BYU Alumni Bowling Fundraiser

We wanted an indoor, family-oriented activity that allowed us to raise funds for Replenishment Grants, and get the word out that Abq’s chapter was back in action.
1. Structured fund-raising effort
2. Entire board fulfilled assignments
3. Planned ahead with venue, t-shirt, and targeting donors
Challenge
Finding donors and getting them to follow through with registration and payment

Overcoming the Challenge
Identify primary contact to follow up with targeted donor and be tenacious until follow through