



## Official Resource Packet for Bowl-A-Thon Organizers

### Overview on Souper Bowl of Caring

***“Lord, as we enjoy the Super Bowl football game, help us be mindful of those who are without a bowl of soup to eat.”***

On Super Bowl Sunday in 1990, a simple prayer inspired a youth group to create a fun, yet meaningful way to fight hunger and reach out to those in need. Using originality and teamwork, the young people invited their friends at twenty-one other churches to join them in collecting donations in soup pots. The collaborative effort that first year raised \$5,700 and the youth donated every penny to local charities.

Today, Souper Bowl of Caring is a movement of individuals, congregations, schools, scouts, and NFL Teams caring for others on Super Bowl weekend. More than \$90 million has been generated, and 100% of all donations go directly to food banks, soup kitchens and other charities across the country.

Souper Bowl of Caring brings people together to help those in need across the country, while transforming the time around the Super Bowl into the nation’s largest celebration of giving and serving. Now more than 10,000 groups and about 250,000 youth participate across the U.S.

A small staff works year-round to promote the national program, provide training and support to youth leaders and unite the country in this important cause. Souper Bowl of Caring provides leadership, organization, communication tools and materials to support participating groups and promote the collective movement.

SBoC is unique because 100% of all food and money collected during SBoC is donated directly to a non-profit selected by each participating group. This means that program and administrative costs for the organization must be raised separately from the Super Bowl weekend collections. The operating budget for fiscal year 2013 is approximately \$500,000.

### **What is a Souper Bowl-A-Thon?**

This event is an opportunity to have fun with your friends while supporting the important, charitable work of Souper Bowl of Caring. The simplest Bowl-A-Thon will be an event where groups of young people will solicit pledges from friends and family, gather at a local bowling alley for three games of bowling and have fun while raising support for SBoC! For everyone \$1,000 you raise for Souper Bowl of Caring, we can leverage your gift to mobilize youth to generate \$19,000 for hunger-relief.

## **Ten Steps to a Successful Souper Bowl-A-Thon:**

1. **Determine initial event details.** Will you organize a bowl-a-thon with your youth group, classmates or group of friends? How many people do you think you can recruit to bowl? You will need an estimated number of bowlers before booking a bowling alley. You will also want to pick a date that will allow enough time for planning, recruiting and promoting.
2. **Secure a bowling alley and date for your event.** Be flexible on dates as many bowling alleys have League nights where all lanes are already full. Use the Souper Bowl-A-Thon fact sheet to explain your fundraiser and ask if the location is willing to donate the lanes or offer them to you at a discounted rate. You will need to know the estimated number of bowlers in order to reserve the correct number of lanes. Bowling alleys typically accommodate 4-6 bowlers per lane.
3. **Create your bowl-a-thon event page** at [tacklehunger.org](http://tacklehunger.org). This page will allow you to customize event details and promote the event to friends and family. As organizer, you will make one page and can list all participating bowlers. If your event is something only your youth group is involved with, this is a great link to share with the entire church as people will have the opportunity to support as many bowlers as they'd like. Start by adding your event information and adding yourself as a bowler. You can then use this page to show your potential bowlers and help add validity to your event.
4. **Recruit bowlers.** You can make this an event of your friends, youth group, classmates or any combination you'd like. You can also make it a competition among groups, but remember to keep it simple as you are the one responsible for coordinating all the event participants.
5. **Solicit donations.** Each bowler will need to reach out to friends and family to raise money. Donations can be accepted as one-time gifts or people can pledge an amount based on how well you bowl. For example, if someone pledges \$0.25 per pin and you bowl a score of 100, the donor would contribute \$25 after the event. Donors can write checks or make donations online using your Bowl-A-Thon event page. Encourage bowlers to send emails, make phone calls and promote their involvement and need for donations as often as possible. Make sure each bowler is using the pledge sheet to keep track of all donations. As event leader, remember other bowlers will be looking to you to be a role model, so don't forget to solicit donations yourself, even as you coordinate event details and communicate with all the other bowlers.
6. **Bowl!** Set up a registration table at the bowling alley so you can assign people to the lanes and also collect any donations bowlers received prior to the event. Be sure to keep track of how much money you get from each person. It is recommended you make an envelope for each bowler so you can keep the money separate. It is also suggested you set up the event to include three games—this should last anywhere from 1-2 hours. Be sure bowlers are keeping track of their scores after each game by writing down their score at the bottom of their pledge sheet. At the end of the night, bowlers will need to turn in their highest score to you. Use the score tracking sheet provided in the resource section to help organize bowler scores. You can also use the tracking sheet as the sign-in sheet for the event, so you can collect names/contact information at the beginning of the event and then just fill in each bowler's highest score at the end.

7. Input final scores into your Bowl-A-Thon webpage. You will need to input the highest game scores into your Bowl-A-Thon webpage so any pledged donations can be calculated based on the scores. Once you input final scores, an email will be sent automatically to those with outstanding pledges.
8. Collect donations. You will need to follow-up with all bowlers to remind them to collect pledges from their donors. Provide them with the sample letter/email included in your resources. Everyone who donated through the event website will be sent an automatic reminder.
9. Turn in donations and paperwork to Souper Bowl of Caring. If possible, please do not mail cash, but ask your parents to write a check for all the cash donations you received (be sure to mark who has paid on the pledge sheets). Mail any checks to Souper Bowl of Caring (PO Box 23224, Columbia, SC 29224) along with Bowl-A-Thon pledge sheets, score tracking sheets, etc. Souper Bowl of Caring will send you a certificate for each bowler to share with your participants.
10. Say "thank you" and Celebrate! Invite your friends over to your house for pizza or take time during youth group to share the results of your Souper Bowl-A-Thon with the group! You can also send an email to your team to announce the total raised or even submit the information for recognition in your local newspaper. Be sure to celebrate the great work you all did together to fight hunger and poverty in America. Remember, for every \$100 donated to Souper Bowl of Caring, we can leverage it to generate \$1,900 for hunger-relief nationwide. Now that's something to celebrate!

**Souper Bowl-A-Thon Leader/Bowler Resources:**

- SBoC Fact Sheet
- FAQ sheet for bowlers
- Pledge Sheet
- Bowler Sign-in/Score Tracker
- Fundraising follow-up email/pledge collection
- Bowling tips for a better game



# TACKLE HUNGER WITH US IN 2013!

JANUARY 21 - FEBRUARY 3, 2013

## Who we are

Souper Bowl of Caring is a national movement of young people, working together around the time of the Super Bowl football game to fight hunger and poverty in their local communities.

The idea for Souper Bowl of Caring came from this prayer: "Lord, even as we enjoy the Super Bowl football game, help us be mindful of those that do not have a bowl of soup to eat."

## What we do

On the weeks leading up to or on Super Bowl Sunday, groups collect dollars and food items for people in need. They give 100% of their donation directly to the local charity of their choice.

Participating groups report their totals to Souper Bowl of Caring, so the nation can follow the collections as they add up and see the impact made by so many small acts of generosity.

## How we do it

Groups and individuals register to participate online at [tacklehunger.org](http://tacklehunger.org). They receive free materials to promote their collection. They collect. Then report their totals before donating 100% to their chosen charity.

Our **National Youth Advisory Board** is a select group of high school students from across the nation devoting their talents to help the movement grow. **Service Blitz** encourages participants to volunteer at their chosen charity on the Saturday before Super Bowl Sunday.



**How you can help**  
Your generous donation will help our movement continue to grow each year! Donate online at [tacklehunger.org](http://tacklehunger.org).



## Why we do it

We believe hunger and poverty have a negative impact on individuals and the communities in which they live, yet there is joy in serving and giving to those in need.

More than 48 million Americans, including 16 million children, suffer from hunger because they live in food insecure households. (*source: feedingamerica.org*)

## How it helps

In 2012 more than 10,000 groups participated in Souper Bowl of Caring, collecting more than \$9.8 million in dollars and food for local hunger-relief charities.

Since 1990, more than \$90 million has been collected for hunger-relief charities across the country.

**OUR NATIONAL MOVEMENT OF CARING NEEDS YOU!**  
To participate, donate, or learn more, visit us online at [tacklehunger.org](http://tacklehunger.org).



## **Souper Bowl-A-Thon!**

### **Souper Bowl of Caring Bowl-A-Thon Frequently Asked Questions Information Sheet for Bowlers**

#### **What is a Souper Bowl-A-Thon?**

Bowl-A-Thon is an event to raise much-needed financial support for the Souper Bowl of Caring program. Participating bowlers collect donations/pledges prior to the event, gather to bowl and then follow-up with pledgers to collect donation. Your Bowl-A-Thon organizer will set you up to bowl three games as a group and you will have lots of fun while supporting a great cause!

#### **What do I need to do?**

- Tell your friends and family about your participation and ask for their support!
- They can commit to a pledge on your pledge sheet, donate/pledge online or give you a check with a one-time donation to SBoC.
- Bring any checks/cash you receive to your bowling event. Be sure to keep track of who gave you money so you can write them a nice thank you note!

#### **How does the pledging work?**

- People will make a pledge per point/pin of your bowling game. For example, if someone pledges \$0.25 per pin/point and your highest bowling score is 80, they will owe \$20 to SBoC. The pledge per point is set before you bowl and will apply to your best score of the night (we will be bowling three games total).
- There is a minimum \$0.25 pledge per pin so if you are a really good bowler, that can add up quickly! If people are nervous about committing to an unknown donation amount (the better you bowl, the higher the donation), they can make a one-time donation to SBoC (no minimum gift amount).

#### **Are donations made to SBoC through Bowl-A-Thon tax-deductible?**

Yes! Be sure to keep track of the name and address of who supported you and you will send them a thank you letter after the event (your Souper Bowl-A-Thon team leader has a template). The letter will also serve as a record for their taxes.

#### **What's the best way to go about asking people for support?**

- Send an email, make phone calls or send a letter to your friends and family. Consider asking your parents for the family Christmas card list (if applicable).
- Post a request to your facebook page-you know you have a lot of friends!! Include a link to the Bowl-A-Thon page on SBoC's website so people can just click and give!
- Ask for support at school or in church. Pass around the pledge sheet during homeroom, Sunday school or band practice. You never know if you don't ask!





## Souper Bowl-A-Thon!

### Helpful Tips for a Better Bowling Game (from the Bowl-A-Thon.net website)

1. Choose a bowling ball which is not too heavy for you to hold comfortably in one hand. Your thumb and first two fingers should fit securely, but not tightly, inside the holes. Most bowling alleys have a range of options from eight pounds to sixteen pounds. Because bowling depends more on control than sheer force, a heavier ball is not always a better ball.
2. Most people find that taking a set number of brisk paces (either four or five) across the approach area helps them develop powerful momentum and establish a rhythm which makes releasing the ball more fluid. Plan your starting point, the number of steps you want to take, and your stopping point before you pick up the bowling ball.
3. Take a minute before the game to step off the area so that you know where to stand and what a comfortable size of steps will be for you.
4. Integrate your pacing and swinging into one non-stop motion so that the motion of your whole body is behind the ball.
5. Swinging the ball backwards and then forwards as you release it helps send the ball in a true line. One common approach: Start by putting your thumb and first two fingers into the holes on the ball. Hold the ball up in front of your chest. As you stride forward, let the ball and your arm fall so that it swings in a smooth, natural arc to your side. When it reaches the back of the arc, you should be halfway through your steps. Use the accumulated momentum to swing the ball forward. Release the ball on your last step, just before you reach the foul line and as the ball swings in front of you.
6. Don't tense up when you're swinging or releasing the ball. A smooth, relaxed approach works best.
7. New bowlers often aim straight down the center of the lane to the center pin. Aiming just to the left or right can be slightly more effective. More experienced bowlers will "hook" the ball, by making it spin slightly. This is usually done by letting go with the thumb a fraction of a second before the other fingers. Depending on how much curve you create, you may need to start one or two

- feet closer to the side of the lane, so that the ball doesn't curve across the entire lane and into the gutter.
8. The approach area usually has lines and arrows to help you aim. Most right-handed bowlers stand somewhat to the right of the center marks. Most left-handed bowlers stand to the left.
  9. The foul line separates the sixty-foot-long bowling lane from the approach. Do not step on or cross the foul line. If your foot touches or crosses the foul line when you are bowling, then you get no points. Staying behind the foul line also protects the carefully leveled bowling lane from accidental damage, as well as keeping you safe. Lanes are typically oiled, which makes them very slick.
  10. The bowling ball needs to stay in the lane and not roll into the gutters on each side. Most bowling alleys can block off the gutters on request to make the game more fun for children or new bowlers.
  11. A child may not be able to manage even a light bowling ball with a normal swing. It's perfectly fine to use a modified approach when necessary. Place the ball on the floor, safely behind the foul line. Stand over the ball, with one leg on each side. Then reach down with both hands and use the flat, open hands to roll the ball down the lane. This is sometimes called a "Granny swing" or a "football swing" (because of its similarities to hiking an American football). Be sure that your child never steps in front of the foul line, because the lane oil will make shoes slick and dangerous.



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**Pledge Sheet**

| Donor | Phone Number | Pledge/\$ per pin-<br>\$0.25 minimum | One time gift | Online/Check | Total* |
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| Game 1 Score | Game 2 Score | Game 3 Score | <i>Highest Score</i> |
|--------------|--------------|--------------|----------------------|
|              |              |              |                      |

**Bowler Name** \_\_\_\_\_

\*Total donation will be based on the bowlers highest bowling score. This column is to be completed immediately following your Bowl-A-Thon event.



## Souper Bowl-A-Thon!

*Email copy for pledge follow-up/donation collection*

Dear \_\_\_\_\_,

Thank you so much for supporting Souper Bowl of Caring through the Souper Bowl-A-Thon! The event was a fantastic success. We had a lot of fun bowling together while tackling the serious issues of hunger and poverty in our community.

Thank you for your pledged support of me during this event. I am proud to share I bowled a high score of \_\_\_\_\_. You pledged \$\$/pin which makes your donation to Souper Bowl of Caring \$\_\_\_\_\_. You can donate online at (INSERT YOUR BOWL-A-THON PAGE HERE) or send a check made out to Souper Bowl of Caring to the following address:

Souper Bowl of Caring  
Souper Bowl-A-Thon INSERT YOUR/BOWLER NAME HERE  
PO Box 23224  
Columbia, South Carolina 29224

Because of your support, Souper Bowl of Caring will continue to work toward its vision of transforming the time around the Super Bowl into the nation's largest celebration of giving and serving.

Thank You!

SIGN YOUR NAME HERE