



STRIKE OUT STIGMA BOWL-A-THON

Benefiting Transitions-Mental Health Association

In support of SLO Hotline and other TMHA programs
in San Luis Obispo and Northern Santa Barbara Counties.

Winter 2012

Dear Bowl-a-Thon Team Captain:

Thank you in advance for your contribution to the **Strike Out Stigma** Bowl-a-Thon, in support of SLO Hotline and other TMHA Programs in San Luis Obispo and Northern Santa Barbara Counties. By joining in this 30-year tradition of bowling for dollars! Bowl-a-Thon raises critical funds for local TMHA programs and is a great way for work and social groups to team-build and have fun!

The Strike Out Stigma, Bowl-a-Thon will be held in March 2012. We're counting on you to join in the fun by bringing a team of your own to compete at Paso Robles, Pismo, Cal Poly and Santa Maria Bowls. Behind the scenes our volunteers, generous donors and sponsors will be back to make this a successful event.

TMHA has operated SLO Hotline 800-549-4499 since January 2010. SLO Hotline is staffed by volunteers and employees 24 hours a day, seven days a week. It remains the only free service of its kind in the area providing suicide prevention, emotional and mental health support. SLO Hotline provides a critical service to our community. **It has been a particularly precious resource to those that TMHA serves: our friends and family who have a mental illness.**

Thank you in advance for your contribution to the Strike Out Stigma Bowl-a-Thon, Transitions-Mental Health Association, and the mental health of our community. We are very excited to see you bowl this year. If you are a returning team captain, we thank you for your past Bowl-a-Thon support! If you're new, we are glad you're here!

TEAM CAPTAIN KICK-OFF MEETINGS

Tuesday, February 7 – North San Luis Obispo County Kick-Off Meeting
Wednesday, February 8 – North Santa Barbara County Kick-Off Meeting
Thursday, February 9 – South County/San Luis Obispo Kick-Off Meeting

Time and location to be announced.

Please find in your packages:

Team Sign-up Sheet
Team Captain/Individual Responsibilities
Fundraising Incentive Awards
FirstGiving Instructions (online fundraising)
Pledge Sheets
Donation Receipts

Packets are also available for download on the website: www.t-mha.org



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TEAM CAPTAIN SIGN-UP

Please print clearly and include each bowler's name. (Lane reservations are not confirmed until team information is received in the Transition's office.)

Preferred Bowling Shift (see schedule below):

Team Name: _____ Bowling Alley: _____ Date/Time: _____

Business/Company/Name: _____ Address: _____

Captain's Name: _____ Captain's Email: _____ Captain's phone: _____

BOWLER'S NAMES

T-Shirt Size (men's sizes)

1. _____
(Captain)

2. _____

Email: _____

3. _____

Email: _____

4. _____

Email: _____

5. _____

Email: _____

Bowl-A-Thon Dates

Lanes	Day/Date	Time
Pismo Bowl 227 Pomeroy Avenue Pismo Beach 773-2482	Fri, March 9	6:00 p.m.
	Fri, March 16	6:00 p.m.
	Sun, March 18	11:00 a.m. & 1 p.m.
	Fri, March 23	6:00 p.m.
	Sat, March 24	4:00 p.m. & 7:00 p.m.
	Sun, March 25	1:00 p.m.
Rancho Bowl 128 E. Donovan Rd. Santa Maria 925-2405	Sat, March 10	4:00 p.m.
Cal Poly Mustang Lanes Cal Poly Campus 1 Grand Avenue Free Parking (805)756-5523	Sun, March 11	1:00 p.m.
Paso Bowl 2748 Spring Street Paso Robles 238-5020	Sat, March 17	4:00 p.m.

Please fax, mail or email this form to:

Mail:
Bowl-a-Thon Coordinator
TMHA
P.O. Box 15408
San Luis Obispo, CA 93406

Phone: (805) 540-6527

Fax: (805) 540-6501 attn. Lesta Travis

Email: events@t-mha.org

Web Site: www.t-mha.org



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TEAM CAPTAIN/ BOWLER RESPONSIBILITIES

CAPTAIN RESPONSIBILITIES:

1. Organize one or more bowling teams...five people on a team.
2. Pass out Individual Bowler Packets to your team as soon as you get them! If you are downloading package materials from t-mha.org, please forward Individual Bowler Packet to your bowlers which includes the following forms:

Team Captain/Individual Responsibilities

Pledge sheet

Fundraising Incentive Awards

Donation receipts

FirstGiving Instructions (online fundraising)

3. Motivate your team and encourage them to gather donations beyond the \$100 minimum! The more your team raises, the better chance you have to win prizes.
4. Attend the Bowl-a-Thon Kick-Off Meeting to get tips on getting pledges, confirm your bowling time, socialize with other team captains, and be eligible to win a fabulous prize.
5. Remind your bowlers to be at the bowling alley approximately 15 minutes before your shift begins.
6. Decide on Team Name & Team Logo design for the back of your team t-shirt. Gather individual team sizes.
7. Complete Team Signup sheet and return to Bowl-A-Thon Coordinator.

INDIVIDUAL BOWLER RESPONSIBILITIES:

1. Each bowler MUST collect a minimum of \$100 to participate in the event.
2. Download an individual bowler packet from www.t-mha.org or contact team captain. Pledge sheets are available on printed envelopes upon request.
3. Top Fundraising Teams and individual bowlers will be eligible for extra prizes! (See Fundraising Incentive Awards).

HOW TO GET PLEDGES

Keep pledge sheet with you at all time, you never know when opportunity will strike!

“First Giving” link to individualized online giving, www.firstgiving.com/t-mha

Get non-bowlers (office or family) involved

Raffles – enter all who pledge in drawing (gift basket, plant, service)

Give people a reason to give - bake sale, garage sale, book sale, etc.

Post pledge sheets where walk-ins, clients, customers, co-workers see them

Use a big decorated coin jar/bowling pin for loose change contributions



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FUNDRAISING INCENTIVE AWARDS

Based on pledges received at your Bowl-a-Thon shift.

All Bowlers with pledges of \$100 or more receive a
Commemorative Bowl-a-Thon T-shirt

All Bowlers with pledges of \$250 or more
One Ticket for Our Grand Prize Drawing

Double your chances to win
All Bowlers with pledges of \$500 or more
Two Tickets for Our Grand Prize Drawing

Triple your chances to win
Bring in pledges of \$1000 or more
Three Tickets for our Grand Prize Drawing

Grand Prize Drawing Winner

\$100 Best Buy Bucks

Drawing held during last Bowl-a-Thon shift, March 25, 2012 at Pismo Bowl

OUR TOP CONTRIBUTORS CLUB

Pledge money must be received by April 25, 2012

Top Individual Fundraiser

\$150 Best Buy Bucks

Certificate of appreciation

Top Fundraising Team

Pizza Oven Party for 10 held at Growing Grounds Farm in San Luis Obispo

Certificate of appreciation for each team member



Online Donations: FirstGiving

Thanks for participating in the 31st Annual Strike Out Stigma Bowl-a-Thon benefiting SLO Hotline and other TMHA programs in San Luis Obispo and Northern Santa Barbara Counties.

We are excited to announce that we are using a donation site to help our bowlers collect money. FirstGiving is a very user-friendly program that we hope you will be able to utilize to its full potential.

Instructions to set up your own Fundraising Page

To set up your own personal fundraising page click here: <http://www.firstgiving.com/t-mha>

Select the **Get started** button.

Select 2012 Strike Out Stigma Bowl-a-Thon event.

More details about the event will appear. Select the **Raise money** button.

Enter email address (this is for correspondence with FirstGiving).

Unless you are familiar with FirstGiving please set up a new account (I'm new to this site).

Create your fundraiser Page: This is where you can title your fundraiser. It will become a part of your URL address (along with your name) that you can send out to supporters. Ideas include: team names, strike out stigma, 2012 Bowl-a-Thon.

Now your page is created and the fun begins! You can personalize this page with photos and tell your story and why you are bowling to support TMHA and SLO Hotline. You can also tell people how much money you are hoping to raise. To bowl each team members needs to raise at least \$100 but we hope your target goal will be higher. FirstGiving reports that each fundraising page averages \$400.

On this page (bottom yellow box) is also your opportunity to thank people for their donation personally. This message will be shown to your supporters once their donation is complete.

Please note that there is also a section to set up your page to control the amount of info shared publicly about the people who donate to your cause. Such as their name, date of donation, amount of donation and any comments they leave for you.

There is also a section to check to receive notification through email whenever you receive a donation.

Once everything is set up you have an opportunity to email your page directly from site or you can copy and paste your personal URL into an email or Facebook/Twitter post, etc.

You will have also received emails from FirstGiving with tips on how to share your page with others.

We hope that this fundraising page is a helpful tool for you. Thank you again for your support of the Strike Out Stigma Bowl-a-Thon!



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BOWLER'S PLEDGE SHEET

Bowler's Name: _____ Bowling Location: _____ Day/Time: _____ Date: _____

Address: _____ Phone: _____

Email: _____

Team Name: _____ Captain's Name: _____

#	Name	Phone	Email	CASH	CHECK	ONLINE
1				\$	\$	\$
2				\$	\$	\$
3				\$	\$	\$
4				\$	\$	\$
5				\$	\$	\$
6				\$	\$	\$
7				\$	\$	\$
8				\$	\$	\$
9				\$	\$	\$
10				\$	\$	\$
Totals:				\$	\$	\$

(CASH + CHECK + ONLINE) = MY GRAND TOTAL RAISED \$ _____

OFFICE USE ONLY

Cash \$ _____ Check \$ _____ TOTAL in envelope \$ _____ +ONLINE \$ _____ =GRAND TOTAL \$ _____ 1st Auditor initial _____



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DONATION/PLEDGE RECEIPT

Business/Individual Name: _____

Your tax deductible contribution of \$_____ is greatly appreciated. Transitions-Mental Health Association, a private, not for profit 501(c)3 organization; tax identification number 95-3509040.

**Donations support SLO Hotline and other TMHA programs
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Please call (805) 540-6527 for general information, Bowl-a-Thon participation, sponsorship and volunteer opportunities, or to make additional donations.



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