

Coordinator's Role

Coordinators are the vital link between JA and its corporate and community sponsors.

Specific Responsibilities

Your role is to be the point person for your company/team(s).

Getting Started

- review this guide
- Determine if...
 - you are going to be a fully-company-paid team. \$900, all inclusive. This includes registration, event shirt pizza, soft drink, and more!
 - your company will be paying for the registration fee, but your team(s) will fundraise.
 - your team members will pay for registration (\$25) and fundraise (\$150 goal).
- set your company's goal for number of teams and dollars raised

Team Recruitment

Recruitment is simple. First, recruit your team captains. Team captains then recruit 4-5 additional bowlers, for a max amount of 6 total bowlers per team. ANYONE can be on a team. All bowlers pay a \$25 registration fee for lane costs and shoe rentals. Your organization may pay this fee for its participants. Just ask!

Note: Company Coordinators select the day/time for the teams to bowl. Lanes are available on a first come, first served basis. Lanes are reserved by registering on our Bloomerang (Qgiv) site.

Times: **July 16, 3:30-5:30 pm - July 17, 5:30-7:30 pm - July 18, 1-3 pm.**

Recruitment Tips

- if you are a returning company, contact previous team captains to secure their participation
- make a "Top 20" list of prospective captains and invite them to attend an informative meeting. A JA representative can speak at and attend these meetings virtually!
- distribute a memo from top management asking for everyone to consideration participation in some form
- place posters and promotional materials in gathering places, such as elevators, cafeterias and break rooms
- inform prospects about JA's mission: JA is all about the kids!

Communication Hints

We suggest maintaining weekly communication with your team captains. Email is always a great way to stay in touch. You may even design your own Bowling Classic newsletter as a way to keep participants informed of key dates, incentives and competitions.

Bloomerang (Qgiv): <https://secure.qgiv.com/event/jamobile2026bowling/>
Text-to-donate: send "26jaofm" to 50155.

All donation methods go directly to JA of Mobile.



Coordinator To-Do List

Quick reference guide to the Bowling Classic coordinator's primary responsibilities.

Immediate

- Identify if your team(s) will be fundraising or will be paid in full by your company (see Coordinator Role on page 5).
- secure endorsement of the event from your company's top-level management
- recruit and motivate team captains and bowlers
- encourage teams to use JA's Bloomerang (Qgiv) website - bowlers can create individual fundraising web pages to personalize their fundraising efforts
- inspire participants to generate donations and sell tickets - incentives start at the \$150 level – make sure bowlers know about the prize incentives!
- communicate and follow-up with participants regularly
- organize collection of money
- set your company goal (# of teams, \$\$\$, etc.)
- use posters, inner office communications, newsletters to create Bowling Classic awareness and excitement
- schedule a brief meeting for team captains to establish goals and review materials, remember JA can help with this
- mark your calendar for key dates from the calendar of events
- Register your teams by **June 15** on Bloomerang (Qgiv) to claim your shirt size. Last call for bowler registrations will be on **July 9**.

One Week Prior

- plan to collect team donations
- encourage your bowlers to submit cash on Bloomerang (Qgiv) by making a donation in their own name and keeping the cash
- continue monitoring teams to ensure they continue to fundraise
- to turn in any early cash or checks, contact Ashley Horn (ashley.horn@ja.org) or Jennifer Allison (jennifer.allison@ja.org)

Bowling Day

- come out and support your teams!
- follow-up with team captains to make sure they have turned in all money
- have a great time!
- win prizes!

After the Event

- encourage teams to post their pictures on social media and tag Junior Achievement of Mobile

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