



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 into your facebook account
2. Type "causes" into the search box on the top right-hand side
3. Click on the first choice: Causes
4. Click the Go To Application button
5. Click the Allow button
6. Under the Find Causes link, click the Start a Cause option
7. Enter information and click continue
8. Follow on-screen instructions for finishing your page

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. Go to www.firstgiving.com
2. Click on the orange Make a Page button on the right-hand side
3. Click on the Create a Page button on the bottom
4. Type “Volunteers of America of Minnesota” into the keyword search box and click the search button
5. Select the first choice: Volunteers of America of Minnesota
6. Click on the Get Started button
7. Select a sporting page
8. Select a bowling event; Enter in the date July 27th, 2010
9. Type in “Bowling for Backpacks” into the box on the right hand side; click the continue button
10. Create an account by entering your email address and creating a password
11. Choose web address for your new fundraising page: type in your name in the box and click the Create your Page button (example: firstgiving.com/kristincook)
12. Click the Edit your Page button to personalize your new fundraising page by adding a photo, changing your personal message, entering in your fundraising goal, etc.
13. Click the Save and Continue button when you’re finished
14. Copy the link to your new fundraising page to share with friends, click on the Email your Friends link to send emails directly from the site, or download fundraising widgets to put on your myspace and facebook pages, your website, or your blog. Don’t forget to mention Volunteers of America of MN on your widget!
15. 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.



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