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Fundraising Project Library



Bowling Tournament

General Description:

A bowling tournament is a great way to get people involved because most have at least a little bowling experience. Funds can be raised through entry fees, running bowl-a-thon where participants get pledges or where they gather donations based on the number of points achieved. There is also the opportunity with this type of event for people to register teams or as individuals who would be placed together to create a team. This event can also be run as a fun non competitive event or as a competitive event where you can encourage teams to practice and award prizes for winning teams and highest individual scores. With the help of your local bowling alley your club should be able to turn this into a striking success!

Resources Required:

- ◆ A bowling alley
- ◆ Pledge forms and/or information/registration forms
- ◆ Volunteers to help with the organization and execution
- ◆ Bowling tournament coordinator
- ◆ Registration area materials (table, chairs, signage, extra pledge or registration forms, rules sheets, cash box with float, stationary, lane sheet with each team assigned a lane-or you could run a first come first server principle for the lanes)
- ◆ Refreshments (could include a lunch or dinner if it will be a longer event)
- ◆ Prizes
- ◆ Required insurance
- ◆ Tax receipts
- ◆ Liaison at the bowling ally
- ◆ Posters for promotion

Pre-Event Activities:



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- Contact National to verify coverage
- Book bowling ally
- Obtain a certificate of insurance from National if required
- Pledge forms and instruction sheets prepared and distributed
- Recruit participants
- Determine format (i.e. structure of play, number of games, prizing, registration deadlines and procedures, lane assignment, etc.)
- Secure refreshment donations or secure volunteers to help prepare refreshments (verify with bowling alley to see if refreshments and food can be brought in by the club)
- Promote the event (posters, word of mouth, media, etc.)
- Confirm registration with bowling ally and set up procedure
- Prepare volunteers for registration area, review the procedure with them

Event Activities:

- Volunteers arrive early to set up refreshments, registration area, prizes and any other decorations/signage
- Register participants and assign them to their lanes as they arrive
- Opening ceremony with a welcome and thank you to all participants
- Make sure scores are recorded (some bowling ally's will be able to do this and keep track of winners at other locations you will need to have the teams keep track of their own score)
- Have two people count money raised to be announced at the end of the tournament
- Announce winners and award prizes

Post Event Activities:

- Send in a record of your event and the success to National Head Office
- Take cash to the bank or store in a safe place
- Take any left over food items to your local soup kitchen or non perishables to the food bank
- Return any borrowed items
- Send thank-you letters
- Write tax receipts and send out
- Organize media follow up by sending out press releases
- Review the event and make note of any changes for next time or things that worked really well
- Make sure the site is thoroughly cleaned up

Tips for Success:

- ◆ You will need one lane for every 4 players (some bowling alleys will take up to 7 per lane)
- ◆ If you know an experienced bowler try and recruit them to be part of the planning team they may have some great tips and insight

National Headquarters, 1920 Rogers Drive, Box 3460, Cambridge, ON N3H 5C6

519-653-1920 - Toll Free: 1-800-742-5546 - Fax: 519-650-1091

www.kincanada.ca



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- ◆ Work with the bowling ally to recruit bowlers for your tournament, ask them to help with promotion by putting up posters and making announcements
- ◆ Pledge sheets should have the participants name, address, phone number, donor information including amount donated, name, address, and phone number (this information will all be needed in order to provide tax receipts)
- ◆ Consider getting other community groups or offices in your area to put in teams and encourage friendly competition
- ◆ Offer prizing for the team and/or individual raising the most for the cause