



1ST ANNUAL KEEN ST. LOUIS BOWL-A-THON

Tips for Raising Event Pledges

What: 1st Annual KEEN St. Louis Bowl-A-Thon to support KEEN athletes & programs
When: Saturday, November 3, 2007 from 2-4 pm
Where: Moolah Lanes (314.446.6866)
3821 Lindell Blvd, Saint Louis, 63108

- Individual and Team Pledges help us raise funds for KEEN athletes and programs.
- Please use the Bowler Pledge Sheet to obtain pledges.
- 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.
- Team captains should return pledge sheets from all team members in one packet.
- KEEN volunteers will contact your sponsors after the event to collect pledges.

Not sure how to raise pledges? Here are a few suggestions!

CONSIDER YOUR CONTACTS: Exercise partners, your or your child's sports team coaches, religious groups, friends, neighbors, classmates, spouse's workplace, daycare, work colleagues, matching employer funds - all are likely to support your efforts to raise pledges.

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

Here is some information on KEEN that might be helpful:

- KEEN (Kids Enjoy Exercise Now) St. Louis is a local affiliate of a national, nonprofit 501(c) (3) volunteer-led organization that emphasizes positive development for children and adolescents with developmental and physical disabilities through participation in physical activity and recreational athletics.
- KEEN 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 our programs

are coordinated by volunteers thereby reducing costly overhead and empowering a group of volunteers within the community who are acutely aware of the needs of young people with disabilities.

- 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 as we grow.
- As our biggest fundraiser for 2007, the KEEN bowl-a-thon will raise funds to support KEEN St. Louis Sports and Swim programs, which are offered free of charge to over 50 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 nickel, dime, or quarter per pin.
- Sponsors can indicate a maximum per-pin pledge ("up-to" amount).
- The per-pin pledge will be calculated using the combined number of 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:

- All pledge sheets will be turned in when checking-in for the bowl-a-thon.
- KEEN volunteers will contact your sponsors after the event regarding their pledge.
- A receipt will be provided for all donations, which are tax deductible to the fullest extent allowed by law.
- 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.

THANKS TO OUR CORPORATE BOWL-A-THON SPONSORS:

Sonnenschein Nath & Rosenthal, LLP (Gold Sponsor)

HWP Rigging (Silver Sponsor)

