



THE BOWLERS TO VETERANS LINK

Bowling Center Campaign Workbook

BVL: Brightening Veterans Lives
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BVL Fact Sheet



- The Bowlers to Veterans Link is a national nonprofit charity (501(c)3) which supports America's veteran and active duty service men and women
- BVL is the sport of bowling's oldest and most successful charity -- raising more than \$40 million since its inception
- BVL is America's only national sports organization specifically devoted to those who have served our country
- The BVL Board of Directors is comprised of representatives from the United States Bowling Congress (USBC) and the Bowling Proprietor's Association of America (BPAA)

Programs

- BVL grants provide arts and crafts programs, music and sports activities, pet therapy programs, reading materials, games and more to boost spirits, speed recuperation and improve morale
- BVL supports veterans recuperating in VA Medical Centers, Vet Centers and State Vet Homes
- With the VA, BVL conducts one of the longest running bowling tournaments for veterans – now in its 67th year
- The BVL is a long time sponsor of the six national veterans' recreational events – the Winter and Summer Sports Clinics, the Golden Age Games, the Wheelchair Games, the Training Experience Exposure Tournament and the Creative Arts Festival
- BVL sponsors the tours of the entertainment troupe "Re-Creation" which performs at VA Hospitals and State Veterans Homes around the country
- "Operation: Honor Force" is BVL's on-line tribute to veterans and active duty troops
- Through "Project Military Music" the sounds of America's best military bands are brought to veterans recuperating at VA Hospitals nationwide
- BVL conducts regular "We Salute You" events for troops in care at Walter Reed National Military Medical Center, providing the opportunity to enjoy an afternoon of fun.

History

- The BVL was founded in 1942 by a group of caring and concerned bowlers who promised "We will not forget about the sacrifices made by America's service men and women."
- BVL's first campaign during WWII raised money to purchase medical evacuation planes to ferry the wounded home from the battlefields of Europe
- BVL supported the dependents of those killed during Operation Desert Storm with academic scholarships for college
- BVL has shipped more than 550 portable carpet bowling lane kits to active duty troops in Iraq, Afghanistan and a host of other locales including the USS Enterprise and USS Ronald Reagan

Membership and Awards

- BVL is an associate member of the National Veterans Day Organizing Committee and a donor member of the Department of Veterans Affairs Voluntary Service National Advisory Committee
- BVL is the winner of the Department of Veterans Affairs "Award for Excellence"
- BVL representatives have won the "Secretary's Award" — the highest honor from the VA
- BVL is the recipient of the International Bowling Hall of Fame and Museum's "20th Century Award," touted as a 'major industry success'
- **Measured against other charities, BVL prides itself on one of the lowest overhead percentages. Because of this BVL, has earned honors as one of "America's Best Charities," voted a Top Rating by Great NonProfits, recognized by the Federal Times as a "Best Military, Veterans and Family Services" charity, and accepted into the Combined Federal Campaign following a rigorous examination and review of our organization and procedures.**

Fund-Raising FAQs

Do we need to register our fund-raiser with BVL?

- No, BVL does not require local groups to register an event. However, we are always interested in activities coordinated for BVL and we are available to help with publicity and supplies!

When is our contribution due to BVL to receive credit for a particular bowling season?

- All donations should be received by May 31 in order to be recognized for the fiscal year.

How is our contribution recognized?

- Contributors receive a written acknowledgement from BVL headquarters. Additionally, contributors' lists are posted on the BVL website and are updated regularly.

Several of our bowlers asked for information on BVL. What can we provide them?

- We have a number of flyers and brochures available which highlight the various BVL programs. For further information or to see a copy of the BVL 501 (c) 3 determination letter, our Donors Bill of Rights and other important documentation visit the BVL website www.BowlforVeterans.org.

We want to be sure that the veterans in our state receive BVL funds. Is that possible?

- BVL ensures that every VA facility in every state receives grants. We work hard to see that all VA Hospitals, Vet Centers and State Homes have an equitable distribution of funds.

We've heard that veterans from our state are sent to VA facilities elsewhere to receive special treatment, can we get funding to those vets?

- Yes. Depending on the treatments necessary, veterans are often sent to facilities outside of their home state. As noted, BVL is committed to the care of all veterans, regardless of where they receive treatment. And when our vets are away from home, that's when BVL programs really make a difference — brightening their days when they are far from family and friends.

There are a lot of charities out there, what makes BVL special?

- BVL was created by the sport of bowling and has the longest relationship with the sport than any other charitable organization. There is no other charity like BVL—we are unique in our service to our veterans and active duty troops. For more than 70 years, the sport of bowling has maintained our promise to remember the sacrifices of our service men and women. We need your help to maintain that promise!

We would like to move our BVL collections and campaign out of the bowling center and into our community. Any suggestions?

- Yes! Use the BVL tagline: Brightening Veterans Lives. Contributors don't have to be limited to bowlers. Anyone who wants to support America's service men and women can support the BVL cause. Use our new flyer "Brightening Veterans Lives" to reach out to a wider audience.

10 Easy Ways to Get Involved

1. Visit our website www.BowlforVeterans.org and sign up for our eNews.
2. Find us on Facebook (www.facebook.com/BowlerstoVeteransLink) and “Like” us!
3. Find the “Re-Creation” tour schedule on our website www.BowlforVeterans.org and attend a show.
4. Order the “I Support BVL” lapel stickers for a visual acknowledgement of individual donations.
5. Duplicate the BVL ‘pin art’ on red, white and blue paper for recognizing contributors based on the donation level – e.g. \$1, \$5, \$10.
6. Purchase a bag of 50 “Support Our Troops” silicone wrist bands (\$25) to give to each of your contributors.
7. Purchase a patriotic bowling ball (\$99/including shipping) for a raffle.
8. Pick a BVL program to sponsor and create a community event to support it:
 - * Project: Military Music
 - * Walter Reed National Military Medical Center events “Welcome Home: We Salute You”
 - * BVL/VA Annual Veterans Bowling Tournament
 - * Veterans Voices Writing Contest
 - * VA National Veterans Competitions:
 - Winter and Summer Sports Clinics
 - Training Exposure Experience Tournament
 - National Veterans Wheelchair Games
 - National Veterans Creative Arts Festival
 - Golden Age Games
9. Create a local campaign based on one of the programs outlined on the following page.
10. Make a personal contribution!

BVL Bowling Center Fundraising

Every BVL campaign is developed at the coordinator's discretion. However, interested volunteers may be interested in several proven-successful BVL drives that generate community-wide support.

Operation: Honor Force. All bowling centers are encouraged to honor a military man or woman – active duty, reservist or veteran, living or deceased – and recognize their service to our country. Participation in “Operation: Honor Force” is easy: An individual or group chooses a level of contribution, and makes a donation in the honoree's name. Honorees could be a relative, friend, co-worker, or someone in the community who has served our country or is currently on active duty. Contributing individuals or groups also have an opportunity to include a photo of their honoree and provide more information about their military service. This information is then posted on the BVL website as a permanent tribute to your chosen honoree, and a note recognizing the contribution and the website recognition is sent to the honoree or his or her family. Visit www.bowlforveterans.org and click on “Programs” to learn more.

Lanes for the Troops. Thanks to America's bowling community, when active duty troops around the world have some down time, they can enjoy some fun and competition via a lightweight, portable carpet bowling lane kit shipped complete with a rubberized bowling ball, ten pins and score sheets. Working with bowling centers nationwide, BVL has now delivered more than 550 kits to troops deployed on active duty in Iraq, Afghanistan, Kuwait, Korea and a host of other countries. The kit consists of a 26-foot-long red, white and blue carpet bowling lane, a 5 lb. rubberized bowling ball and lightweight plastic bowling pins. The lane, ball and pins, packaged in a nylon carrying bag, can be set up in a few minutes time, whenever a break in the schedule permits. The complete kit can be purchased for \$499 and shipped to a service man or woman of your choice, or you can donate a kit to those units on our waiting list. A promotional kit, available for \$149, has all the tools necessary to host a fundraiser to generate the funds needed to purchase a kit.

Heroes in Our Midst. Bowling centers around the nation are joining in the effort to salute those who have served our country. “Heroes in Our Midst” is a public show of support for the millions of Americans who have worn the uniform of the United States by creating community bulletin boards and displays at the centers which feature names, photos and tributes to local area citizens who are military veterans, reservists, or on active duty. Headers, stickers and small flags are available through the BVL office to help complete your display. This campaign is most effective when coordinated as part of a Veterans Day/Independence Day/week/month celebration.

Bowl For Veterans. Enlist the support of area veterans' service organizations (American Legion, Elks, Veterans of Foreign Wars, Vietnam Veterans of America, etc.) or local companies to conduct a BVL event. Set a pre-approved fee per team in advance (e.g. \$25 for each team to cover lineage, shoes, and incidentals, with \$10 going to BVL). Generate more fun and funds throughout the event by conducting 50/50 drawings with proceeds split between the organization/company and BVL. Use the sample introduction letter (provided), and complete the announcement page for the organization to distribute to its members or employees.

Join "Operation: Honor Force"

Post a tribute to a military man or woman – active duty, reservist or veteran, living or deceased – to recognize their service to our country. This campaign is presented by the Bowlers to Veterans Link (BVL), with over 65 years of service to America's military.

Participation in "Operation: Honor Force" is easy: An individual or group chooses a level of contribution and makes a donation in the honoree's name. Honorees could be a teammate, relative, friend, or someone in the community who has served our country or is on active duty. Contributing individuals or groups also have an opportunity to include a photo of their honoree and provide more information about their service. This information is posted on the BVL website, and a note recognizing the contribution is sent to the honoree or his or her family.

In 1942, the sport of bowling founded BVL and made a promise to our nation's military men and women – we won't forget you. Since then, that commitment has been cemented with more than \$35 million to support hundreds of recreational and therapeutic programs and services for active duty military, veterans, and their families. Funds collected through "Operation: Honor Force" will help sustain these critical, on-going programs.



(Please Print Clearly)

Honoree Name: _____ Rank: _____

Hometown: _____

Branch of Service: _____ Years Served: _____

Acknowledgement sent to: Mr. Mrs. Ms. (circle one) _____

Address: _____

City, State, ZIP: _____

Tell us why this person is special or something about his/her military service to our nation:

CONTRIBUTION: ___ \$50 ___ \$75 ___ \$100 ___ OTHER

Contributor: Mr. Mrs. Ms. (circle one) _____

Organization: _____

Address: _____

City, State, ZIP: _____

Daytime Tel. #: _____ e-mail address: _____

Lanes for the Troops

Join with America's bowling family to send BVL's "mini-bowling center in a bag" to our troops serving overseas and recuperating in military and veterans' hospitals.

Thanks to this effort, our service men and women and veterans have an opportunity to step away from the stress of active duty or doctors' appointments and therapies. The kit includes a 26' red, white and blue carpet lane—which can be assembled in just a few minutes time— and a matching 5 lb. rubber ball, 10 rubberized pins and score sheets and instructions.

There are two ways to get involved:

1. Order the promotional kit:

This kit includes a variety of items to run a fundraiser in order to purchase a complete kit. The promotional package includes:

- Red, white and blue 4½' x 3' nylon carpet lane carrying bag with "Bowlers of America Salute You" logo, along with special red and blue pens for creating personal messages.
- An patriotic-themed bowling ball for use as a raffle to help generate contributions.
- Red, white and blue silicone wristbands; also used to generate contributions.
- Imprinted postage paid return envelope for signed bag, and shipping instructions.

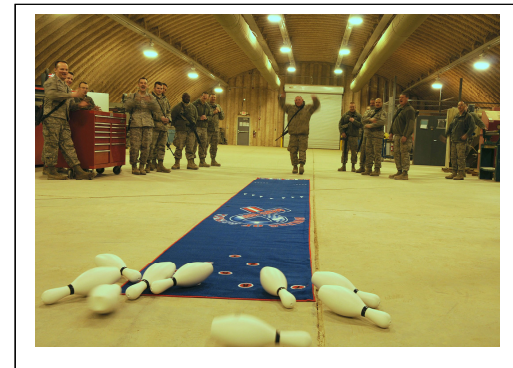
COST: \$149



2. Order the complete kit:

- ALL of the elements of the promotional package, plus the actual red, white and blue carpet lane with "Bowlers of America Salute You" ribbon logo
- Matching 5 lb. rubber ball with two options for large or small hands
- 10 pins
- Score sheets and instructions
- Free shipping to APO/FPO address or to a VA Hospital or State Home

COST: \$499



Heroes in Our Midst: A Community Salute to those Who Have Served

Concept: Create an opportunity to recognize bowlers, bowling center staff, area leaders, community members who are serving or have served in the military. This can be accomplished in a variety of ways – from a simple display to a special event at the center.

Through in-center announcements, ask customers for the names of individuals they would like to honor. Request that bowlers bring in a brief paragraph about the individual, specifically with respect to their service to our country, as well as copies of photos and awards (it's best to avoid accepting any original documentation in case of loss).

Display: Post the honors, photos and memorabilia on an existing bulletin board or create a display at your control counter. Decorate with American flags or other appropriate art.

Special Event: Coordinate a tournament with proceeds going to BVL. Invite members of the community who want to support our nation's servicemen and women.

Throughout the event: Display BVL posters and brochures at the control counter and around the center. Play the "Re-Creation" patriotic CD throughout the week (available through BVL).

Promote the Event

- Send press release to area media
- Make in-center announcements
- Solicit suppliers area retailers to provide items to raffle during the week

Copy flyer for:

- distribution to your customers
- at community events
- post in center and at area retail outlets

At the event

- Play the BVL/Re-Creation CD
- Recognize area servicemen or women and veterans participating
- Confirm that proceeds will be going to BVL to help support America's veterans

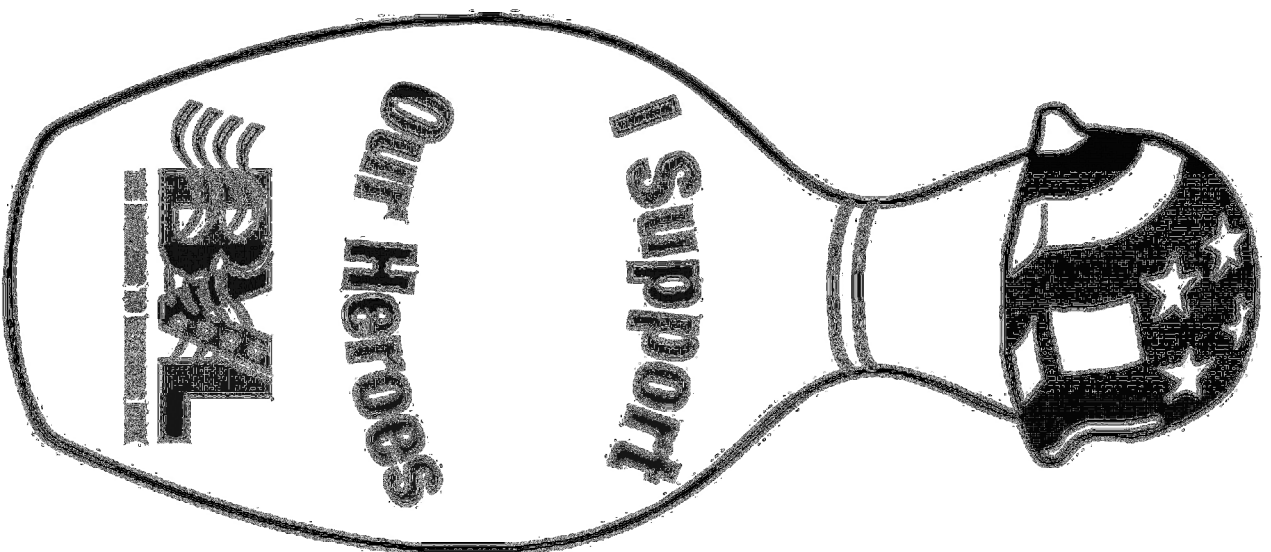
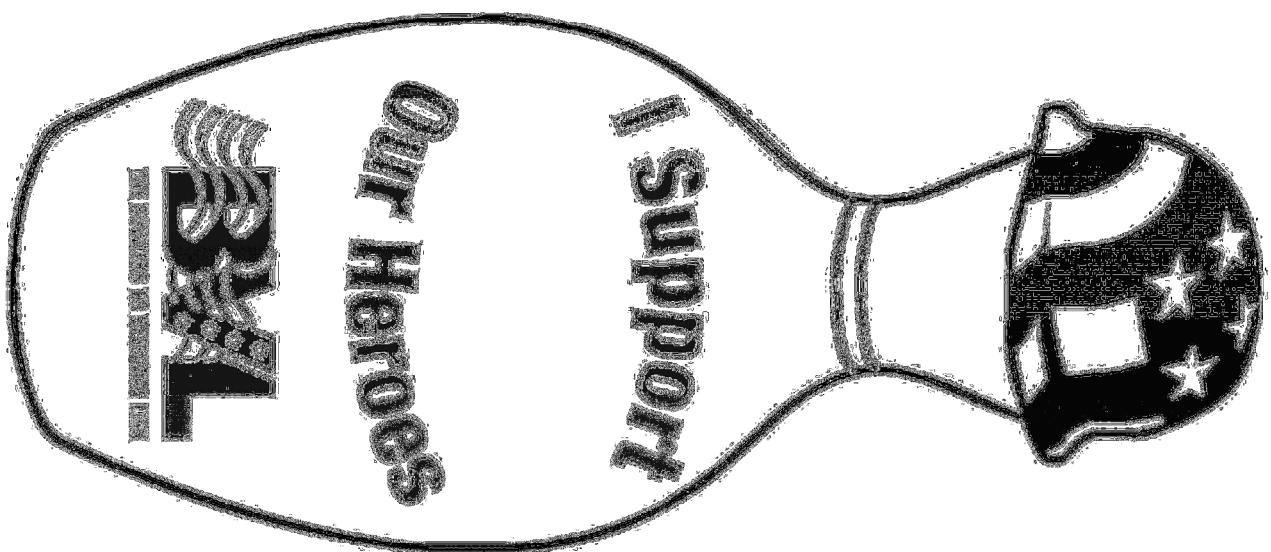
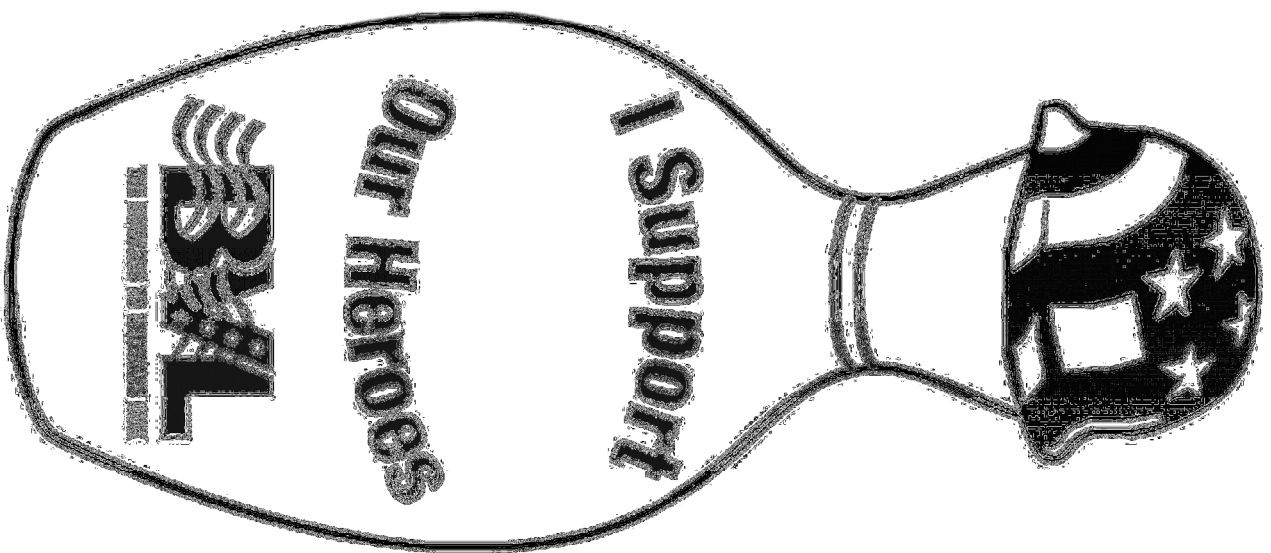
Additional ideas to help support the fund-raising effort:

Bowlers:

- Ask bowlers for donations throughout a specific time period. Decorate a drop box at the control counter. Use enclosed pin art. Copy on to white, blue and red paper. \$1.00 = white pin, \$5.00 = blue pin, 10.00 = red pin. Write in contributors name on the pins and post them around the board or control counter.
- Encourage bowlers to contribute a penny a pin for their series. Bowlers generating more than \$5.00 can be awarded a "Support The Troops" wristband.

Proprietors:

- Support bowlers' contributions by matching their contributions to BVL
- Contribute .10 - .25¢ for each game rolled during BVL month to BVL



Sample "Heroes in Our Midst Display"



Don Carter Lanes, Rockford, IL



Thunderbird Lanes, Philadelphia, PA



Bowland, Pt. Charlotte, FL

SAMPLE CENTER ANNOUNCEMENT

Attention all bowlers! All of us know someone who has served in the military — your uncle, cousin, sister, friend — maybe even you — and understand the great sacrifices America's service men and women have made for our freedoms. We want to help you honor them for their service! Bring in a photo and some brief information about their service to our country and we can post this on our display for our "Heroes in Our Midst" campaign.

We are proud to say that (association/center name) is supporting the Bowlers to Veterans Link charity and we will be conducting a (collection drive, tournament, raffle, bake sale) (today, next week, next month) to support our active duty troops and veterans. BVL provides the extras—like recreation and sports programs—that brighten the days of active duty troops on the front lines and those recovering in VA hospitals. Please join with us and (donate/participate) to show our service men and women that we remember their sacrifice and that we care about their service to our country.

For Immediate Release (Date)

SAMPLE PRESS RELEASE

Local Media Contact: (Name, phone number)

(Phone # days and eves)

National Media Contact: Elizabeth Montanya

(703-934-6039)

Local Bowlers Roll for Veterans

(YOUR TOWN) (DATE) -- Keeping a promise made in 1942, the (your town) area bowling community is gearing up for a special campaign to honor local active duty and veteran service men and women as part of a nationwide effort through the Bowlers to Veterans Link, a nonprofit organization representing the sport which provides programs and services for veterans recuperating in our nation's VA facilities and boost the morale of active duty military and veterans.

Area BVL volunteers will be coordinating (list activity, e.g. tournament, bake sale, raffle) at (center).

All (your town) residents are invited to participate in the drive by (dropping off a donation at the center/participating in the tournament).

The Bowlers to Veterans Link --or BVL --has more than 1,500 local bowling associations participating in drives this year. Collectively, these associations are expected to raise more than \$1 million for the effort, which provides recreational and therapeutic equipment and services not funded by the government. BVL supports millions of veterans on active duty and at the 152 VA Medical Centers, 206 Veterans Centers, 100 State Veterans Homes and a growing number of VA clinics nationwide. In (Your State), those facilities are: (List facilities.)

"We are always grateful for our good friends at BVL," remarked Department of Veterans Affairs Secretary Eric Shinseki. "Through the years, they have remained steadfast their promise to support our nation's veterans, and they have never let us down. America's bowlers understand the sacrifice of our veterans and are willing to show their commitment."

The local BVL effort is being spearheaded by (BVL Chair Name). For further details about the drive, please call xxx-xxx-xxxx.

The National BVL Offices are located in Metropolitan Washington, D.C. For more information about the national program, call 703-934-6039 or visit

www.BowlforVeterans.org



Join Us To Honor Those Who Have Served
Our Country!

Do you know someone who is a veteran or is currently on active duty? Submit their name, photo, and background information so that they can be honored as part of our tribute to America's service men and women!

See _____ for details or

call _____.

Brightening Veterans Lives: Team Building Campaign

Concept: Utilize BVL as a vehicle to reach out to area service organizations and businesses. Provide target audience with an opportunity for team building, camaraderie and fun while raising money for a good cause.

Timing: Although the program can be conducted at any time, it may be more effective coordinated in conjunction with an appropriate holiday – Armed Forces Day, Flag Day, Memorial Day, Fourth of July or Veterans Day.

Campaign: The structure of the event is at your discretion and that of the organization or company – perhaps you will want to set a flat price for bowling, shoes and drinks, incorporating the BVL: Brightening Veterans Lives contribution in the package. Or, you may want to encourage participants to raise money via a bowl-a-thon or tournament. Whatever the arrangement, BVL can help you coordinate the event with:

- Letter of introduction to company/organization
- Promotional materials for on-site posting
 - Brightening Veterans Lives flyer
 - “Grab your Friends. Go Bowling. Have Fun. Support America’s Service Men and Women” Poster – with room to include information about the specific event
 - American Flags
- CD of National Anthem for event kick off
- Contributor envelopes to solicit supplementary donations and to create a data base for future use.

Support: In addition to above materials, BVL has additional supplies to support the event:

- Red, white and blue “Support the Troops” silicone wristbands (cost: \$25 for 50 wristbands)
- Patriotic Viz-A-Ball with American flag and eagle for raffle (cost: \$99)
- BVL polo shirts (cost: \$15.00) and T-Shirts (cost: \$5.00)

ABC Lanes



Date

Ms. Susie Smith, Human Resource Coordinator
XYZ Company
OR
Mr. Joe Jones, President
Town Service Organization/TSO
123 Main St.
Anytown, USA

Dear Ms. Smith:

We are writing to introduce you to a unique opportunity for your employees/members to have fun, build company/organization camaraderie, and help out a great cause here at ABC Lanes.

ABC Lanes is a proud supporter of the BVL: Brightening Veterans Lives, a national nonprofit charity that brightens the days of our active duty and veteran troops through recreational and therapeutic programs and services. BVL picks up where government funding leaves off through the sponsorship of a variety of activities that bring music, the arts and sports and recreation to our service men and women. (We have enclosed more information about BVL.)

To help raise money for this great cause, we are offering XYZ/TSO a great afternoon of fun here at ABC. For the low price of just \$x per person, your employees/members can test their bowling skills and have fun with co-workers/comrades. This price also includes shoe rental and soft drinks and snacks. ABC Lanes will donate \$X to the BVL for each participant attending the event.

If there is interest amongst your employees/membership, we can also help coordinate a bowl a thon or tournament for XYZ/TSO raise additional funds for BVL.

Bowling is a great sport for company teambuilding – and can be enjoyed by all regardless of age and experience. We guarantee XYZ/TSO a fun experience, which will be sure to generate continued enthusiasm into the workplace.

We look forward to working with you to create a great win-win event. Fun for your employees/members and Funds for BVL!

Sincerely,
Joe Smith, ABC Lanes Manager



Bowl for Veterans

Join In the Fun!

You are invited to enjoy a great time and support a great cause.

(XYZ Company/TSO Organization) is planning a bowling event for all (employees/members) and their families to have fun and raise money for BVL: Brightening Veterans Lives.

The BVL is a national nonprofit charity founded in 1942 which combines America's favorite indoor sport — bowling — and the opportunity to support the men and women who have served our country.

For more than 70 years, BVL has helped boost the spirits and speed recuperation through recreational programs and services for our nation's active duty and veteran service men and women. BVL brings sports and the arts, music and entertainment to brighten the days of active duty troops and veterans.

This is a great opportunity to have fun and raise money for a good cause. Test your bowling skills -- come out and join us!

WHERE:

DATE: _____ TIME: _____

COST: _____

CONTACT: _____ FOR MORE INFORMATION

www.BowlforVeterans.org