

# EMPLOYEE ENGAGEMENT

The Junior Achievement of WNY Bowl-A-Thon is a great way to encourage employee engagement!

*We get it. Your employees work hard but, you want them to play hard too! Participation in the JA Bowl-A-Thon is a great way to boost moral all WHILE supporting JA of WNY students.*

## Show top-down engagement



- Recruit a coordinator who can drive engagement.
- Hold casual days, bake sales, parking space sales, etc. to help increase awareness & overall fundraising toward your corporate total.
- Have the coordinator recognize individuals for outstanding fundraising.
- Invite a top Executive to bowl and/or invite associates.

## Reward Great Work



- Offer incentives - rewards for fundraising: PTO day, complementary lunch, etc.
- Publicly recognize all bowlers who are also JA classroom volunteers.
- Give away company swag.
- Focus on fundraising pre-event so that you can really look at the event as an opportunity to have a good time with employees the day-of.

## Surprise employees with a great time



- Facilitate a fun and unique ice breaker at the start of the event.
- Offer a hosted happy hour after bowling.
- Give prizes to top bowlers. *JA also provides many fundraising rewards – see the bowler envelope!*
- Break up bowling with fun games. It's a great time to see your co-workers in silly situations such as doing limbo at the lanes!

## 100%

Say their JA Bowl-A-Thon experience was either excellent or very good.

## 97%

Feel more connected to their coworkers because of their participation in the JA Bowl-A-Thon.

## 88%

Left with a greater understanding of JA's work and mission.

## 85%

Feel more positively about their employer because of their participation in the JA Bowl-A-Thon.

### Top skills utilized during JA Bowl-A-Thon

50% teamwork  
13% project management  
10% sales techniques  
10% leadership  
6% time management



2020 JA BOWL-A-THON DATES: MARCH 7 & 14  
FOR EVENT INFO EMAIL: [TBIXBY@JAWNY.ORG](mailto:TBIXBY@JAWNY.ORG)  
OR VISIT: [WWW.JAWNYBOWLATHON.ORG](http://WWW.JAWNYBOWLATHON.ORG)