

# 2016 Information Packet



**8<sup>th</sup> Annual  
TEAMING UP  
for SUCCESS!**

# About BOWLABILITY

## THE EVENT

BrightStone's BOWLABILITY is an annual event that will take place at the Franklin Family Entertainment Center on Monday & Tuesday evenings, August 8-9, 2016. Two shifts will be available to choose from each evening: 5:00 p.m. or 7:30 p.m.



## THE PURPOSE

BrightStone's BOWLABILITY attracts men, women and children who join together to raise funds for adults with special needs. Through their efforts, funding and awareness are increased for BrightStone's mission.

## THE GOAL

BrightStone's goal for BOWLABILITY is \$100,000

## THE FUNDRAISING

Each bowler contacts friends, family members, colleagues and others inviting them to support this significant cause. Each bowler has a minimum goal of raising \$100. Most will far exceed this goal! Funds can be raised individually through traditional means such as letters or phone calls, through our online website tool which can be accessed by registering for Bowlability under events at [www.brightstone.org](http://www.brightstone.org) or through team activities such as bake sales, yard sales, etc.

## THE IMPACT

Funds raised through BrightStone's BOWLABILITY are used to sustain everyday operations—student scholarships; direct service expenses such as materials for job production, teaching supplies, salaries for teachers and aides, and transportation; and resources for our next phase of growth where BrightStone will be able to provide residential services.



## THE FUN

At BrightStone's BOWLABILITY, bowlers join with BrightStone students and staff at the Franklin Family Entertainment Center for fun, food and fellowship. Fundraising success is celebrated and bowling is enjoyed.

## THE HOPE

BrightStone, in existence for almost 16 years, expands the potential of adults who are developmentally disabled by providing opportunities and solutions to help them lead a more enriched and fulfilled life.

*Change the life of a very special adult! Call 790-4888 to sign up!*

# Frequently Asked Questions

## ***Q: What is BrightStone?***

A: BrightStone, located in Williamson County, provides an opportunity for post-secondary educational learning for adults with developmental disabilities. Students learn job skills and productive work habits, as well as receive instruction in cooking and nutrition, daily living, physical wellness, music, art, computer skills and functional academics.



## ***Q: What is BrightStone's BOWLABILITY?***

A: An annual FUNdraising benefit that will take place on Monday and Tuesday evenings, August 8-9, 2016 at the Franklin Family Entertainment Center. Teams select their preferred night and session (either 5:00-7:00 p.m. OR 7:30-9:30 p.m.) Bowlers commit to actively fundraise with a set minimum goal per bowler of \$100.

## ***Q: Why should I participate?***

A: Living with a developmental disability affects not just the person, but the entire family. Developmental disabilities are not outgrown; they are not cured; they do not go away. Your participation is urgently needed to help BrightStone make a difference in the lives of these very special adults.

## ***Q: How can I participate?***

A: Individuals can participate by becoming a bowler, a member of a team, or a team captain. The goal of BOWLABILITY is first and foremost fundraising; bowling is the fun reward! Companies can participate by registering a team of six (\$150) and being supportive of their fundraising efforts, or by being a corporate sponsor of the event (various opportunities are available, ranging from \$200 to \$5,000).

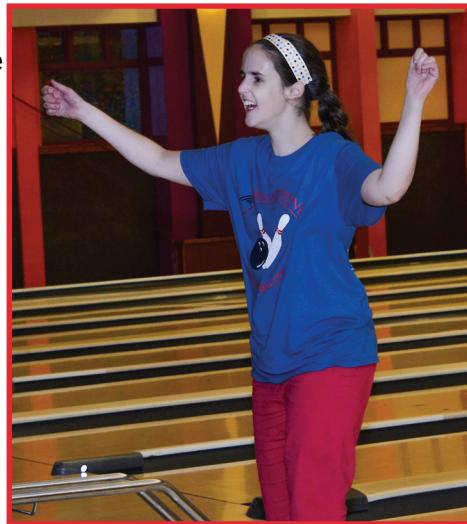
## ***Q: What is a bowling team?***

A: A team is made up of six individuals, from a family, business, company, church or organization, that team together to raise funds for BrightStone. A group is considered two or more teams from the same business, company, church, or organization.

# Frequently Asked Questions

**Q: Is it difficult to raise funds?**

A: Bowlers are provided with brochures, resources and guidance to assist them in their fundraising efforts. An online fundraising component is provided, where each bowler has their own webpage by which they can contact friends and family and include their own personal message.



**Q: How do I sign up to participate as a bowler?**

A: Team captains should register first by completing the online registration process and setting up the team. Bowlers (team members) can then register online for their team by visiting Bowlability under events at [www.brightstone.org](http://www.brightstone.org) or via brochure. Once registered, bowlers will receive all the necessary tools to get their fund-raising efforts started, as well as periodic updates to raise the competitive spirit (and in turn increase the amount of funds and awareness generated for BrightStone!)

**Q: How is the money collected?**

A: Donations (cash or checks made payable to BrightStone) are collected by the bowler and turned in frequently to BrightStone, with final funds being submitted on the evening of BOWLABILITY in order to qualify for a t-shirt (\$100 minimum). A completed donor form should be submitted with each check, or the name of the bowler should be indicated in the memo line of each check. For donations made online through FirstGiving, BrightStone will receive these funds electronically (less a processing fee).

**Q: How is the money used?**

A: Money raised through BOWLABILITY will help fund the mission of BrightStone, which is to provide a comprehensive work, social support and future residential community for adults with special needs, expanding their potential and helping them develop mentally, physically, socially, emotionally, and spiritually.



# BOWLABILITY Bucks

Show your community spirit and support of BrightStone by participating in our “Bowlability Bucks” campaign. Customers can make a \$1 (red) or \$5 (green) donation during the campaign to demonstrate their support of BrightStone’s mission to help adults with special needs. The customer’s name is placed on the Bowling Ball, which is then posted on a wall or window or hung from the ceiling. This campaign can take place at any time during the summer. Just let us know and we’ll help publicize it on social media!

## BENEFITS

- Gains additional visibility for your company and your relationship with BrightStone.
- Cause-branding programs like the Bowlability Bucks campaign strengthen employee morale – those who are most affected by today’s economy.
- Most Americans believe that companies have a responsibility to support social issues and believe that it is especially important for companies to continue supporting causes during times of a weak economy.
- Bowlability Bucks gives an opportunity to involve individuals from the community who may otherwise not contribute dollars to the cause or participate on a team.

All supplies are provided at no cost and there is no risk involved. BrightStone Bowling Balls will decorate your business and spruce up your walls, enhance employee morale and your community image as well as improve community relations while raising valuable dollars for BrightStone’s mission, to serve adults with special needs.

## HOW IT WORKS

- We will provide you with a starter packet of BOWLABILITY BUCKS bowling balls.
- Along with the packet of BOWLABILITY BUCKS bowling balls, we will include one BOWLABILITY poster listing the event information.
- Your employees offer customers a chance to purchase the Bowling Balls with each check-out. (Please make sure each employee is given detailed instructions on your company’s policy on how to record “ring up” or handle the contributions.)
- Allow the customer to personalize the Bowling Balls and display it.
- Track the number of Bowling Balls sold and send BrightStone a check in the amount raised.
- Take pride in knowing that you have made a difference in helping adults who live with developmental disabilities to live a productive and full life!

# BOWLABILITY Bucks

## **SETTING UP A PRIZE SYSTEM**

We encourage you to motivate your employees to participate in this awareness and fundraising campaign. A key element is to motivate sellers with a prize package. Although some managers and sales people will sell Bowability Bowling Ball Bucks for the cause, most will be more motivated if there is prize money or another prize involved. We encourage you to consider developing an attractive package of incentives for your employees.

## IDEAS FOR PRIZES

- Donate a day off with pay–this is always a big hit
  - Secure a mini-vacation getaway
  - Restaurant or retail gift certificates
  - Great parking space for a week

Create competition among stores (if applicable)  
OR among shifts/departments and reward the overall “winner” with a package that contains personal and business benefits.

# THANK YOU FOR PARTICIPATING IN BOWLABILITY BUCKS!



# How Do I Raise Money?

## Tips for Successful Fundraising

- **People give to people they know.** So, don't be afraid to ask! BrightStone serves a great mission and fulfills a need for those families who have a loved one facing the challenges of living each day with a developmental disability.
- There are two ways in which you can raise money:
  1. Personal Fund-Raising (face to face asks and letter writing)
  2. Online Fund-Raising—at [www.firstgiving.com/BrightStone](http://www.firstgiving.com/BrightStone)
- To be the most effective in reaching your fund-raising goal, use a combination of both of these methods. Tailor the method best suited to the person you are asking. And remember to start as early as you can!
- Dedicate your personal fund raising effort in honor or in memory of a person with a developmental disability. Your honoree can be a current BrightStone student, friend or family member who is living with a developmental disability. Putting a face with the cause helps donors realize the impact of their contribution.
- Arm yourself with facts about BrightStone. Let donors know that their donations will help further the mission to provide meaningful, productive work and training to those living with a developmental disability. Visit [www.brightstone.org](http://www.brightstone.org) to learn more about what we do and how you can help. Contact BrightStone about giving your donors a very special tour!
- Be enthusiastic about your participation. Your enthusiasm will be contagious and others will want to support you.
- Remember to ask your donors if their companies have a matching gift program. You can easily double your fund-raising through matching plans!
- Once fund-raising begins, remember to say "Thank You"! Even though every identified donor will receive a thank you from BrightStone, you may choose to write personal notes, send an email, or write a standard letter to thank your donors for their support.
- Be sure to develop a fund-raising plan!
  - ✓ Set your personal goal. The sky's the limit! Prizes will be awarded for top fundraisers!
  - ✓ Use a variety of fund-raising activities to meet and exceed your goal.
  - ✓ Publicize your fund-raising activities to raise awareness for BrightStone by using email, webpages, company communication resources, and more.
  - ✓ Encourage and applaud other bowlers and teams.
  - ✓ Report success stories to BrightStone!

# Online Registration & Fundraising

Our online fund-raising tool for bowlers provides the ability to simply and easily use the Internet to manage your fundraising campaign. It as easy as this:

1. Go to: <http://www.firstgiving.com/brightstone/brightstone-bowlability-2016>
  2. Click on the “Register” link. Follow the instructions to sign up for BrightStone BOWLABILITY.
  3. Follow the instructions to personalize your participant web page.
  4. Use the “Communication Center” to send e-mail invitations asking friends, family, and colleagues to visit your page.
  5. Watch the donations come rolling in!!!
- 

## Participant Web Pages

Each participant gets their own “Personal Web Page” where you can easily edit the text and the photo on this page. Bring your enthusiasm to life by sharing your reasons for supporting BrightStone with every site visitor.

---

## Communication Center

Send e-mail invitations to prospective donors. A link back to your personal web page will be automatically included in the outgoing e-mail. Follow the instructions to post your webpage link to your FaceBook, LinkedIn, or other social networking sites.

---

## Convenient Online Pledges

Make it safe and convenient for donors by encouraging them to donate online. It's fast and simple. None of their personal data will be shared and the donation process is secure. Most people will say ‘yes’ no matter where they are in the country. It just takes one ask.

---

## Other Great Features

**Tell a Friend:** Encourage your donors to tell their friends. There is a simple and easy process that they can use to spread the word.

**Donation Tracking:** View a report that details all online pledges that you have collected.

**Donor Appreciation:** Donors see their name in lights! During the edit mode of your participant page be sure to leave the Donor Appreciation area on in order to show the list of donor names and to show their encouraging message. If they so choose, their donation amount can be kept private.

**Goal Setting:** Use the goal-o-meter to set your personal goal and to track your progress against this goal. While editing your participant page if you leave the goal-o-meter on, your donors will be able to see how close you are to achieving your goal. This can inspire them to tell their friends to help you reach that goal or donate more!

**Note:** Please note that funds raised through FirstGiving will be subject to a processing fee (which includes credit card charges), resulting in a decrease in total dollars available for BrightStone.

# Businesses

## HOW CAN YOUR BUSINESS BE INVOLVED?

Register a team of six at \$150

and/or

Sponsor a lane for an evening at \$200

and/or

Become an event sponsor at \$1000, \$2500 or \$5000

and/or

Provide prizes to reward fundraising efforts

and/or

Collect donations for paper bowling balls - BOWLABILITY “BUCKS” –  
for display in your business.

Contact Tina or Randy for more info,  
**WE WANT TO SEE YOU AT THE LANES!**

### Contact Information:

Tina Majors  
Event Coordinator/Consultant  
615.415.5909  
[tina.majors@brightstone.org](mailto:tina.majors@brightstone.org)

Randy Elliott  
Director of Advancement  
615.790.4888 ext. 101  
[randy.elliott@brightstone.org](mailto:randy.elliott@brightstone.org)

Register online by visiting Bowlability  
under events at [www.brightstone.org](http://www.brightstone.org)

# Business Participation Opportunities



## \$5,000 "BOWLED OVER!" PRESENTING SPONSOR (only one)

- Exclusive naming rights "BOWLABILITY—presented by XXX"
- Company logo on large welcome banner at event site
- On-site booth space during event to showcase products/services
- Opportunity to provide promotional items for potential 500+ bowlers
- Company logo predominantly displayed on t-shirts provided to bowlers raising over \$100
- Logo and message highlighted in weekly E-newsletters, with link to your company website
- Verbal recognition at event in announcements and opportunity for company representative to be introduced both nights
- Logo showcased on BrightStone's website with link to your company site
- Name included on FirstGiving fundraising / registration site
- Recognition in all print and media materials (press releases, advertisements, email blasts, social media posts)
- Complimentary registration for four teams, one each shift, providing additional company visibility (\$600 savings) (fundraising still expected)



## \$2,500 "TOP SCORE" NIGHTLY SPONSOR (2 total, 1 per night)

- Medium logo included on t-shirts (provided to bowlers raising over \$100)
- Logo included on event signage for specific night of sponsorship
- Recognition in print materials and social media
- Name included on BrightStone's website
- Verbal recognition at event in announcements
- Complimentary registration for two teams, one each shift, on evening of sponsorship



## \$1,000 "PIN PARTNER" EVENT SPONSOR (unlimited)

- Small logo included on t-shirts (provided to bowlers raising over \$100)
- Small logo included on event signage
- Recognition in print materials and social media
- Verbal recognition at event in announcements
- Complimentary team registration for one team, choice of shift/night

## \$200 "FAST LANE" SPONSOR (48 possible/24 per night)

- Name printed on t-shirts (provided to bowlers raising over \$100)
- **Exclusive** sign for your sponsored lane for your selected night
- Shout outs on social media
- Name included in BrightStone's newsletter, mailed to over 5000 loyal readers



## \$150 TEAM REGISTRATION (for up to six bowlers)

- Name highlighted in E-Newsletters
- Name included on FirstGiving website
- Top fundraising teams and individuals highlighted in BrightStone's newsletter and on social media
- Opportunity to promote team and individuals through free personalized online fundraising web pages @ FirstGiving.com

