

# REGISTER – or RE-REGISTER – to fundraise on the JA Bowl-A-Thon Site!

Thank you for fundraising with us for 2020, here's how to get started. If you're returning with us from last year, thank you...here's how to get re-registered for the 2020 JA Bowl-A-Thon!

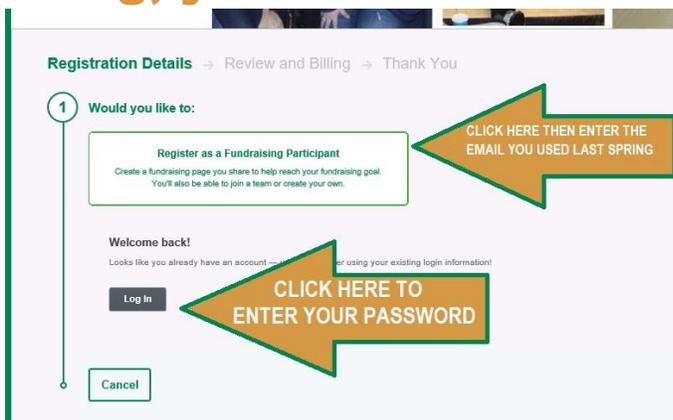
VISIT [www.jawnybowlathon.org](http://www.jawnybowlathon.org) Then...

## 1. Click "Register"

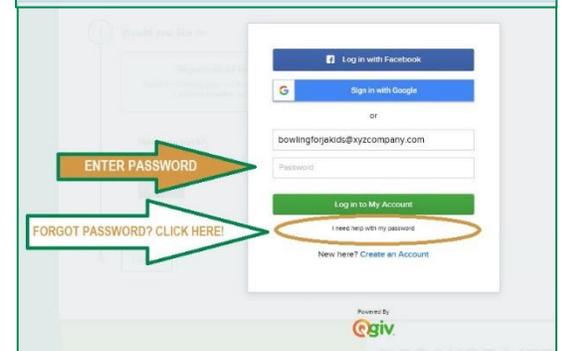
Note: If you used the site last year & bookmarked it, you'll want to make a new one, that way you don't get re-directed to last year's page (which is now closed).



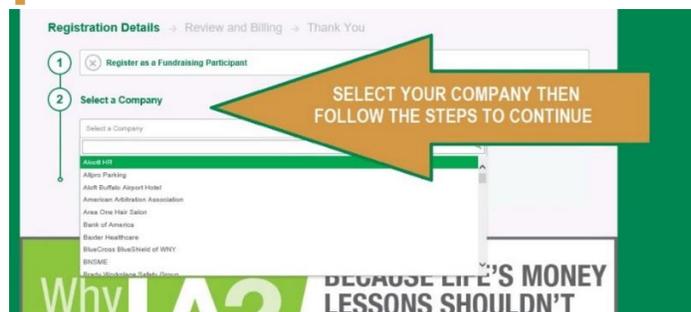
## 2. Register as a Participant & follow prompts. If you're returning, you can enter the email you used last year.



### Returning & forgot your password? No problem...



## 3. Select your Company from the drop-down menu & continue.



NEED HELP?  
WOULD YOU LIKE  
US TO SET UP  
YOUR PAGE?

Email:

[tbixby@jawny.org](mailto:tbixby@jawny.org)

Thank you for your support of Junior Achievement of WNY and our students!

# PARTICIPANT FUNDRAISING TIPS

## Get Started ASAP!

Don't pull an all-nighter and wait until the day before the JA Bowl-A-Thon to start asking for donations. You'll avoid disappointment - and earn rewards - by starting your fundraising early!

### MAKE A DONATION

Show people you're serious about meeting your fundraising goal by making a personal donation. Share on social media & ask folks to help you meet your goal. People like seeing you practice what you preach!

### SHARE YOUR PAGE ON SOCIAL MEDIA

Click on the [Share Event](#) tab from your personal fundraising page's dashboard to create a post with the link to your fundraising page.

### RAISE THE BAR

If you meet your goal, raise it! People are more likely to give if you haven't met your goal yet. To update your goal, just click the [Update My Goal](#) button below the thermometer on your personal fundraising page!

### PERSONALIZE EVERYTHING

When you tell people why JA matters to you, they listen! Use your fundraising page & emails to relay a personal experience with JA. Have you taught a class? Know a JA student? Let folks know!

### FIND A MATCH

Companies will often match their employees' gifts. If you have an awesome employer who agrees to match donations, make sure you meet your company's minimum and submit for your match! Not sure? Check with your coordinator.

### ASK MORE THAN ONCE

It happens - people get busy and forget you asked them for help. Send out reminder emails! You can find email templates & the option to create custom emails within the [Share Event](#) section. Be sure to include a link to your personal page!

### DID YOU KNOW?

The JA Bowl-A-Thon is now in its 36th year in Western New York and is responsible for nearly one-third of JA of WNY's total operating budget. Our goal this year is to raise \$170,000 in support of JA's financial literacy, entrepreneurship, and work readiness programs delivered to WNY students. We are pleased to offer the JA Bowl-A-Thon Web site as a tool to help you, your team, and your company reach all fundraising goals on behalf of JA students— thank you for your support!