



FUNDRAISING EFFECTIVELY

AT

CLASSIC LANES

EARN THOUSANDS BY HOSTING A FUN AND
MEMORABLE EVENT

CLASSIC LANES

2145 Avon Industrial Dr. (M-59 at Crooks Rd. exit)

Rochester Hills, MI 48309 (248-852-9100)

www.myclassiclanes.com

WHY CHOOSE US TO FUNDRAISE?

- Anyone can participate regardless of age or skill level
- Families can play as teams
- Costs are minimal and services provided are discounted
- Even people who can't attend can still participate and earn you cash
- Weather is not a factor for indoor events
 - Can be held year round
 - You won't be rained out like some events
- Don't need a lot of money up front to start
- No left over product when it's all said and done
- Our Center takes care of your set up and clean up and shows you how to be successful – step by step
- We will coach you through the entire process of planning and executing a fundraiser

****Join us for a “FREE” consultation to explain****

OUR CENTER SERVICES

- **FREE CONSULTATION/REVENUE PROJECTION –**
We will meet with you/your team and assist you on all aspects of planning and executing a highly successful event.
During this consultation we will address any of your questions/concerns while establishing realistic expectations.
We will conclude our consultation with a revenue projection.
- **TICKETS** - Once you have decided on your event date/time/name and cost,- we will design your ticket. You will receive a template and can print them as needed. Strongly advise you to print on card stock.
- **FLYER –** We will create your flyer and provide it to you electronically - making it easy to post on your social media, print hard copies for posting or sharing, and/or send to friends/contacts.
- **PRESS RELEASE** - We will write and submit a press release for your event (upon request). No guarantee that paper will run it. This does require at least a 2 month lead time.
- **FREE DOOR PRIZES –** We will donate 2 Classic Lanes Gift Cards to be used as raffle/door prizes for your event.
- **FREE SPONSOR/DONOR BOWLING PARTIES –** As an added **incentive** to get businesses to sponsor or donate raffle items to your event, we will provide a **“free” SUMMER** party certificate to each business that supports your event. This is a no-strings attached free **summer** bowling party(2 hrs of bowling and shoes for up to 50 people) worth hundreds of dollars.

- **ADDITIONAL ADVERTISING** – We will use social media, our website, in-house bulletin board, etc. to help in the promotion of your event.

KEY TO SUCCESS WITH YOUR FUNDRAISER

Ability to Organize

- Have a plan and allow yourself adequate time
- Have a team to help you:
 - Registration(at the door)/Ticket taker(food)
 - Prize Table(selling raffle tickets)
 - Food Set-up (2 people to plate pizza ad pour pop)
 - Announcements(someone to encourage raffle ticket sales, thank and recognize sponsors and donors)

Ticket Sales

- Decide on pricing after agreeing on the wholesale cost to the center for your event
- Pre-sale of tickets is a **MUST (guarantees success)**
- Consider using VENMO or PAYPAL to have people you don't see frequently purchase tickets

Sponsorships

- Sponsor a lane to support the cause/hang business signage (11x17) from bottom of monitors
- Sponsor a table (8.5x11) card stock signage displayed on a table

- All sponsors may give you additional promotional items to share with your guests (ie coupons, toothbrushes, pens etc)

Donations

- Straight donations in exchange for an ad or mention in group's newsletter or website
 - ie. \$100/corporation or \$50/family
- Hit the street with a letter requesting donations. Have all important info in it like name of org., tax ID if 501 c-3, Logo, etc.
- Visit all your favorite restaurants, stores, salons, even banks that you already have a relationship with.

Promotions

- Advertise, Advertise, Advertise
- Publicize well ahead of time and be specific
 - Mass flyer distribution
 - Internet/Use Social Media
 - Email
 - Charity website
 - Blogs
 - Facebook, Instagram
 - Volunteers each use means they have to promote

EVENT EXECUTION OPTIONS

Mystery Game – Bowlers wishing to participate can put in a set amount (i.e. \$2/game) Scores will be randomly drawn for mystery games to win the pot. (Optional) (Strongly recommend that this is done with a bowling audience) You will need to require participating bowlers to record their final scores at the end of each game.

Raffles/Prizes – Donated prizes i.e. gift baskets, gift cards, certificates, anything that you can get donated by local businesses or individuals. Sell raffle tickets (\$1/ticket or \$5/6 tickets) Include anyone at the bowling center. You may purchase rolls of tickets from us or purchase them on your own at a local store or on Amazon. Participants like when the raffle is run as a Chinese Auction/bag raffle so they can put their tickets on the items they most want to win.

Silent Auction – Center will provide tables to set up; works in the lounge or on the concourse. Each item should have a separate sheet with a detailed description of the item and an opening bid. Be sure you have clear directions regarding rules for bidding. Every bid sheet should have a pen. Allow a designated amount of time for bidding. Announce the start and close of the auction. Have a table set up for bidders to cash out and pick up the item(s) they've won. Extremely helpful to have a square.

Bake Sale

Add a bake sale to your event if you have people willing to donate baked goods to sell. (Open sales up to anyone in the house) Keep it simple: cookies, muffins, cupcakes, pretzel rods with chocolate, etc. Your choice \$1. No plates, no cutting into slices, no forks.

Special Guests/Sponsors – Know someone famous? Arrange for them to be a celebrity bowler, server or bartender and this will attract more participants. Groups could pay a set fee to have the celeb bowl with them. Tips to the celebrity server/bartender would go to the cause.

Wheelbarrow of Cheer Raffle – Need to solicit a wheelbarrow, (wagon, cooler). Have individuals donate bottles of liquor, cases of beer, accessories

(cocktail napkins, corkscrews, snacks, etc.). Day prior assemble all in an attractive manner. Sell separate tickets for this raffle. (i.e. \$10/ticket) must be 21 to participate in this raffle) Need to know your audience for this one.

50/50 Raffle - use a different color raffle ticket from your other games. Usually sell for an arm's length or a wingspan. 50% of the pot is the prize and the other 50% goes to the fundraiser earnings.

DECK OF CARDS - start with a new deck of cards. This is very similar to a 50/50. Sell the cards for \$10 or \$20 each. People can choose card of their choice. Tear in half - throwing half in a bucket to draw from and the individual keeps the other half. Goal is to sell all 52 cards. \$10/card gives you \$520 which means winner gets \$260. \$20/card gives you \$1040 which means winner gets \$520.

To arrange a free consultation contact:

Ms. Chris Murray
owocmur@yahoo.com
248-227-3994

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248-852-9100

Jim Selke, Owner
jselke5023@aol.com
248-210-6576