

ALL-STARS FOR KIDS

SUPPORTING BIG BROTHERS BIG SISTERS OF CALGARY AND AREA

ALL-STARS FOR KIDS COMMUNITY PARTNERS

WHAT IS THE ROLE OF AN ALL-STAR COMMUNITY PARTNER?

Your support as a Community Partner plays a BIG role in the campaign by helping to raise critical funds as well as build awareness for Big Brothers Big Sisters and the power of mentoring. The previous success of All-Stars For Kids has been due to the collaboration and support from the matching partners, Community Partners like you, and our roster of All-Stars!

As an **All-Star Community Partner**, we ask that you create a fundraising initiative during the month of August, to raise funds while engaging staff and customers. The options are endless, but we have included a few ideas below to get you started.

ALL-STAR DONATIONS

When customers check out, give them the opportunity to be an All-Star For Kids and make a donation (can be done for virtual platforms and in person). For in-person opportunities have them sign a star and put the stars up all month

PERCENTAGE OF SALES

Donate a percentage of sales on an item or service you offer. Percentage of sales could include:

- % of entire sales for the month of August
- Sales from an "All-Star" item created for the campaign (e.g. All-Star Burger)
- % of sales on a specific item or service

DONATION AT THE (VIRTUAL) DOOR

Hosting an event or activity at your venue or virtually? Set a minimum donation (cover charge) and let customers know that their donation will be donated to Big Brothers Big Sisters. This can work for a variety of businesses, from restaurants to activity classes (e.g. paint nights, fitness classes, gaming nights, etc.)

HOST YOUR OWN (VIRTUAL) EVENT!

From virtual concerts to paint and sip nights, and office raffles, community-minded businesses like yours have always found the most creative ways to support children and youth in the community. By hosting a (virtual) fundraising event or activity as part of All-Stars For Kids, the dollars you raise will be matched!

Other Fundraising Event Ideas:

- Online Auction
- Custom T-shirt (Product)
- Digital Happy Hour
- Virtual Dinner Party

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- Virtual Performance or Concert
- Grand Opening
- Text-to-Give
- Online Raffle
- Ticketed Event
- Work Department Challenge

Big Brothers Big Sisters wants to ensure your participation in the campaign is a success! In return, for being an All-Star Community Partner, we will:

- Include your name and logo on our various marketing and communications materials, including social media, and email communications
- Provide various support for your fundraiser including:
 - All-Stars For Kids and Big Brothers Big Sisters print and promotional materials
 - The guidance of our in-house events and fundraising team
 - Soliciting volunteers for a fundraising event
 - An opportunity to ask our All-Star roster to share your initiative on social media
 - An opportunity to have a Big Brothers Big Sisters speaker at your initiative
- Facilitate a cheque presentation with a Big Brothers Big Sisters representative

NEXT STEPS

If you are interested in being an **All-Star Community Partner** this August, please contact Natasha Pierce at 403-215-3598 or by email at natasha.pierce@bigbrothersbigsisters.ca for more details!