



How to Host a Bowl-A-Thon

A bowl-a-thon can be a really fun and simple way to raise money for your team. Make arrangements with a bowling alley to rent a group of lanes, or the entire building, and start soliciting teams. Before offering to purchase lanes, ask them if they will donate lanes for your cause.

Fundraising:

A way to raise funds is to charge a large entry fee per foursome, for example \$60. Obviously, if you're going to charge that much you'd better make it a lot of fun! To encourage people to register early, advertise a reduced rate to people who pre-register by a certain date. You can also charge a small admission fee to spectators. Encourage families to attend by offering free tokens for the game room.

Profit Boosters:

Have extra fundraising opportunities at your bowling event by adding silent auctions, raffling off donated prizes, selling food items, running a cash bar, or offering discount bowling passes. To attract participants, make sure to advertise the inclusion of these in advance. You can even sell raffle tickets ahead of time to people who can't make it.

Publicity:

To insure strong attendance, make sure you get the word out about your event. Contact local radio and television stations in advance and make sure non-bowlers know that there will be plenty of other fun things to do. Maintain a contact list of potential participants and make a calling tree to raise the number of participants. Post information on free sites like craigslist.com and also post flyers at the bowling alley so that it can be seen by regular bowlers and league participants.

Prizes:

Bowlers can also compete for fun prizes such as the most strikes, most gutter balls, highest score, lowest score, and best team. You can offer comical, hand-made trophies or the more traditional mantle-ready versions, or even hand out gift certificates or gifts donated by local businesses.

Costumes:

Some groups make their bowling fundraiser a costume event and award prizes for costume categories like funniest, worst, most original, best team costume, etc. Give your event a theme that inspires the participants to wear outrageous costumes such as "Hollywood Bowl" (movie stars) or "Space Bowl" (Star Wars and Star Trek characters).

Contact your local Autism Speaks office for autism-related materials to display at your event, such as brochures and Walk Now for Autism Speaks banners.