

# DO IT YOURSELF *Bowl-A-Thon*

## IMPORTANT STEPS:

### 1. Find a venue

- Consider number of lanes
- Agree on a price with facility. Ex: Flat fee, Per bowler
- Discuss space and rules for additional activities with facility
  - Ex. Silent auction, bake sale, etc

### 2. Determine style of bowling for the event

- Ex: Bowl 2 regular games, 9 pin no tap, Glow in the dark, etc

### 3. Determine participant format for event

- Teams- How many per team? Cost per team?
- Single bowlers? Cost per bowler?

### 4. Create advertising materials for the event

- Keep materials easy to read- Not too wordy or busy
- Include information like: Name of event, date, time, location, cost, contact information
- Ex: Flyer, Social Media, Email, Invitations, etc

### 5. Determine Sponsorship Format

- Flat donation- Bronze, Silver, Gold
  - Different \$ Amount, Give choices!
- T-shirt sponsor
- Sponsor a team- How many sponsors per team? Cost per team?
- Sponsor a lane- How much? Name displayed above lane? Name in printed information?
- Donation of item or service for silent auction

### 6. Recruit volunteers

- Reach out to other MPS families in your area for volunteer support
- Reach out to friends, family, Local Clubs, Service Organizations, Churches, etc

### 7. Create Donation letter for sponsors/donors

- Obtain a copy of the 501c3 letter from the National MPS Society

### 8. Advertise!

- Post flyers at local businesses and at facility
- Create a Facebook Event

### 9. Determine if you will have awards. If so, determine categories.

- Highest score? Age groups?
- Highest donations collected
- Most creative team

### 10. Order prizes for teams. Ex: Trophies, medals, etc

## TIPS:

- Do not plan for more than 5 bowlers on a lane
- Recognize guests who are affected by MPS or ML at your event
- Invite doctors and researchers who specialize in MPS or ML
- Thank everyone at the event- Participants, Sponsors, MPS Families, Volunteers
- Talk about The National MPS Society and why funds raised are so important
- Thank all donors at the event. Send thank you notes to all donors. Include amount of money raised.



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