



TV TAKEOVER



Big Brothers Big Sisters
OF OXFORD COUNTY


PLAY FOR KIDS' SAKE 2025 PARTICIPANT PACKAGE

Thank you for participating in
Big Brothers Big Sisters of Oxford County's
Play for Kids' Sake 2025!

Included in this package is:

1. How to set up your Online Fundraising Page
2. Fundraising Incentives
3. Fundraising Tips & Ideas
4. Case for Support Example Letter & Social Media Posts

Please contact Nicole Killaire, Fund Development Manager,
if you have any questions!

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SET UP YOUR ONLINE FUNDRAISING PAGE

Online Fundraising is a quick and easy way to maximize your fundraising efforts and expand your reach of supporters.

To create your personal fundraising page, just follow these easy steps:

1. Visit the Online Fundraising page by going to <https://bit.ly/PFKS2025> or scan the QR code below.
2. Complete the form to create your fundraising page. It is suggested that each Team Captain create a Team Page and then each member of the team can click "Join a Team" and create their individual pages.
3. You will receive a confirmation email that will allow you to customize your page. Your page will be created with the event details but feel free to make it your own.
4. At this point you will be given a link to your personal fundraising page. Share this link with friends, family, coworkers, neighbours, and your social media network. Let the fundraising begin!

Play for Kids Sake 2025

Raising funds for Big Brothers Big Sisters of Oxford County

Donate Now

\$0.00 raised of \$65,000.00

\$0 \$32,500 \$65,000

4 months REMAINING
Campaign Ends March 31, 2025

Share This Page



Join a Team

Create a Team

Join as an Individual



Scan to visit the PFKS 2025 Fundraising Page.



bitty



FUNDRAISING INCENTIVES

Sponsored in part by: *Tim Hortons*

Please note that the minimum fundraising amount is \$450 per team - \$75 per participant for a team of six !

Not only are you winning by supporting young people in Oxford County, you can also take home some great Gift Certificates! The following incentives prizes are for funds raised by an **individual participant**:

| | |
|-------------------|--------------------------------|
| \$100 - \$199 | \$10 Tim Hortons Gift Card |
| \$200 - \$499 | \$20 Tim Hortons Gift Card |
| \$500 - \$999 | \$50 Tim Hortons Gift Card |
| \$1,000 - \$2,999 | \$100 Gift Card of your choice |
| \$3,000 - \$4,999 | \$200 Gift Card of your choice |
| \$5,000 and up | \$300 Gift Card of your choice |

This year's theme is



TV TAKEOVER

Dress up as your favourite TV characters, cartoons, TV or game show hosts!



FUNDRAISING TIPS & IDEAS



Start asking for pledges early! Set a goal and tell people what it is.

See if your company/employer offers a matching program. You could double your money!



Set up online fundraising - a strong page goes a long way! Sharing photos or videos related to your fundraising efforts can increase the amount of donations you receive.

Make the first donation to show others you care! Invite family, friends and colleagues to support your cause. If 20 people give you \$5, you've already reached \$100!



Share the impact of a donation and 'Share Your Why!' The following page shows an example of a case for support letter, as well as some suggested posts you can use on your social media pages.

Remember to thank everyone who helps you reach your goal and let them know they are making a difference.



Personal Challenges:

Set mini-challenges, like "if I raise a \$100 in a week, I'll bowl or golf with the opposite hand for one round.

Friendly Competition:

Create a mini-competition between teams (whoever raises the most buys the other team coffee & donuts, pizza lunch, or wins a prize).

Host Mini-Fundraisers:

Hold a bake sale or Trivia Challenge at work, co-workers pay to participate during lunch or after work

Every dollar raised through Play for Kids' Sake will stay right here in Oxford County, igniting the power & potential of young people in our community!





CASE FOR SUPPORT

We have put together a letter for you to send out to your supporters, explaining why this event is important to you, and the impact that these fundraising dollars have on the young people in our community. There are also some examples of social media posts to give you some ideas. Please feel free to make these your own!

Case For Support Letter:

Dear *[Insert Supporters Name]*,

I am a proud supporter of Big Brothers Big Sisters of Oxford County through my participation in their annual Play for Kids' Sake event. This is a cause I feel passionate about and an organization that believes all young people should be given the tools to reach their full potential.

I kindly ask for your support in my fundraising efforts. All funds raised through Play for Kids' Sake directly support mentoring programs and services that are offered at no cost to young people and their families in Oxford County. Your donation is an investment in the inclusion, learning, and mental health of vulnerable young people—an investment in the future of our community.

Please visit the following link to contribute to this important cause, and join me in helping ignite the power and potential of even more young people in 2025!

[Insert link to your personal fundraising page]

With Gratitude,

[Your Name]



CASE FOR SUPPORT

Social Media Posts:

I'm a proud supporter of #BBBSOC and their Play For Kids' Sake 2025! Our team, _____, will be bowling🎳/indoor golfing🏌️ to support the free mentoring programs offered by Big Brothers Big Sisters in #OxfordCounty! Your donation stays local, investing to create a brighter future for young people and our community! 🌟

Visit my personal fundraising page here to make your donation and help me reach my goal (*insert link*)! 🙌

#PFKS2025 #IgnitePotential🔥#MentorshipMatters #BiggerTogether

🌟 #IgnitePotential with me! 🌟

I am participating in Big Brothers Big Sisters of Oxford County's Play For Kids' Sake 2025 with my team, _____, in the bowling🎳/indoor golfing🏌️ event!

Help me reach my \$_____ goal by making a donation through my online fundraising page here 🖱️ (*insert link*)!

- ✓ All funds raised stay in Oxford County
 - ✓ Funds directly support the mentoring programs offered by #BBBSOC
 - ✓ All programs are offered at no cost to young people & their families
- #PFKS2025 #MentorshipMatters #Donate #Fundraiser #BiggerTogether

I am participating in Big Brothers Big Sisters of Oxford County's Play For Kids' Sake 2025!

Help me reach my \$_____ goal by making a donation through my online fundraising page here 🖱️ (*insert link*)!

All funds raised stay in Oxford County, directly support the mentoring programs at #BBBSOC, offered at no cost to young people & their families!

#PFKS2025 #MentorshipMatters #IgnitePotential🔥#Donate #Fundraiser #BiggerTogether