



TEAM CAPTAIN INFORMATION

Thank you for joining us and our mission to serve local youth!

For Kids' Sake is the annual mentor recruitment and fundraising campaign supporting Kansas Big Brothers Big Sisters. We hope you will join us in supporting Kansas youth facing adversity. As a way of saying **thank you** for raising funds, we'll treat you to our signature For Kids' Sake t-shirt and great prizes! You will also be making a positive impact in the life of a child!

Where does my money go? *Proceeds raised through FKS stay in your local community and go toward costs to match and professionally support one Big and Little mentoring match for a year. Examples of program costs include:*

• Recruitment of volunteers • Enrollment of youth • References and background checks • Best-fit match selection to ensure longevity and success • Ongoing professional support by the MSS (Match Support Specialist) to ensure quality and safety while setting and reaching annual goals • Activities and events to enrich the match relationship

Participating is easy! Here's how it works:

1. Join your participating company or start your own team at 4kidsake.org
2. Copy and paste your fundraising page link and share with your friends via text or email
3. Raise \$1000 **as a team** and you will support one Big/Little Match for an entire year!

FOLLOW THIS TIMELINE FOR FUNDRAISING SUCCESS

Pick your campaign dates:

- ☐ Select 4 Weeks in which to run your campaign
- ☐ Choose the date of your company celebration/fundraising activities OR select a date to attend one of our celebratory bowling parties!

Two weeks before your campaign start:

- ☐ **Register** online at 4kidsake.org and start your team.
- ☐ **Recruit** members to form a team of 6-8 (co-workers, friends, family, anyone who wants to help raise pledges)
- ☐ **Invite** your team members to go online to join your team (*please ask them to register themselves since a password and personal contact info will be required*)
- ☐ **Distribute** Paper Pledge Sheets to those that will collect offline donations (form available at 4kidsake.org).
- ☐ **Incentivize** your team members to sign up early. Examples include:
 - An early sign-up donation from your company's leadership
 - The first to sign up gets their t-shirt immediately
 - A free cup of coffee or sweet treat

Timeline continued on next page



TIMELINE FOR FUNDRAISING SUCCESS *continued*

Week 1 of your FKS campaign:

- ☐ **Campaign Kickoff!** Let your coworkers, friends, and family know that For Kids' Sake has begun and their support is needed. Examples of ways to get the word out include:
 - Company email blast
 - Team meetings
 - Social media posts
 - Group text**Whichever you choose, be sure to include the link to your FKS fundraising page!*
- ☐ **Check in** regularly with members to see how your team is progressing toward your total goal of \$1000 to support one match for a year.

Weeks 2 & 3 of your FKS campaign:

- ☐ **Check in** with team members on their fundraising efforts.
- ☐ **Consider** organizing a fundraising event to benefit the team. A raffle, luncheon, "pie in the face" event for company leadership, or anything creative you can come up with! See 'Corporate Team Ideas: A to Z' for more creative ideas!

Week 4 of your FKS campaign:

- ☐ **Remind** everyone the date of the end of the campaign.
- ☐ **Encourage** members to meet their personal goals progressing toward your team goal of \$1000.
- ☐ **Collect paper pledge sheets** along with any cash or checks collected and contact Kansas Big Brothers Big Sisters for pick up (or bring to your bowling event).
- ☐ **Gather names & t-shirt sizes** of all fundraisers who reached their individual fundraising goal of \$100. T-shirts will be delivered to your company or at the bowling event (if chosen).

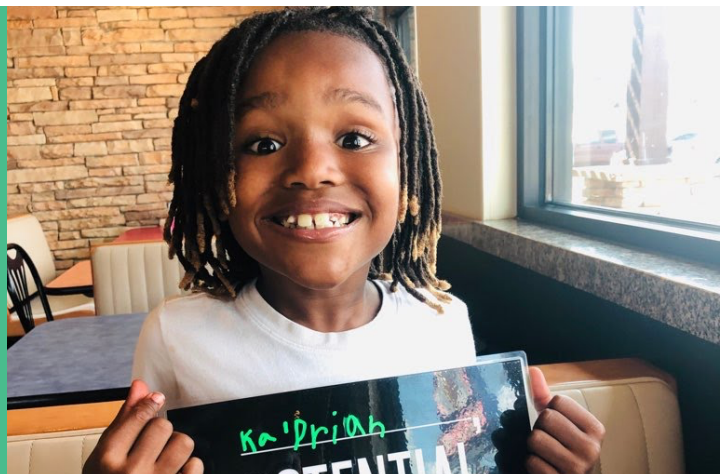
Congratulations, you've successfully completed your own fundraiser For Kids' Sake! 🎉

As a reminder, you're making a BIG difference! Funds raised by your team go directly to support local youth currently served by KSBBBS and new mentoring matches for youth waiting for a Big Brother or Sister.

DID YOU KNOW?

There are over 300 local youth currently waiting for a friend like **you**.

Schedule an information session at your business or individually to learn more by calling Theresa Murdick at 316.290.8868.



QUESTIONS? CONTACT THERESA MURDICK AT TMURDICK@KANSASBIGS.ORG