corporate Contribution: Support my team [Team Name] directly by visiting www.pcfbowlathon.org or writing a check payable to "Pediatric Cancer Foundation" and mailing it to:

- Pediatric Cancer Foundation
PO Box 785
Mamaroneck, NY 10543



Donate Prizes: Help motivate the Bowl-a-thon teams to raise money by donating [whatever product that store sells] which we can then award to the teams that raise the most money for PCF.



Form your own team! Get together with family or friends and join us on November 14th. We'd love to see you there, it's going to be a great time, and you'd be raising money for an amazing cause.

I know I'm not the first person to ask for your help for a non-profit organization, and I know I won't be the last. The difference is, the Pediatric Cancer Foundation is truly a unique and vital organization. They receive no government funding, and no money from big pharmaceutical companies, yet they still manage to do incredible work to help kids with cancer. Plus, 90 cents out of every dollar they raise goes directly into the cause!

The satisfaction of helping a child with cancer speaks for itself. I hope that you'll join me in supporting this cause so that together we can help make sure that no family ever has to face the horror, pain and despair of pediatric cancer.

Thank you for your time and consideration.

Sincerely,
[Name]

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SAMPLE OF PAST CORPORATE & PRODUCT SPONSORS



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FRAME 5: MAIL/EMAIL YOUR LETTER(S)

Remember that list you and your teammates put together in the second frame? Well this is where that list comes into play **BIG TIME!**

Get out your list and get busy. Everybody on that list gets a personalized (addressed to them with their name and address on it) copy of either the team builder letter (your friends, buds, cousins, etc.) or a corporate donation letter (local businesses, giant corporations, etc.) and gets it **NOW!**

Lots of organizations are competing for people's attention and donations. Plus, it's the holiday season so people are a bit wacky and distracted already. So get your letters out **NOW**. Don't put this off like some history homework assignment that you're planning to hand in after winter break! Get on it! This is where your team distinguishes itself from the others. Okay ... I'm going total sports metaphor on you here ... **THIS IS WHERE YOU EITHER MAKE THE PLAYOFFS AND GET A TICKET TO THE BIG DANCE OR PACK UP AND GO HOME AND WAIT TILL NEXT SEASON!** Do this part right, and you can sit back on November 13th at the Bowl-a-thon, chow down on pizza and gloat about your victory over the other teams.

I've said it before and I'll say it again: **Git 'er done!**

Dear Friends,
Back Again!- the bowl-a-thon that we started two years ago is now in its 3rd year thanks to everyone's support!

The 3rd Annual Strike Out Pediatric Cancer PCF Bowl-a-thon will take place on Sunday, November 14, 2010 at Lucky Strike Lanes to support Pediatric Cancer Foundation (PCF).

PCF's mission is to find a cure for childhood cancer by raising money for research, state of the art equipment and parent/patient care for dedicated doctors at hospitals that PCF supports. PCF receives no funding from the government and, since 1970, nearly \$.90 out of every dollar donated is applied toward their efforts. We founded the bowl-a-thon in 2008 to raise awareness and money for PCF among young people.

Please explore our interactive website where participants can register, build teams and get sponsorship. So far, several schools in the metro area are building teams and we are looking for sponsors in other cities to help expand this to the other 18 Lucky Strike locations around the country.

Last year, my sister, Taylor, founded and organized the Tender Loving Care (TLC) Bag project. (TLC Bags are canvas bags personally decorated by bowlers at the bowl-a-thon, filled with a small gift and then delivered directly to children being treated in a nearby Pediatric Cancer Unit.) In total, the bowl-a-thon has raised over \$20,000 for PCF and 150 TLC Bags have been donated to children in the Pediatric Care Unit at NYU Langone Medical Center!

I invite you to participate in the 3rd Annual Strike Out Pediatric Cancer PCF Bowl-a-thon. Join us on Sunday, November 14th to bowl and decorate TLC Bags. With your help, we will one day be able to say, "we struck out pediatric cancer."

Thank you,
Eric Greenberg Galdy
Founding Sponsor

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FRAME 6: BOWL-A-THON!

You've done all the hard work:

The emails went out.
The donations rolled in.
The team did itself proud!

Now ... it's time to have fun!

Imagine that the pins are that teacher you don't like.
Imagine that the pins are that quiz you just flunked.
Imagine that the pins are cancer cells you're going to blow up.

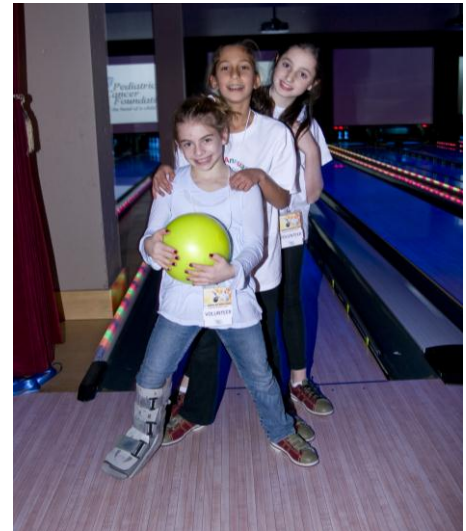
Enjoy.

You did it.

You did your part to help a great organization get rid of childhood cancer.

Congrats.

Have fun. You've earned it!



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FRAME 7: TAKE SOME PICS FROM THE BOWLATHON

Pics, videos and written memories from the Bowl-a-thon are a great way to celebrate – and they give you something to include in your thank you mailing to sponsors.

Capture the event. It's going to be an exciting and fun-filled day. Let your friends who weren't able to attend know that when next year's Bowl a-thon rolls around (sorry for the pun there) that they're definitely going to want to be part of the fun.

Post pics and vids of the Bowl-a-thon on Twitter or your Facebook page and zap 'em out to your email list.





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FRAME 8: SAY THANK YOU!

The Bowl-a-thon is over and thanks to you, your friends and your family it was a huge success. Together we raised a ton of money to help fight pediatric cancer. Now there's just one last piece of unfinished business. The Thank Yous.

You're going to send out two kinds of letters: one to those who made a donation and one to those who didn't.

I know, it sounds weird. If they didn't donate, then why thank them? Because it's a way of filling them in on how successful the event was. It's a way of letting them know that tons of people put their time, effort and money behind the cause so that next year when they're asked to participate again, they'll remember how great the event was and they'll be more inclined to jump in and be a part.

So get that list out again (remember ... frame 2) and shoot out emails to everybody on the list. Make sure to acknowledge people whether they were able to donate or not this year and let them know that this is an annual event and that they can be a part of the fun next year even if they missed out this year.

For those individuals, companies and corporations who did donate, they get individual letters thanking them in very specific terms for their specific donation. Let them know how grateful you are and how much their donation will help in the fight against pediatric cancer. Let them know that everyone was very appreciative of their donation. Make them feel special for donating ... they are!

For those who weren't able to donate this year, let them know that the event was a huge success and they were missed and that you (or your sibling or friend) will contact them next year to see if they'd like to participate then.

That's it. You're done. Wrap that puppy in shiny paper and stick a bow on it ... and have yourself a great holiday season because ...

You got 'er done!



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SAMPLE THANK YOU LETTER

Hi Everyone,

Thank you for your participation in the 3rd Annual Strike Out Pediatric Cancer™ PCF Bowl-a-thon! For those of you who were there, we raised both money and awareness for PCF and it was a HUGE SUCCESS! All 200 TLC Bags were delivered to Morgan Stanley Children's Hospital immediately following the bowl-a-thon!

It's not too late to honor a friend or loved one this holiday season with a special gift to Pediatric Cancer Foundation via the Bowl-a-thon. With your gift, your honoree will receive a Certificate of Recognition acknowledging your support of this worthy cause. Please see the attached Honorary Gift Donation Form.

PCF's mission is to find a cure for childhood cancer by raising money for research, state of the art equipment and parent/patient care for dedicated doctors at hospitals that PCF supports. PCF receives no funding from the government and applies .90¢ of every donated dollar toward their efforts.

Attached you will find a Striking Differences Coupon from Lucky Strike. With this coupon, Lucky Strike will donate 20% of the money to PCF from your next bowling experience. It's good through January 2nd, so come back during winter break with this coupon and you will help PCF...again.

Since the first 3 bowl-a-thon were so amazing, I intend to continue on this path and someday make November "National Annual Strike Out Pediatric Cancer" month! I look forward to your involvement in the 4th Annual Strike Out Pediatric Cancer PCF Bowl-a-thon will take place on Sunday, November 13, 2011 at Lucky Strike Lanes in New York, NY. Please mark your calendars!

Thank you again for making a difference. I appreciate your support! The bowl-a-thon could not be nearly as successful without the strong support of my community.

Happy Thanksgiving,

Eric Greenberg Goldy



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SAMPLE SUPPLY LIST

- Big Envelopes (For Raffle Tickets)- 10
- Blue Ribbon (For Ribbon Cutting)- 1
- Box of Pens- 1
- Cashboxes w/ \$150 each (One for Registration and One for Raffle Tickets)- 2
- Check In Clipboard w/ pen- 1
- Extra Notebooks- 2
- Lane Assignment Sheet- 1
- Paperclips- 1
- PCF DVDs (Logo & Movie)- 2
- Posters & Signage- 8
- *(Registration, Check In, Lane Assignment, Sponsors, Raffle, Silent Auction, TLC Bags, Save the Date 2011)*
- Raffle Ticket Roll- 1
- Registration Clipboards w/pen- 3
- Registration/Donation/Raffle Forms- 100
- Registration Envelopes- 100
- Scissors- 1
- Sharpies- 2
- Shopping Bag (for registration envelopes)- 1
- Sponsor Posters (For Welcome Table)- 2
- Staplers/Staples- 4
- Volunteer Badges- 28










Optional: TLC Bags

In addition to raising money for Pediatric Cancer Foundation, you may also choose to directly benefit children in a nearby Pediatric Cancer Unit by delivering Tender Loving Care Bags.

You should contact your local Pediatric Cancer Unit to determine approximately how many bags you will need, get a list of the specific items that are allowed in the Pediatric Cancer Unit, and make arrangements to drop the bags off.

Next you will need to find sponsors to donate or underwrite the materials you need for your project such as:

-  White Canvas Bags
-  Markers
-  Stickers
-  Blank Note Cards
-  Small Gifts (to put inside the bags: notebooks, colored pencils, etc)

Decorating a Tender Loving Care bag and sending a warm holiday message with a few inspirational thoughts to a child with cancer is a great way to show that you care during the holiday season.












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UNDERWRITING OPPORTUNITIES

Pediatric Cancer Foundation would be honored if your company would underwrite:

-  Entertainment at the Bowl-a-thon
-  Food and/or Refreshments for bowlers
-  Incentive gifts /Raffle prizes for bowlers
-  Photography of bowlers
-  Printing costs associated with the Bowl-a-thon
-  T-shirts for bowlers
-  Art Supplies for Tender Loving Care Bags*
-  Canvas Bags for Tender Loving Care Bags*
-  Small Gifts for Tender Loving Care Bags*

*Tender Loving Care Bags are delivered directly to children undergoing treatment at your local Pediatric Cancer Unit

You will receive:

-  Logo placement on the Bowl-a-thon Website, T-shirt and Brochure
-  Acknowledgement of gift and name mentioned on website, press release, promotional emails and in all public relations materials related to the Strike Out Pediatric Cancer PCF Bowl-a-thon.

CONTACT INFORMATION

To learn more about these opportunities, please contact Roberta Greenberg at rgreenberg@protocolny.com.



