ROCKIN' RAINBOWL ROADMAP

Event Kick-Off: What to Expect!

STEP 1: Prospective event host fills out RainBOWL Host Application

STEP 2: Ruby's Rainbow Fundraisers & Events Coordinator (FEC) will reach out to schedule call with prospective host to review timeline, responsibilities and requirements

STEP 3: Review the Rockin' RainBOWL Host webpage for helpful resources

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RAINBOWL HOST RESPONSIBILTIES:
- ❏ Confirm minimum of two top sponsors – minimum combined total pledge of $6,000
    - o The Roll Out - $500
    - o The Spare - $1,000
    - o The Lucky Strike - $3,000
    - o The Turkey - $5,000
- ❏ Gather details on bowling alley:
    - o Pricing
    - o Venue details (food/drink)
    - o Number of lanes
    - o Date availability
- ❏ Compile list of 20 team captains who will fill the lanes
- ❏ Select chairs for committees:
    - o Fundraising/sponsorship
    - o Raffle/auction
    - o Logistics
    - o Community outreach (filling lanes)

Rockin' RainBOWL Timeline:
Event Host Duties

JANUARY/FEBRUARY

CONFIRM EVENT VENUE & DATE
- ❑ Contact bowling allies with minimum of 20 lanes for available dates
- ❑ Gather cost details:
    - o Does the alley offer a nonprofit or school discount?
    - o What is provided re: drinks, food, shoes, etc.?
    - o What do we provide?
    - o Can DJ, food, drinks, sponsors tables be set up?
    - o Find out max number of bowlers per lane (5–6 per lane recommended)
- ❑ Confirm date and venue
- ❑ Sign contract and pay deposit
    - o Submit all paperwork and receipts to Fundraisers & Events Coordinator (FEC)

EVENT REGISTRATION SITE:
- ❑ FEC will create a dedicated registration site for the event on Classy.org
- ❑ Host to submit to FEC:
    - o Logistical details about the event (date & time, bowling alley name & address, map link)
    - o Photos (if applicable) for inclusion on the registration site – e.g., pics of the venue or of previous year's bowlers
    - o Sponsor information (logos, websites for display and linking on the registration site)
- ❑ Once site is complete, host to check all event-specific information on the site for accuracy, including name of bowling alley, address, map link to directions, etc.
    - o Email any changes/updates to FEC

EVENT PAGES ON RUBYSRAINBOW.ORG :
- ❑ FEC will update the **RainBOWL event pages & sponsorship documents** on RubysRainbow.org
- ❑ Once updates have been made, host to check for details and accuracy:
    - o Event sponsorship packet – double-check all mentions of dates, "Xth annual..." etc.
    - o Event listing on the [RainBOWL event page](#) on RubysRainbow.org – check tile for accuracy of logistical details, spelling, etc.
    - o Event listing on the [RainBOWL Sponsorship page](#) on RubysRainbow.org – check tile for accuracy

VENDOR OUTREACH:
- ❑ Hire DJ
    - o Must supply own speakers and mic
    - o Must play popular, clean music only
- ❑ Hire photographer

- ❑ Hire live band
- ❑ Schedule photobooth (if applicable – check with FEC)
- ❑ Secure raffle items (goods, services, experiences, gift cards, discounts)
  - ○ Goal = 20 raffle items/baskets
  - ○ Obtain list from FEC of regularly used raffle contacts, if applicable
- ❑ Organize online raffle items, if applicable (e.g., high-value items like two-to-three-night local vacation rentals, including photos, value, description, and minimum bid info)
  - ○ Work with FEC to set up online auction site
- ❑ Food (pizzas – approx. 1 pizza/lane or 2 slices/attendee)
- ❑ Drinks (if applicable)
- ❑ Sponsor tables
  - ○ Invite local Down syndrome associations or disability support organizations

FEBRUARY/MARCH

SPONSORSHIP OUTREACH:
- ❑ Develop a list of potential sponsors and begin outreach (use questions provided by FEC)
- ❑ Send out Team Captain monthly email to encourage fundraising (send out monthly until event)

EVENT MARKETING & PROMOTION:
- ❑ FEC to highlight the event on Ruby's Rainbow social media
- ❑ Host to promote the event on your own social media channels
  - ○ Promote raffle items – must be present to win except in case of online raffle/auction items
- ❑ Outreach to local community groups (Down syndrome groups, ARC, Gigi's Playhouse, local associations)
- ❑ Outreach to local Ruby's Rainbow Rockin' Recipients and Scholarship Award Program families

APRIL/MAY

- ❑ Create Lanes Spreadsheet (maximum of 5–6 bowlers per lane/team)
- ❑ Gather sponsor swag (if needed)
- ❑ Check in and confirm with photographer, DJ and band
- ❑ With Host's input, FEC will create sponsor callouts and other announcements for DJ

MAY/JUNE

- ❑ Collaborate with FEC to create Lineup document (day-of agenda)
- ❑ Print raffle cards (created by FEC)
- ❑ Order trophies and medals from a local trophy shop:
  - ○ Print out copies of Score and Strike Tracker – 1 copy for each team/lane
  - ○ Order bowling medals for kids

- o Order six trophies for winners of these categories:
  - ▪ Strike Champion – Dude
  - ▪ Strike Champion – Lady
  - ▪ Bumper Strike Champion – Lil Dude
  - ▪ Bumper Strike Champion – Lil Lady
  - ▪ Rockin' RainBOWL Champion
  - ▪ Best Team Name

WEEK OF EVENT

DUTIES AND TO-DOS:
- ❑ Print out:
  - o Day-Of checklist for volunteer helpers
  - o Lanes Spreadsheet
  - o Lineup (day-of agenda)
  - o Drink tickets (if applicable)
- ❑ Confirm once more with photographer, DJ and band
- ❑ Order pizzas for delivery during event (if applicable) – estimate 1 pizza/lane or approx. 2 slices per attendee
  - o Host to submit all receipts to FEC
- ❑ Save relevant event contacts in phone for ease of communication
  - o Share with FEC or other Ruby's Rainbow representative, if applicable
- ❑ Fill swag bags and number according to lanes
- ❑ Purchase:
  - o Blue or white plastic tablecloths (as many as needed for registration and raffle tables)
  - o Submit all receipts to FEC for reimbursement and/or record-keeping
- ❑ Ensure the following are organized and accounted for:
  - o All swag bags
  - o All print-outs, with clipboards
  - o Raffle items & supplies: item displays/photos, jewelry stands, standard supplies (sharpies, scissors, tape, tissue paper, pens, pencils)
  - o Ruby's Rainbow swag for registration table (e.g., rainbow baskets; RR-branded brochures, pens & balloons)
  - o All trophies and medals
  - o Ensure that iPads/phones with Squares are connected and working for on-site registrations/raffle purchases/online auction bids. Payment options include:
    - ▪ Apple Pay
    - ▪ Venmo
    - ▪ PayPal
    - ▪ Square

DAY OF RAINBOWL

EVENT DAY SET-UP:

Before Event:
- ❑ Arrive 1.5–2 hours early at event site
- ❑ Confirm any last-minute arrangements with bowling alley representative (drink tickets, table setup, etc.)
- ❑ Set up registration table with iPads & Squares, along with:
    - o Ruby's Rainbow brochures displayed in plastic upright holders
    - o Baskets of RR pens/balloons/other swag
    - o Raffle tickets
    - o Drink tickets
    - o Lanes Spreadsheet printout
    - o Clipboard with any agenda, contact, raffle, lanes or other info
    - o Trophies for each bowling flight set out and in order
    - o Cardboard cutout of Ruby for selfies
- ❑ Set up raffle tables:
    - o Ruby's Rainbow tablecloths, if applicable
    - o Arrange items with displays/descriptions
    - o Set out signup sheets, if applicable
- ❑ Set out swag bags at the lanes
- ❑ Greet DJ and band
    - o Assist with setup, if needed
    - o Give DJ list of sponsor shout-outs and any needed instructions for the day's agenda
- ❑ Greet photographer and assist however needed

During Event:
- ❑ Coordinate pizza delivery and distribution – should arrive 30 mins after start of event
    - o Ensure there are plenty of plates/napkins for all bowlers & bowling flights
- ❑ Coordinate anything needed for:
    - o DJ callouts
    - o Raffle winners
        - ▪ Raffle closes 1 hour before bowling ends
        - ▪ Must be present to win
    - o Trophy winners
        - ▪ Only the first game counts toward winning tallies
        - ▪ FEC or host finalizes tallies after first game ends
    - o Medals for kids (give out for fun to any kid you think would want one!)
- ❑ Be present throughout the day for any questions or issues that arise from attendees, volunteers or others

Post Event and Recap:

- ❑ When event ends:
  - o Pack up remaining raffle items
  - o Pack up all other supplies, including iPads, Squares, raffle tickets, etc.
  - o Break down tables and return any applicable to the bowling alley representative
  - o Pack up any leftover swag bags
  - o Ensure the event area is clean and in good order
  - o Scan all receipts to submit to FEC for reimbursement and/or record-keeping
- ❑ Within 1 week after the event – meet with FEC and Ruby's Rainbow Dream Team for event recap, survey, best practices and feedback for subsequent year RainBOWL
  - o Provide FEC and RR Team with Financials info:
    - ▪ Event budget with expense details
    - ▪ $ amount raised, compared to fundraising goal
    - ▪ Number of attendees
- ❑ FEC will provide Host with RR TY cards, envelopes, stamps, return-address labels, etc. to send out sponsor thank-you emails/cards

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See [Rockin' RainBOWL Host Webpage](#) for RainBOWL Resources:

- ❑ RainBOWL Logo
- ❑ RainBOWL [Host Application Wufoo form](#)
- ❑ Sponsorship information (donations and in-kind)
- ❑ RainBOWL Day-Of checklist
- ❑ Lineup (Day-Of agenda)
- ❑ Call-outs for DJ
- ❑ Raffle spreadsheet
- ❑ Score and Strike Tracker
- ❑ Lane assignment spreadsheet
- ❑ Roles and Responsibilities for RainBOWL Ambassadors (Sponsors/Raffle Items, Entertainment, Community Outreach)

Sample emails:
- ❑ Thank You for Registering! (includes info about Ruby's Rainbow)
- ❑ Tips for Team Fundraising
- ❑ Team Captain emails
- ❑ Know Before You Go