



# Ways to Engage

## 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

### **Sponsor Bowling for Backpacks:**

- There are several sponsorship options that provide differing levels of exposure for your company – see attached sponsorship details.
- Consider sponsoring a lane and sending a small division to encourage teambuilding or send employees with clients for some fun networking.

### **Encourage Employee Participation:**

- Send an intra-office email, announcing Bowling for Backpacks and details for participation.
- Consider participating in Bowling for Backpacks as a team rather than having a company picnic this year.
- Hold a contest to see which division can raise the most money to support employees from your company that will be bowling.
- Have members of the Executive Team bowl with employees to build morale and camaraderie.

### **Donate Gift Bag Items or Prizes:**

- Gift bags will be given to all bowlers (approx. 150) as a token of appreciation for their participation; items of particular interest include health and beauty supplies, writing utensils, water bottles, travel mugs, tote bags, key chains, flash drives, money clips, umbrellas, and the like.
- Prize drawings will be held throughout the event to add to the jovial atmosphere; items of particular interest include travel bags, health and beauty baskets, outdoor grills, coolers, folding chairs, tickets to sporting events and theater, and the like.

### **Participate as a Bowler:**

- Reserve a lane by registering as a team captain
- Recruit your friends, co-workers and family members to bowl with you

