

DOWNTOWN art

Basic Information:

Bowling

Saturday, March 17, 1:30pm

Frames (inside Port Authority)

550 9th Avenue (corner of 40th Street), 2nd Floor

New York, NY 10018

(212) 268-6909

Take the A,C,E,1,2,3,7,N,Q,Q or R trains to Time Square 42nd street, then follow the signs to Port Authority.

Take the D,B, or F trains to 42nd street and walk west 2 blocks to the Port Authority.

Take the 4,5 or 6 trains to 42nd street and transfer for the #7 to Port Authority.

Bowling begins at 2pm sharp!

Ryan's Cell: (917) 587-6889

Bowler Forms:

[Sponsor Worksheet](#)

[Deadlines](#)

[Sample Email and Follow ups](#)

Pledges Goal:

We're asking every bowler to *go for a goal of \$250* in pledges!

Minimum Pledges:

To be bowler, you must secure *a minimum of \$60 in sponsorships*.

Collecting Pledges:

Flat Donations: Checks and/or payments for flat donations can be made to 'Downtown Art' and collected now or after Bowlathon .

Per Pin Pledges: Checks and/or payments for per pin pledges can be made after the Bowlathon when bowler returns with their final, certified bowling score.

All contributions are tax-deductible.

Donations can also be made online at www.downtownart.org

Questions:

Ryan Gilliam – (917) 587-6889; rdgilliam@downtownart.org

ROCK AND BOWL DEADLINES

We will do a fundraising update every Tuesday and Friday from Feb. 28 thru March 13th. March 13th is the deadline for getting sponsors.

Each bowler is committing to 20 'asks' – that is, to asking 20 people by email or in person to be your sponsor. A potential sponsor is someone who can consider making at least a \$20 commitment (this means that other teens are not usually good prospects.)

BRING YOUR SPONSOR WORKSHEET – FILLED OUT AND UP TO DATE – TO ALL REHEARSALS!!!

Specific Deadlines

Tuesday, February 28 (first rehearsal back from winter break):

- Turn in printout of your email seeking sponsorship
- Have a minimum of 10 potential sponsors identified and contacted (fill in worksheet)

Friday, March 2 (three days later)

- Have completed identifying and contacting 20 sponsors (fill in worksheet)

Friday, March 9 (one week later)

- Have completed all follow-ups (fill in worksheet)

Tuesday, March 13 (one week later)

- Turn in final list of committed sponsors

SAMPLE SPONSORSHIP REQUEST EMAIL

1. Connect in a way that's natural and friendly for how you know them.
2. Tell them why you're writing
3. Tell them why you're raising funds for DTA, what DTA means to you or why you believe it deserves support.
4. Explain how sponsoring you would work.
5. Thank them for considering sponsoring you, best way to get in touch with you.

Dear Rachel,

(CONNECT)

I hope you're having a good start to the new year. It's been a while since we've seen each other. Do you think you'll make it to the city anytime soon?

(WHY I'M WRITING)

I'm writing to ask if you would consider sponsoring me for my theater company's Bowlathon. We're raising funds to support our season .

(WHAT DTA MEANS TO ME)

I've been a company member of Downtown Art for two years now and it's been such a great experience. I've done things I never knew I could do, performed for a big range of audiences, and made some of the closest friendships of my life. I feel truly supported at DTA. To me, it's a unique and special place because (....)

(HOW SPONSORING WORKS)

Sponsoring me as a bowler can be done two different ways. You could pledge to contribute a certain amount for every point I score, or you could just pledge a specific amount of your choice. Pledging per point, for example, could be 75 cents per point. After I bowl, I'd let you know what my best score was (probably in the 60-100 range) and that's how we'd figure out the amount of your sponsorship.

We are bowling Saturday, March 17 so I am working to find sponsors before then. My goal is to raise \$250 or more. If you became my sponsor, I'd report back to you after I did my part (bowling) so that you could do yours (making a donation to Downtown Art.)

(THANKS AND HOW TO GET IN TOUCH WITH YOU)

Thanks so much for considering sponsoring me. I will certainly understand if it's not something you can take on – but it would be great if you could!

You can always email me or call me if you want to talk about this project of mine. My cell is

Give my best to everyone – and a special hug to Emily. Hope to see you soon!

Ryan

REMINDERS:

- 1) Send individual emails – not mass e-blasts.
- 2) Individualize the opening and the closing. You can re-use the rest of your email for all your potential sponsors.

FOLLOW UPS

- **If you don't hear anything, follow up after 1 week.**

Hi, Rachel,

I'm sure you have a lot going on but I wanted to follow up and see if you got my previous email about sponsoring me as a bowler for my theater company's 'Rock and Bowlathon.' If you have any questions about the company or the fundraiser, I'm happy to answer them.

Thanks for considering being one of my sponsors. Looking forward to hearing your decision.

All the best,

Ryan

- **Consider following up a second time if you got a hopeful response but not a firm commitment.**

Rachel,

I'm so pleased you're thinking about sponsoring me. We've been asked to get all final commitments by March 10. If you could make a decision by that date, it would be great. Rehearsals are going well and I've decided on my costume for the bowlathon so I'm psyched!

Again, feel free to get in touch with questions, etc.

Yours,

Ryan

- **Thank anyone who has agreed to sponsor you.**

Dear Rachel,

That's fantastic! Thank you so much for sponsoring me for \$40. We'll be bowling a week from today and I'll touch base afterwards to let you know how it went and how you can fulfill your pledge.

Ryan

- **Send a note of understanding to anyone who turned you down.**

Dear Rachel,

I completely understand. Thanks for considering it anyway.

I'll make sure to let you know about our performances in May in case you're free to come see one.

Love to you and all your family,

Ryan

- **Follow up with your sponsors after the Bowlathon.**

Hi, Rachel,

So, we BOWLED! It was a great day – my costume was a hit – and we had so much fun. Now I'm writing to ask all my sponsors to fulfill their pledges. You can make your donation online at www.downtownart.org and put 'Sponsored Ryan' in the note section, or you can make a check out to Downtown Art and mail it to me at my home address (.....). The full amount of your donation is tax-deductible. We're trying to collect all pledges by April 17th.

Thanks so very much for sponsoring me. Downtown Art has been a great place for me this year and I really appreciate your supporting our efforts – and in particular, supporting me. I'll make sure you know about our spring performances in hopes that you can see one of them.

Hugs and many thanks,

Ryan

DOWNTOWN ART	ROCK AND BOWL	Saturday, March 17, 2pm					
Sponsor Worksheet	GOAL: \$250.00						
			1st contct	follow up 1	follow up 2		Notes: pledge amount, type, other details or
NAME	email	phone	date/how	date/how	date/how	YES/NO	requests (if says no, any notes for future ref.)
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