



## 2<sup>nd</sup> ANNUAL KEEN ST. LOUIS BOWL-A-THON

### Tips for Raising Event Pledges

What: 2<sup>nd</sup> Annual KEEN St. Louis Bowl-A-Thon to support KEEN athletes and programs  
When: Saturday, September 27, 2008 from 1-4 pm  
Where: Olivette Lanes (314.991.0365); 9520 Olive Blvd, Saint Louis, 63132

- Individual and Team Pledges help us raise funds for KEEN athletes and programs and you can win a great prize!
- For every \$50 in "flat-rate" pledges and/or every 25 "per-pin" pledges that you raise, you will receive one ticket to the Pledge Raffle! The more you have pledged, the more tickets you will receive, and the greater your chances will be of winning the Pledge Raffle prize - an iPod Shuffle (1 GB) and \$50 iTunes giftcard!
- For pledges raised by a team and not individual players, Pledge Raffle tickets will be given to the team leader to distribute at his/her discretion. KEEN St. Louis is not responsible for decisions regarding ticket distribution among team members or decisions regarding distribution of the Pledge Raffle prize if won by a raffle ticket given to a team for team pledges. These decisions are solely at the discretion of the team leader.
- Please use the Bowler Pledge Sheet to obtain pledges. Individuals on a team can raise pledges individually or on behalf of the entire team.
- Pledges can be either a per-pin pledge or a flat donation (see description below).
- Please bring your completed pledge sheet to the event and turn in at check-in.
- KEEN volunteers will contact your sponsors after the event to collect the pledges or you can turn in your "flat-rate" pledges at the bowl-a-thon.

**Not sure how to raise pledges? Check out the next page for ideas!**

## TIPS FOR RAISING PLEDGES

**CONSIDER YOUR CONTACTS:** Exercise partners, sports coaches, religious groups, friends, neighbors, classmates, colleagues, matching employer funds - all are likely to support you!

**KNOW WHY YOU ARE RAISING FUNDS:** Many of those you approach will ask why you are doing this. Let them know about KEEN - if you are a KEEN coach, parent, or athlete, share what it has been like for you to be involved with KEEN and what we do at KEEN sessions.

### BASIC INFORMATION ABOUT KEEN:

- KEEN (Kids Enjoy Exercise Now) St. Louis is a local affiliate of a national, nonprofit 501(c) (3) volunteer-led organization that provides one-to-one recreational opportunities for youth with disabilities at no cost to their families or caregivers.
- KEEN's mission is to foster the self-esteem, confidence, skills and talents of its athletes through non-competitive activities, allowing young people facing even the most significant challenges to meet their individual goals.
- What makes KEEN unique? We accept every child into our programs, even those with significant disabilities; we do not charge for our programs; and we provide each athlete with their own coach to help them develop new skills and make new friends.
- Our goals are to continue to meet the challenges of keeping our programs free of charge, to expand the number of children we serve, and to recruit new volunteers.
- The KEEN bowl-a-thon raises funds to support KEEN St. Louis Sports and Swim programs, which are offered free of charge to over 60 athletes and their families.

### LET YOUR CONTACTS KNOW HOW THEY CAN CONTRIBUTE:

- Pledges can be either a "per-pin" pledge or a flat donation.
- For per-pin pledges, we recommend a dime, quarter, or dollar per pin.
- Sponsors can indicate a maximum per-pin pledge ("up-to" amount).
- The per-pin pledge will be calculated by adding pins from **two** games of bowling.
- For a flat donation, the sponsor indicates a donation amount that is not tied to your final score; you only have to show up and bowl in order to collect the flat donation.

### LET YOUR CONTACTS KNOW HOW PLEDGES WILL BE COLLECTED:

- KEEN volunteers will contact your sponsors after the event regarding their pledge.
- Donations are tax deductible to the fullest extent allowed by law and a receipt will be mailed to all donors.
- KEEN St. Louis, LLC is a 501(c) (3) organization. A copy of our current financial statement is available upon request by contacting KEEN St. Louis, LLC at PO Box 69010, Saint Louis, MO 63169; 314.259.5980; info@keenstlouis.org.

