



How to Raise Support

Volunteers of America of Minnesota presents **Bowling for Backpacks**

A fundraiser to kick off Operation Backpack—providing new backpacks and supplies to kids in need

Sample E-mail Letter

On July 27th, I will be participating in Bowling for Backpacks, a bowling fundraiser to kick-off Volunteers of America of Minnesota's Operation Backpack campaign, a program that provides new backpacks and school supplies to low-income kids in Minnesota.

During this tough economic year, more kids than ever before will go back to school without the supplies they need. Most of us can remember the excitement of going back to school each September—Bowling for Backpacks and the Operation Backpack program ensures more kids are able to experience that kind of excitement on the first day of school, by supplying them with brand new backpacks filled with all the school supplies they need.

Will you consider joining me in supporting this important program by sponsoring me? I have committed to the goal of raising \$___; this money will benefit Volunteers of America of Minnesota and the Operation Backpack program. Sponsoring me is easy: you can either send me a check written out to Volunteers of America of Minnesota, with my name and "Bowling for Backpacks" in the memo line, or make an easy online donation on my firstgiving.com fundraising website: _____, or through my facebook cause page: _____.

By sponsoring me, you'll also be invited to come and cheer me on as I bowl on July 27th from 5–8pm at Park Tavern in St. Louis Park—let me know if you'll be able to make it!

Please let me know if you have any questions, or are interested in participating in Bowling for Backpacks yourself. You can find out more about the event, the Operation Backpack program, and Volunteers of America of Minnesota here: www.voamn.org.

Thanks for your support!

Setting Up a Fundraising Cause on Facebook

1. Log in to your facebook account
2. In the search box, search for "causes"
3. Click on "allow" when asked if you allow the causes application to connect to your fb account
4. Once in the Causes application, on the "Find Causes" tab, click on "start a cause"
5. Fill in all information about the cause – use your own personal title, flair, etc., to entice your friends to donate and sponsor you as a bowler!
6. Link donations to Volunteers of America of Minnesota, so your friends can donate to your bowling sponsorship right there! (be sure to keep track of online donations!)
7. Invite your fb friends to join your cause and donate to your bowling efforts!

You can see an example of a cause we created here:

Cause name: Got Game? Bowling for Backpacks 2010

<http://www.causes.com/causes/483857/about?m=b6a5ac79>

This cause is set up for the entire event; your cause will be focused on YOU, but will still be linked to raising money for Volunteers of America of Minnesota.

How to Raise \$700 in One Week

- Day 1: Start by sponsoring yourself for \$50
Day 2: Ask four family members to sponsor you for \$25
Day 3: Ask 10 friends to contribute \$20
Day 4: Ask 10 co-workers to contribute \$10
Day 5: Ask 10 neighbors to contribute \$10
Day 6: Ask your boss for a company contribution of \$50
Day 7: Ask five people from your place of worship for \$20

{over please}



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Setting Up a Personal Fundraising Page Online

1. Got to www.firstgiving.com
2. Click on the orange "Make a Page" button on the left-hand side
3. Type in "Volunteers of America of Minnesota" into the search for nonprofit box
4. Select the first choice, which is "Volunteers of America of Minnesota" (our EIN is 41-1554078 if the order has changed since this was printed)
5. Click on "get started"
6. Select "sporting" page
7. Select a bowling event, enter the date of July 27th, 2010
8. In the "can't find your event" box, enter "Bowling for Backpacks", click continue
9. Create an account by entering your email address and creating a password
10. Choose web address for you fundraising page: type your name in the box and click "create your page" button (example: firstgiving/kristincook)
11. Click the "edit your page" button to personalize your page by adding a photo, creating a personal message, including a fundraising goal, etc.
12. Click the "save and continue" button when you are finished
13. Copy the link to your fundraising page to share with friends, family, co-workers, and click on the "email your friends" link to send messages directly from the site, or personalize and download widgets to put on your facebook or MySpace page, web site, blog, or on your email signature. Don't forget to mention Volunteers of America of Minnesota on your widget!
14. Watch your donations come pouring in!

Don't hesitate to contact Kristin Cook at kcook@voamn.org or 952-945-4039 if you have any questions while going through this process.



For questions please contact: Kristin Cook | Email: kcook@voamn.org | Fax: 952-945-4103 | Direct: 952-945-4039
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