



# BRIGHTSTONE

## **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 begin in mid July, but should take place, at a minimum, during the first full week of August.

### **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!

## 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 Bowlability 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!***

