

# Your Team Guide To Fundraising



**BMO** 

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In support of  
Kids Help Phone

[boolathon.ca](http://boolathon.ca)

BMO



In support of  
Kids Help Phone

Kids Help Phone is Canada's leading youth phone and web counselling service, moving kids from distress and isolation to confidence and competence. Anonymous, confidential, this trusted resource is available free to kids 24 hours a day, every day.

If you're a parent, a grandparent, or anyone with a child in your life – please visit our website at [kidshelpphone.ca](http://kidshelpphone.ca) to learn more about the issues kids are facing, and for information that you will find interesting and useful for your family. Your support will make a difference.

**1 800 668 6868**  
**KidsHelpPhone.ca**

**Kids Help Phone**

BEING THERE FOR KIDS

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## The kids of Canada thank you!

Thank you for taking on this leadership role for the BMO Boolathon in support of Kids Help Phone. Your commitment as a Team Captain will help raise confident kids in our communities!

This guide is designed to give you easy and fun ideas to make your fundraising campaign successful.

### Booing for Kids

This annual Halloween-themed fundraising event is a fun opportunity for family members, neighbours, colleagues and friends to get together in support of the kids, teens and young adults in their lives. Teams of five to six are asked to raise \$500 for their bowling lane; money raised will ensure that professional counsellors remain available to any kid, with any issue, at any given time, for as long as it takes.

### Do you have questions? Let's talk!

**Please call us at 1-800 268-3062, or email us at [info@boolathon.ca](mailto:info@boolathon.ca).**

Visit [boolathon.ca](http://boolathon.ca) for tools to help you recruit team members and solicit pledges. Resources include posters and pledge forms, email templates and promotional videos.

Thank you again for taking on this very important leadership role for the BMO Boolathon in support of Kids Help Phone.

# Frequently Asked Questions

## What is the Boolathon?

The BMO Boolathon in support of Kids Help Phone is an annual Halloween-themed bowling fundraising event to support Kids Help Phone's youth counselling services.

## Why participate?

Feelings of frustration, sadness and uncertainty are an inevitable part of growing up. Healthy coping includes asking for help. When kids feel there is no one to turn to, the professional counsellors at Kids Help Phone are always there by phone or online. No matter the situation, question or concern.

## How is money raised?

Boolers collect pledges from friends, co-workers and family. Many teams also organize fundraising activities before the event to build awareness, and allow those who may not be able to participate on event day make a contribution.

## How do participants register?

You can register a team online at [boolathon.ca](http://boolathon.ca) or contact us at [info@boolathon.ca](mailto:info@boolathon.ca). Teams must register before the event to reserve their lane. In order for Kids Help Phone to reserve a bowling lane, each team (of five or six) is required to raise a combined minimum of \$500.

## When is the Boolathon?

It's taking place on Saturday, October 29th or Sunday, October 30th (October 22nd in BC). The event is one and a half to two hours long.

## Where can I participate?

There are 50 Boolathons taking place across Canada. Go to [boolathon.ca](http://boolathon.ca), click on "Boolathon Event Details" to find a location near you.

## What should I wear?

All participants are encouraged to come in their most creative costumes!

## Host your own bowling event with our BOO-IN-A-BOX!

The concept is simple – if you are unable to attend the event, or your community is not listed, you can host your own workplace or community event in support of Kids Help Phone.

When you request a **BOO-IN-A-BOX** package, you will receive a simple event guide, fundraising ideas and information about online registration. Please contact us at [info@boolathon.ca](mailto:info@boolathon.ca) or call us at 1-800 268-3062 to request a package filled with ideas on how to make your event a spooktacular success!

## Fast Facts About Kids Help Phone

**Your support matters.** We know that all young people will experience feelings of sadness, frustration, grief and stress. Thanks to your commitment, kids, teens and young adults in your community will have access to a caring professional counsellor when they feel they have no one to turn to.

### Being there for kids

- All it takes to reach Kids Help Phone is a telephone or a computer.
- Any time of the day or night, from anywhere in Canada, kids, teens and young adults can connect with a professional counsellor.
- No matter the question, no matter the problem, professional counsellors offer anonymous, free and confidential service.
- Every day, kids turn to the professional counsellors at Kids Help Phone to find hope, and to build the confidence to face life's challenges. Some are at serious risk because of sexual abuse, violence, addictions or mental health problems, while others are just trying to grow up and are worried about dating and sex, relationships with family and friends, lack of self-esteem, dealing with grief and loss, and much, much more.
- In 2010, the professional counsellors at Kids Help Phone assisted kids more than 4,300 times every single week, from communities all across Canada.

### The challenges kids face

- In 2010, the top three reasons why young people contacted Kids Help Phone were:
  1. **Mental Health** concerns including Eating Disorders, Self-Injury, Self-Esteem, and Managing Emotions among others.
  2. **Peer Issues** including Dating, Friendship, and Love among others.
  3. **Family Issues** including Sibling Rivalry, Divorce, Custody, Grief and Loss, among others.

### Being there for parents

- Growing up was never easy, but this generation is dealing with so much more, much earlier and much faster. Parents may not always have all the answers, but they can take comfort in knowing that Kids Help Phone does – on the phone, through the website, or in adult tip sheets and public education programs. They can trust in the quality of the professional counselling kids receive.
- Kids Help Phone believes in all kids' potential to shape their own futures, and we're committed to helping them believe in themselves, so that they become thoughtful, creative and resilient enough to bounce back when life lets them down.

## Building the skills to give kids the courage to solve life's challenges themselves.

Kids Help Phone helps young people cope with overwhelming emotions and build on personal skills and abilities. With this support, young people are better prepared to respond to life's many challenges.

*My parent's are breaking up, my mom wants me to move away with her. I just don't know what's going to happen...and how I'll be able to deal with myself.*

*My mom committed suicide. I can still remember that day perfectly. I remember what I was wearing. What time I left for school, going to class, getting a phone call...*

*Home used to be my safe place..and now it's not, MSN has taken care of throwing that downhill. I get messege from someone I don't like, and they don't like me, my stomache goes in knots. They have taken everything, including my self esteem.*

## Here are some tips from the professional counsellors at Kids Help Phone to help be there for our children.

- Reflect that you value and accept your child for who he or she is. Don't assume that that they already know it or don't need to hear it again.
- Let your kids know that you are safe to talk to. Tell them that you're open to talking about the tough stuff, and that there's nothing that would damage your relationship irreparably.
- Remember that it's okay not to have all of the answers – you're not expected to.
- Don't rush to solutions. Moving too quickly to offering advice can shut the conversation down and circumvent an opportunity for building trust.
- Be thankful that your child is bringing concerns to you, that he or she thinks you are worthy of time and attention. Ask questions, show that you are interested.

## Here's an idea!

Consider creating a set of codes or signals with your kids that will allow them to let you know that they have something really important to talk to you about. Signals could be anything: code words; a cryptic email message; the placement of a fridge magnet. This is a very concrete way of letting your child know that you are open to talking about anything, and that you will be there when he or she needs you. It also has the advantage of giving you a window of time to prepare yourself for dealing with something that could be emotionally challenging.

## How to Build Your Team

The first step to building a successful team is to recruit team members. Here are some ideas to help you get started.

### Create Awareness

- Tell your co-workers about this fun and important event and encourage them and their families to participate.
- Tell them a young person in their life can reach out to Kids Help Phone about their challenges.
- Emphasize that bowling and fundraising will help kids in your community talk about issues that are important to them.
- Hang BMO Boolathon posters in your workplace and remind people to join your team!
- Reminder - fundraising materials are available for download online at [boolathon.ca](http://boolathon.ca) under the Fundraising Resources tab.

### Host an Information Session

- This is a great way to bring people together, get them excited about the Boolathon and inform them about Kids Help Phone's service. Book a boardroom, get some munchies and invite the whole staff for a morning or afternoon break.
- Arrange for motivating speakers like a successful Team Captain from last year and/or a Kids Help Phone representative to speak. Use Kids Help Phone's tools such as videos, educational tip sheets and fundraising ideas. All resources can be found at [boolathon.ca](http://boolathon.ca)
- Make it fun – initiate a challenge with another team, play a trivia game, have a raffle, organize electronic bowling competitions (Wii or Xbox Kinect) and come up with icebreakers.

### Make Phone Calls or Send an Email

- A personal phone call can make all the difference!
- Create an email with instructions on how to become a team member, or details about how people can pledge you and your team.

### Follow Up

- Persistence is key – be sure to remind people to register for the BMO Boolathon in support of Kids Help Phone as a part of your team.

**Note:** Teams can consist of five or six team members. If you have numerous people interested in participating, why not split into two, three or four teams, challenge each other and make it fun! First Priority lane assignments will be given to teams that have reached the \$500 fundraising goal.

# Your Fundraising Schedule

## Get Started

- The earlier you start, the easier it is!
- Register at [boolathon.ca](http://boolathon.ca) and invite up to five or six people to join your team.

## Build Momentum (4-6 weeks before the event)

- Host an information session – show a video about Kids Help Phone and present the 2011 BMO Boolathon in support of Kids Help Phone PowerPoint (available at [boolathon.ca](http://boolathon.ca)).
- Get your team together and brainstorm fundraising ideas. Set a team fundraising goal and compile a list of people you can ask for pledges.
- In order for Kids Help Phone to reserve a bowling lane, each team is required to raise a combined minimum of \$500 (or \$100 per team member):
  - Engage your team members in the process whenever possible – they will be more likely to reach the goal if they helped to set it.
  - Create team incentives to motivate everyone to reach their personal goals.

## How To Exceed Your \$500 Minimum – Team Goal Setting Example:

Number of fundraising bowlers on your team: 5

Factors for Success	Team Goal \$1,000 (or more)	Team Goal \$2,000 (or more)
Average amount raised per bowler	\$500 ( \$100 x 5 team members )	\$1,250 ( \$250 x 5 team members )
Additional team pledges from colleagues, friends, business contacts, neighbours, family, etc.	\$250	\$500
Pre-event team fundraising activities (e.g. bake sales, raffles, etc.)	\$250	\$250
<b>Total Team Goal</b>	<b>\$1,000</b>	<b>\$2,000</b>

## Team Fundraising Rewards

Teams who fundraise as a group qualify for team prizing.\*\* (e.g. pledges to the team, bake sales, jeans days, etc. qualify for team prizing.)

**\$500**      \$50 Boston Pizza gift card

**\$1,000**    \$100 Boston Pizza gift card

**\$2,000 - \$5,000**

For each \$1,000 raised over \$1,000 (to a maximum of \$5,000) the team will receive an additional Boston Pizza \$100 gift card.

\*\* Does not include individual pledges and fundraising

# Team Captain Timeline

## Focus on Fundraising (3-6 weeks before the event)

- Ensure that all your team members have registered online at [boolathon.ca](http://boolathon.ca)
- Execute your plan! Host team fundraising events and ask everyone on your list to pledge you.
- Be sure to stay in touch with your team during this time – celebrate your successes and keep each other motivated. Why not share a thermometer that tracks your team’s success?
- Reach out to a Kids Help Phone staff member to help answer any questions or to give you more great ideas. We’re here to help; email us at [info@boolathon.ca](mailto:info@boolathon.ca) or call us at 1-800 268-3062.

## Pick up the Pace (1-2 weeks before the event)

- Continue to thank your team members for all their hard work.
- Support those that may not have met their fundraising goal.
- Take on a last-minute fundraising push – follow up with everyone on your list who hasn’t pledged you yet
- Hold a team meeting - discuss team costumes and other ways to show your group’s spirit.
- Encourage team members to deposit any money raised at any BMO Bank of Montreal before the event This will ensure the event runs smoothly.
- Remind your team members to bring their pledge forms, deposit slips from the branch, online fundraising summary and money collected with them on event day. If you do not bring your deposit slip with the pledge form, we will not be able to attribute your funds to your fundraising.

## Event Day (October 29th or 30th, BC - October 22nd or 23rd)

- Come out to the BMO Boolathon in support of Kids Help Phone and celebrate with your team! Remind them of the difference they have made in the lives of children in your community and across Canada.
- Be sure to bring your pledge form and deposit slips with you to the bowling alley.
- Dress up in costumes and show your team spirit!

## After the Boolathon

- Send a thank you note to everyone who pledged you and let them know how much the BMO Boolathon in support of Kids Help Phone raised, and the impact it has made.
- Thank your team members – why not host a team appreciation party?

## How to Raise Money as a Team

Raising money as a team can be a lot of fun, so why not round up your teammates and do it together? Your team members will have great ideas too. Here are some fun and easy ideas to get you started! Reminder: funds raised by a team qualify for Team Fundraising Rewards!

### 50/50 Draw

- Half the proceeds go to the winner and half go to your team! (Note: please check your provincial laws to see whether you need a licence to run a 50/50 draw)

### Bake Sale

- A fun, easy and delicious way to raise funds for your team.

### Challenge Another Team

- Challenge another team to anything. A little competition goes a long way toward raising funds!

### Brown Bag Lunch Day

- Encourage your team members to bring their lunch to work one day a week during the month leading up to the event and donate what they would have spent on lunch to your team's goal.

### Coffee Break

- Host a coffee break with homemade goodies at your office and donate all proceeds to your team.

### Office Pool / Fantasy League

- You pick the rules and the topic – sports are popular but other ideas can work too, so be creative! Half of the proceeds go to the winner and half to your team!

### Games Night

- Invite family, friends, and co-workers over for a night of socializing and board games and charge a nominal admission fee.

### Trivia Challenge

- Research topics like sports, entertainment, Canadian history and company history and host a trivia night for colleagues and friends. Charge a fee to participate. The winner receives a prize and all funds raised go to your team.

### Poker Tournament

- Invite friends over for a rousing game of Texas Hold'em. Charge an entry fee and solicit prizes for the winners and all funds raised go to your team.

### Potluck Lunch

- Your team provides the food – everyone else pays to enjoy it.

### Garage Sale

- A good way to raise funds and clear out the clutter in your house. Involve your whole team and have one gigantic community sale.

# Registration is Easy!

## Online Registration

Online registration is fast and easy at [boolathon.ca](http://boolathon.ca). Click on the “Register/Login” button and follow the instructions. Registration must be done in advance, either online or by fax, in order to reserve a lane for your team. Each team may have up to six bowlers (varies by site). First priority lane assignments will be given to teams that have reached the \$500 minimum fundraising goal.

## Past Participants

Simply enter your old ‘Username’ and ‘Password’ and click ‘Login’. This will save you time and give you access to a list of your past supporters. If you have forgotten your Username or Password, click on the ‘Forgot password’ link under the register/login fields.

- To get your Username from a past registration, enter your email address and click Enter.
- To get your Password from a past registration, enter your Username and click Enter.

## There are Two Registration Choices:

### 1. Create a Team

This option is for Team Captains. (A friendly reminder that each team is required to raise a combined minimum of \$500.)

### 2. Join a Team

This option is for participants wishing to bowl as a member of a team already registered.

## Registration Instructions (for Team Captains)

**Step 1** Choose a Location

**Step 2** Accept Waiver

**Step 3** Select Registration Type

**Step 4** Create Your Team

**Step 5** Create Your Individual Account

**Step 6** Confirm Your Information

**Step 7** Customize Your Personal Fundraising Page

**Step 8** Start Fundraising

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### STEP 1 Choose a Location

- Choose the province and then the location where your team will be booling. Then click on 'Continue' on the location page.

### STEP 2 Accept Waiver

- You must accept the terms and conditions in order to continue with the registration process. Review the waiver, select 'Accept' and then click on 'Continue'.

### STEP 3 Select Registration Type

- Choose the 'Create a Team' option and click on 'Continue'.

### STEP 4 Create Your Team

- Enter your team name and set a team fundraising goal (this can be adjusted at a any time.)
- Be sure that the permission boxes are checked to ensure that team members and pledgers can find your team and/or for your team to be listed on the top fundraisers scoreboard and click on 'Continue'.

### STEP 5 Create Your Individual Account

- Provide your personal information in the spaces provided, choose a Username and Password and click 'Continue'. Be sure to make note of your Username and Password and store them in a safe place so you can access your individual profile at a later date.

### STEP 6 Confirm Your Information

- Review your personal information.
- Set your individual fundraising goal.
- Review the permission questions. Be sure the second box is checked to allow pledgers to search for your name when they want to pledge you.
- Please enter in your organization or school name.
- Click on 'Continue'.

### STEP 7 Customize Your Personal Fundraising Page

- Friends and family are more likely to give when you have personalized your page.
- Click on Message, Videos, Images or Widgets to change.
- When you are finished, click on "Continue Registration".

### STEP 8 Start Fundraising

- Begin asking for pledges right away by sending an email to family or friends. We recommend using Option 1.
- Click on 'Continue to Next Page'.

## Registration Instructions (for Team Members)

- Step 1** Choose a Location
  - Step 2** Accept Waiver
  - Step 3** Select Registration Type
  - Step 4** Join a Team
  - Step 5** Create Your Individual Account
  - Step 6** Confirm Your Information
  - Step 7** Customize Your Personal Fundraising Page
  - Step 8** Start Fundraising
- 

### STEP 1 Choose a Location

- Choose the province and then the location where your team will be booling.

### STEP 2 Accept Waiver

- You must accept the terms and conditions in order to continue with the registration process. Review the waiver, select 'Accept' and then click on 'Continue'.

### STEP 3 Select Registration Type

- Choose the 'Join a Team' option and click on 'Continue'.

### STEP 4 Join a Team

- Using your team name and/or your team captain's name, search for the team you would like to join.
- When you see the team you would like to join, click on the highlighted team name.
- Confirm your team by clicking on 'Join Team'.

### STEP 5 Create Your Individual Account

- Provide your personal information in the spaces provided, choose a Username and Password and click 'Continue'. Be sure to make note of your Username and Password and store them in a safe place so you can access your individual profile at a later date.

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- Review your personal information.
- Set your individual fundraising goal.
- Review the permission questions. Be sure the second box is checked to allow pledgers to search for your name when they want to pledge you.
- Please enter your organization or school name.
- Click on 'Click to confirm all information provided'.

### STEP 7 Customize Your Personal Fundraising Page

- Friends and family are more likely to give when you have personalized your page.
- Click on Message, Videos, Images or Widgets to change.
- When you are finished, click on "Continue Registration".

### STEP 8 Start Fundraising

- Begin asking for pledges right away by sending an email to family or friends. We recommend using Option 1.
- Click on 'Continue to Next Page'.



**On behalf of the 6.5 million  
young people in Canada who can  
count on Kids Help Phone to be available  
for them today, tonight and tomorrow,  
we thank you for your support.**





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