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 morale 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!

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**Top skills utilized during JA Bowl-A-Thon**
- 50% teamwork
- 13% project management
- 10% sales techniques
- 10% leadership
- 6% time management

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Source: 2019 JA of WNY Bowl-A-Thon Survey

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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.

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2020 JA BOWL-A-THON DATES: MARCH 7 & 14
FOR EVENT INFO EMAIL: TBIXBY@JAWNY.ORG
OR VISIT: WWW.JAWNYBOWLATHON.ORG

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Employee Engagement

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