

SAVE OUR BOWLING ALLEY

PHASE ONE

Capital Campaign

1. Planning (Goal – Timeline)
 - Committee Chair – Ambassador, Spokes person (John)
 - Campaign Committee – Helps plan the campaign.
 - Board members- Should provide support and big picture planning to consider
 - Do a survey out to people/donors
2. Reach out to the potential donors (the bulk of our fundraising goals)
3. Launch the campaign
 - This can be a video, or a social post announcing the campaign and why.
 - Social Media post... continue keeping up awareness
 - Donation letters and/or kits are mailed out.

PHASE TWO

Advertising Campaign (future revenue stream) (first right of refusal in year 2)

- Advertising kits
 - Establish advertising opportunities (Where, What, and Prices)
 - Sweeper
 - Banners
 - Floor Decals
 - Scoresheet – advertising
 - Donor recognition wall
 - Friends, monetary levels 2500-5000, 7500-10K etc.)
 - Wall Color block could be for different level of donations

PHASE THREE

Fundraising Campaign

- Go fund me page on social media. (they take 3% of collection)
- Online Auction – (donations from business)
- Raffle Tickets or Toonie Draw (separate draw)
- Take-out dinner (Easter)
- Canada Post Mail-out postcard
 - Website page to the campaign (updates)
 - Newsletter (updates, pictures, goal updates)

GOAL -
\$60,000

- Capital Campaign.
- Advertising Campaign.
- Fundraising Campaign.
- Other General Donations.

