



FUNDRAISING GUIDE



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GETTING STARTED – THE BASICS

Register online!

- Log onto LoyaltownLanes.org. Click Register and follow the prompts to set up your customized Bowlathon webpage.

Set a personal fundraising goal!

- *Why it's important* – You have to know what you're working towards in order to reach it. Knowing your goal will help motivate others to help you reach it.

Customize your fundraising page!

- *Why it's important* – Tell Your Story! Your story is the only reason people will be compelled to donate to you! Add the more personal version of your story, include a photo and talk about where the money goes. This will inspire people to donate.

Identify your donors. Start with those most likely to give a donation!

- *Why it's important* – Get your network involved! Start with the people closest to you who might be most likely to donate. Send emails from your customized page to ask for support. Use the "Who Do You Know" worksheet to build your list and get started.

Make a personal donation to your fundraising page!

- *Why it's important* – Lead by example! People are more likely to give if they see that you support your cause! It can be any amount, but know that your donation often sets the bar.

If you'd like to see your donors give \$25, start by making a \$25 donation yourself.

How to Ask?

Making the **ASK** is the first priority and often the hardest thing to do. **ASK** people to join your team.

ASK them to make a donation. Your inner circle will most likely be happy to support your efforts. Then **ASK** casual acquaintances, people from work or school, local companies and organizations. The truth is, many people will support you....simply because you **ASK**!

A graphic with the words "Just ask!" in a stylized, bubbly font. "Just" is in blue with a white outline, and "ask!" is in red with a white outline. The exclamation mark is also red with a white outline.



WHO DO YOU KNOW?

FIND OUT WHO WILL SUPPORT YOU

We find that the most successful fundraisers are those who aren't afraid to ask friends and family for support. **They will want to help you because Camp Loyaltown matters to you! Use this list below to get started.**

Make a Phone Call to:

1. Parents
2. Sisters
3. Brothers
4. Aunts/Uncles
5. Cousins
6. Children
7. Nieces/Nephews
8. Grandparents

Send an Email to:

9. Dentist
10. Doctor
11. Babysitter
12. Attorney
13. Physical Therapist

Drop Off a Letter to:

14. Drycleaner
15. Hair Stylist
16. Pet Groomer/Vet
17. School
18. Manicurist
19. Supermarket
20. Gym

Others You Might Call or Email:

21. College Friends
22. High School Friends
23. Facebook Friends
24. Children's Friends
25. Children's Teachers
26. Neighbors
27. Parents' Friends
28. Co-Workers

Maybe You Know People From:

29. Work
30. School
31. Gym
32. Childcare
33. Place of Worship
34. Favorite Restaurant
35. Coffee House

Don't Forget.....

36. YOU can make a Personal Donation



HOW TO BE A SUCCESSFUL TEAM CAPTAIN

Being part of a team is one of the most fun and rewarding ways to participate in the Bowlathon. A Team Captain's goal is to recruit bowlers to raise funds for Camp Loyaltown's mission. As a team, you bowl together, raise money together, support each other and celebrate together.

MORE TEAM MEMBERS – MORE IMPACT – MORE FUN

A Loyaltown Lanes Bowling Team can be fueled by 2 or 1,000 team members! The more team members you recruit the more fun and the bigger your fundraising efforts can be. Once you have registered and formed your team, let your friends, family and co-workers know! Your Participant Center and online tools make recruiting team members easier. Since all of the registration and Bowlathon materials are online you simply need to call or email your potential team members and share your team page link where they can register to join or donate. It's that easy!

1. Visit Your Participant Center online by logging in at LoyaltownLanes.org

- Customize your Bowlathon Team page with photos and a personal story about why you are walking

2. Recruit Team Members

- Make a list of everyone you know who might like to bowl with you
- Your Participant Center makes it easy to use an email template to upload your address book and send emails to family and friends asking them to join your team

3. Set Goals with Your Team

- There is no limit to how big your team can be. The more people on your team, the greater your fundraising power and it's more fun!
- Help team members set a fundraising goal – aim high!
- Challenge each walker to set a goal of at least \$200. Who doesn't love a challenge?

4. Show Them How to Succeed and be a Cheerleader

- Make a personal donation to motivate team members to get started
- Make sure that everyone knows how to set up their own personal pages
- Encourage them not to be afraid to ask people to support them

5. Create Excitement & Make it Personal

- Share updates on your team's progress through internal emails to all walkers
- Create some FUNdraising activities to spur excitement and raise funds
- Make it personal. Share why you are passionate about Camp Loyaltown and encourage your team members to share their own personal stories
- Share your story to help people understand why their donations are so important!



SAMPLE LETTER

“JOIN MY TEAM”

Start recruiting your team today! Use this sample “join my team” letter to send to potential team members. Send to EVERYONE in your address book. Don’t forget to include the link to your fundraising page.

Dear Friends and Family,

I am forming a team for the Loyaltown Lanes Bowlathon on Sunday, October 20th and I hope you'll join me. Camp Loyaltown is a summer sleep-away camp and weekend respite program for children and adults with special needs. This “special place” is where campers spend time with their friends, surrounded by nature on rustic camp grounds, and enjoy the fun and excitement of the daily camp activities such as dance, drama, arts and crafts and a specialized adaptive horseback riding program, just to name a few.

As many of you know, **[insert your personal reason for participating here -why this bowlathon is important to you]**. Loyaltown Lanes is raising funds for ongoing capital improvements and additional safety measures at Camp Loyaltown - the huge rec hall is fully air conditioned and a beautiful six foot fence has been built around the pool and pond.

By joining my team and raising funds, you'll be making people's dreams come true.

3 easy steps to making a making a huge impact:

1. Visit my team page **[INSERT TEAM PAGE URL]**
2. Click the red “Join Team” button
3. Follow the prompts to register

Once you've joined the team, we need your help to reach our team fundraising goal. Don't worry - it's easier than you think. You will have all the tools you need, including your own personal fundraising page. Plus, I am here to support you along the way. Please don't hesitate to contact me with any questions!

Thank you,

[YOUR NAME]

Link to my Team Page: **[TEAM PAGE URL]**



MAKE A PLAN

Set a fundraising goal and then create a plan to help you get there. Here are a few suggestions!

Raise \$250

<input type="checkbox"/>	Ask 4 relatives for \$25 each	\$100
<input type="checkbox"/>	Ask 5 friends for \$10 each	\$50
<input type="checkbox"/>	Ask 3 co-workers or neighbors for \$10 each	\$30
<input type="checkbox"/>	Make your own donation!	\$25
		\$255

Raise \$500

<input type="checkbox"/>	<i>Email Campaign:</i> Recruit 5 team members who will commit to sending out 25 emails asking for a donation of \$25. Even with a return rate of 25% you will raise more than \$100 per team member.	
		\$500

Raise \$1000

<input type="checkbox"/>	<i>Email Campaign:</i> Recruit 5 team members who will commit to sending out 25 emails asking for a donation of \$25. Even with a return rate of 25% you will raise more than \$100 per team member.	\$500
<input type="checkbox"/>	<i>Partner with a Vendor:</i> Work with a vendor (i.e. Mary Kay, Stella & Dot) to host a party at your home. Ask for 20% of the sales to come back to AHRC Foundation.	\$300
<input type="checkbox"/>	<i>Casual for a Cause:</i> Host a dress down day at your office – charge \$5 to participate.	\$100
<input type="checkbox"/>	<i>Community Event:</i> Host an event like a basketball tournament, garage sale, car wash, etc.	\$100
		\$1000



HOW TO WRITE A FUNDRAISING LETTER

You've set up your personal website, so now it's time to get fundraising! Here are a few hints to help get you started.

- 1. Make a list of EVERYONE you know** — friends, family, neighbors, co-workers. You have just created your donor list. Need extra help? Use our *Who Do You Know?* list on page 2 of this packet.
- 2. Ask far and wide! Include a call to action.** Many think the initial ask can be difficult, but it's easier to ask for their help if you tell everyone WHY you are doing what you are doing. Include your personal fundraising goal in the text, and suggest giving levels.
- 3. Put your HEART into it.** This cause is important to you — share why. Include your personal story about why you've committed to participating and fundraising. Someone will donate to you because they know you, and want to support your efforts.
- 4. Make it easy to donate.** Include a link to your personal fundraising page and encourage online donations. If mailing the letter, include a return envelope for them to send you their donation. Instruct them to make checks payable to AHRC Foundation, Loyaltown Lanes in the memo.
- 5. Set a deadline.** People are always motivated by deadlines. We recommend that you set a deadline earlier than the Bowlathon date. This way you can assess your fundraising and revise your plan if needed before the actual deadline.
- 6. Send a reminder.** Keep a list of those who donate. Send a reminder to those who have not yet donated. Include fundraising updates in your reminder. Let them know that you're doing well, but still have a little further to go to meet your goal. Sometimes reminder letters are more successful than original letters for bringing in the money.
- 7. Send a THANK YOU card.** "Thanks" is a powerful word. It is nice to receive a note acknowledging the importance of a donation, no matter the amount.



SOCIAL MEDIA

We encourage everyone to use social media to help you succeed in your fundraising efforts. We have included some sample messages you can post on Facebook, Twitter, or LinkedIn. Social media networks reach far more than a phone call or email will and we know you can make a difference reaching out to yours!

Message One, after registration:

I've registered for the Loyaltown Lanes Bowlathon. Please join me as we bowl **to bring the magic of camp to children, teens and adults with developmental disabilities**. Visit my webpage to learn more <insert hyperlink to your personal page here>.

Message Two, throughout campaign:

Camp Loyaltown is a very special place that makes dreams come true for hundreds of people with special needs. Please join my team or make a donation and help me reach my fundraising goal. Visit my webpage <insert hyperlink to your personal page here> to learn more and support my efforts!

Message Three, throughout campaign:

I'm halfway to my goal, and need only X\$\$ more to reach it! Will you help me? Visit my page and make your donation today <insert hyperlink to your personal page here>.

Message Four, throughout campaign:

It's only two weeks until we bowl and I'm so excited to participate! <Share your personal reason for fundraising here>. Please support my efforts and visit my personal page to learn more! <insert hyperlink here>.

Message Five, after Loyaltown Lanes

Thanks to everyone who supported me in my efforts to raise money for Camp Loyaltown. The Bowlathon was yesterday and it was amazing! My score was <enter score, or any info you want to personalize the experience of the day> but most importantly, I was able to raise X\$\$ and be part of <#of bowlers> who raised a total of <\$total of bowlathon>! Thank you for your help and check out my page if you want to learn more about Camp Loyaltown. <insert hyperlink here>.

Key Points to Remember:

- Always include a link to your personal fundraising page
- Don't be afraid to post frequently
- Publicly thank your donors on your page: Thanks to Jane Doe for her donation. Your support is so appreciated!



WHO WE ARE

Our Mission(s)

Citizens Options Unlimited empowers people to live the life they choose through family and community engagement. The organization provides supports and services across Long Island to more than 1,500 people with developmental disabilities. Citizens' services include self-direction, family supports and education, respite and recreation, and residential services.

Camp Loyaltown, a program of Citizens Options Unlimited, provides a one-of-a-kind camp experience in Hunter, NY for people of all ages, and respite opportunities throughout the year.

Nassau County AHRC Foundation is a registered 501(c) (3) charitable organization that supports Citizens Options Unlimited by conducting its fundraising activities. This support builds greater fundraising efficiency, ensuring your support directly impacts the lives of children and adults who attend and love Camp Loyaltown.

Our Work

Camp Loyaltown is a summer sleep-away camp and weekend respite program for children and adults of all ages with intellectual and developmental disabilities. For more than 40 years, Camp Loyaltown has helped campers discover new strengths, become independent and experience the joys of friendship, fun and personal achievement free from the challenges they face daily.

Camp Loyaltown offers respite weekends that give people time in the country and the chance to enjoy many of the local attractions. These weekends provide an opportunity for community integration and inclusion while allowing families and caregivers time to recharge.

Loyaltown Lanes Bowlathon

Coming together for a common goal, friends, families, campers, businesses and organizations form teams and raise funds to support ongoing capital improvements and additional safety measures at Camp Loyaltown. This culminates in a fun, inspirational and family-centric celebration on event day.