



BMO Boolathon Boo-in-a-box Guide

Thank you! We appreciate your commitment to helping kids in your community and across the country by being part of the BMO Boolathon in support of Kids Help Phone. A Boo-in-a-box event is a great opportunity to host a small local event, designed by you in your own community. It's an easy and fun way for your branch, department, or team to engage employees, boost team spirit and make the lives of young people in Canada better.

This is a simple step-by-step guide to organizing a Boo-in-a-box event and remember, Kids Help Phone regional representatives and BMO Communication Managers are here to help make your event a success.

The Event

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 or contact us at 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 encouraged 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 more than 50 Boolathons taking place across Canada. Go to boolathon.ca and click on "Event Locations" to find a location near you.

What should I wear?

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

About BMO Financial Group and Kids Help Phone

BMO Financial Group is proud to be the title sponsor of the BMO Boolathon in support of Kids Help Phone – a fun and highly successful fundraising event created by a group of BMO employees in 1991. In 2010, this event was hosted at more than 50 sites across Canada and raised an amazing \$1 million!

As a Founding Sponsor of Kids Help Phone since 1989, BMO Financial Group and its employees support a number of local Kids Help Phone events across the country, as well as being the presenting sponsor of the Kids Help Phone Student Ambassador program. For more information about BMO Financial Group, please visit www.bmo.com.

About Kids Help Phone

Since our phone lines went live in May 1989, Kids Help Phone's professional counsellors have been providing help and hope to young people in your community. No matter what the problem, Kids Help Phone is there, 24 hours a day, 365 days a year, with caring, professional support for young people from five to 20 who reach out for help.

Once you've had a chance to read through the Boo-in-a-box outline, please feel free to contact your Kids Help Phone representative for materials, fundraising suggestions or support to ensure your event is a success. You can also contact your BMO Communication Manager for more details.

5 Easy Steps to Plan Your BOO-IN-A-BOX Event

Planning and managing this event should take only a few hours and it's up to you to design it the way you want! Here are some simple guidelines:

Step 1 – Get on board and talk to Kids Help Phone

- Recruit a few co-workers who might be willing to help you organize a Boo-in-a-box. It can be a great department team-building event! Or even if you are thinking of hosting a Halloween party this year, this is a great way to make your party different and fun.
- Come up with a plan based on how small or elaborate you would like your event to be
- Let your Kids Help Phone representative know what you're planning so they can answer questions and send you any tools you may need

Step 2 – Set a Date and Book Your Bowling Lanes

- Let your Kids Help Phone representative know the date and time of your event
- If you are holding your event at a bowling alley, tell the bowling alley you're doing a charity fundraiser and ask for a charity rate (*if you only require a couple of lanes, you may not need to book in advance*)
- Or do a twist on the event by hosting a Wii Bowl competition in your workplace. All you need is a large space like a boardroom with a TV or LCD projector and a Nintendo Wii console (the bowling game is part of the basic Wii Sports software found on all consoles)

Step 3 – Promote the Event

- You can promote your event without spending a lot of money, especially using technology. Sending an email blast to your contact list or posting regular updates of your event on social media are effective and inexpensive ways to promote your event.
- You can also hang posters to get people interested (event materials are available at boolathon.ca)

Step 4 – Get Fundraising!

- Set an attainable fundraising goal with your co-workers, each booler should aim to reach a minimum of \$100
- Register and raise pledges online – this saves Kids Help Phone money in administrative costs
- Start asking for pledges on your own or organize group fundraising activities

Step 5 – Bowl and Have Fun!

- Have a great time bowling in costume with your co-workers, friends or family
- You can also secure donated items that can be small, fun prizes to give out at the event for the best or most creative costumes
- Take photos at the event and send them to your Kids Help Phone representative
- If fundraising was not done online, remember to collect all money and paper pledge forms before or at the event. **Remember:** you can pre-deposit all your cash and cheques at any BMO Bank of Montreal branch

Step 6 – Submit Your Funds and Celebrate Your Success

- Celebrate your fantastic achievement with your co-workers! Send them a thank-you message, either in person by phone, card or email. Sending them a photo from the event will also remind them of the great time they had, and will get them interested in supporting you again next year!
- Deposit all funds raised at a BMO Bank of Montreal Bank branch and send your Kids Help Phone representative all **pledge forms and deposit slips**
- Once all documents are received, your Kids Help Phone representative will send you incentive prizes to distribute to participants who raised \$100 or more

Fundraising Ideas

Raising money together as a team can be a fun way to have fundraising. Here are some simple ideas to get you started!

50/50 Draw

- Half the proceeds go to the winner and half go to your team – please check your provincial laws to see whether you need a license to run a 50/50 draw

Bake Sale

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

Potluck Lunch

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

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 branch 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/Trivia Night

- Invite family, friends, and co-workers over for a night of socializing
- Play board games or create a trivia competition
- Research topics like sports, entertainment, Canadian history and company history and host a trivia night for colleagues and friends
- Solicit a prize or two from your contacts
- Charge a fee to participate - the winner receives a prize and all funds raised go to your team

Garage Sale

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

Challenge another Team

- To anything! A little competition goes a long way toward raising funds!

Kids Help Phone is always here to help. Please feel free to contact us at info@boolathon.ca or 1-800-268-3062 for questions, ideas, tips and tools to make your Boo-in-a-box a huge success!