



bowl4 dreams

HOST GUIDE

'Bowl4Dreams' is a social, summertime barefoot bowling fundraiser for Dreams2Live4. The power of the event comes from the passion of our communities around Australia! Get involved by bowling on the day, sponsoring, or simply donating.



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WELCOME!

Dear Friend,

THANK YOU for choosing to support Dreams2Live4. Even just the thought that you are giving your time and efforts fills me with gratitude. When my sister founded this small charity just 9 years ago, we dreamed of being able to help many patients across Australia. And because of you, our loyal supporters, our dream has come true!

But there are more people that need our help....By fundraising, you play a leading role in inspiring hope for those affected by metastatic cancer. With the funds you raise, you will make it possible to further our mission by providing life-changing Dreams to patients and their families in their time of need. Many of our Dreamers' families are using this as an opportunity to encourage or remember their loved one.

Your dedication to our cause really means a lot to us! Wishing you all the best with your fundraising efforts and remember to HAVE FUN!



Louise Mahoney
Dream Maker and CEO



Dreams2Live4 is a nationally-registered charity granting life-changing to dreams for adult patients whose cancer has spread. Cancer drains families of joy, hope and finances. It can be a long and grueling battle. However, by offering patients a chance to dream, we reignite a sense of control and optimism in their lives. Conversations change and so does the outlook of patients and their families.



dates.

Friday
24th November
to
Sunday
26th November

the concept.

Bowl4Dreams is a self-hosted, barefoot bowling day run Australia-wide by Dreams2Live4 supporters. Dreamers, their families, medical professionals and referrers will have the opportunity to give back in a fun way, making dreams come true for metastatic cancer patients.

From Bathurst to Brisbane, Adelaide to Armidale; most communities have access to a bowling club. So gather your friends, co-workers and family to play barefoot bowls - all ages and fitness levels can participate! Just a \$20 donation per person at your Bowl4Dreams event is required to go towards Dreams2Live4 and the work we do. The rest is totally up to you - the host - and how you would like to tailor your event.

HOW TO

get started



Tip: Preparation is key! Start ASAP to allow enough time to plan and prepare

USE THE COMMUNITY PAGE

The Bowl4Dreams community page has numerous resources to help you run your event including posters, printable brochures and logos.

www.dreams2live4.org.au/bowl4dreams/

CHOOSE YOUR TIME

Choose your time within our Bowl4Dreams weekend (Friday 24th - Sunday 26th November). If you can't make that weekend, no problem! Let us know and you can host up to 2 weeks before or after the main weekend!

BOOK YOUR BOWLS CLUB

Call or email your local lawn bowls club to book in your event. It's up to you to negotiate any 'add ons' such as a sausage sizzle and / or cash bar. The club may wish to donate a percentage of sales or offer discounted pricing.

SET A GOAL

Base goals around what your donations can do: its a great motivator! E.g. strive to make one dream come true or to raise \$100. Remember only a minimum of \$20 per person goes to Dreams2Live4. The rest is up to you - play with 10 of your best buddies or get the whole community involved!

PAPERWORK

Keep track of all your attendees who have paid the \$20 donation per person by using the printable sign-up sheet found on the community page. All attendees listed on the sheet go into the draw to win a \$250 prepaid Visa gift card. Spread the word! Ensure you read and print off the information on the website regarding the risks associated with lawn bowls and ensure all participants have been made aware of the risks.

GET APPROVED

You must get any printed materials (flyers, t-shirts, banners, etc) with the Dreams2Live4 name or logo approved by our Marketing team. Email: bowl4dreams@dreams2live4.org.au



on the day!

Don't forget to collect at least \$20 from each participant to go to Dreams2Live4. How you cover the remaining costs is up to you!

There are many ways to boost funds on the day of your Bowl4Dreams event that go beyond a ticket price!

AUCTIONS AND RAFFLES

To maximise your fundraising, you could contact local businesses and ask them to donate items for auctions and raffles. You could also organise a silent auction, lucky door prize or a raffle with tickets; the choice is yours!

COMPETITIONS

Best dressed, most money raised or even host a bake off where everyone brings their own creations! The longer people stay at your event, the more money you're likely to raise. Keep guests engaged with a range of activities, games and competitions throughout your Bowl4Dreams event charging a small fee to take part. Ensure to get this approved first by the bowls club.

FOOD AND DRINK

Try a sausage sizzle, cook a barbecue or sell other snacks and food to your guests. You could purchase these items for a lower price and sell at a higher price or ask local businesses to donate. Make sure you check with your local bowls club as they may have rules regarding catering and BYO. If they do have rules, why not ask for a percentage of bar and food sales from the day to be donated?



KEY

fundraising tips



PREPARATION IS KEY

Think about the people you know. Who are your audience? What do they love? What makes them laugh? What would excite them? What would entice them to support you by attending and donating? Some may prefer a light-hearted competition with dress-ups whereas competitive folk would love a serious bowling challenge.

THE MAGIC'S IN THE DETAIL

Every seemingly simple fundraising idea has the potential to sparkle if you add your own special touch to make it unique. Add a creative spin or something that reflects your personality to turn the ordinary into extraordinary.

DONT BE ALONE

Everything is more fun with friends. Seek people's ideas, ask for help, tell people your plans and you may be surprised with how much people want to join in!

BOOST THE NUMBERS

Ask your guests to bring a friend or two. It's a great way to meet people outside your circle and an easy way to boost your fundraising total!

IN HONOUR

You might like to hold your Bowl4Dreams event in honour of someone special that is battling cancer. Use his / her name in your Bowl4Dreams2 event or as an opportunity to gather friends and family.

SHOW THE DIFFERENCE A DONATION CAN MAKE

In all the excitement, it's easy to lose track of why we are raising funds in the first place. Demonstrate to people how their donation is changing the lives of metastatic cancer patients and their families. Show how important it is to support this great cause!

COLLECT DONATIONS

How you collect donations from attendees is up to you. Use a fundraising platform like Everyday Hero or a ticketing platform like TryBooking. Or, simply collect cash donations on the day! Keep in mind, the \$20 per person does not include the cost to play bowls. This is where the host comes in to organise and negotiate with the club.

spread the word!



PROMOTION

Ask friends to help promote your event and ask people in the community to join. Make an event timeline, working out all the ways you can let people know what you're doing. E.g. personal phone calls, social media and e-mails. Tell everyone who'll listen what you're doing and why... your enthusiasm will be infectious!

DOCUMENT

Take pictures, videos, and document your experience - sharing the journey of your success. Don't forget to send these to bowl4dreams@dreams2live4.org.au. Your efforts may be featured on Dreams2Live4's social media!

POSTERS!

Posters can be put up in prominent places: at your local school, the lawn bowls ground and around the community. Check out the community page for approved, print-at-home posters you can use!

UPDATE

Use email and social media to update everyone on your progress! Photos and stories from behind the scenes, laughs, tears, progress and milestones. The more connected everyone feels, the more support they'll give!

MEDIA

Talk to your local paper or radio station and see if they'd be interested in promoting your event. Check the standard press release template on the community page to help with this!

social media

FACEBOOK & INSTAGRAM

Create a Facebook event to keep track of people interested and relay details to attendees. If using TryBooking or a similar site: include the ticket link! Send personal messages and thank donors by giving them a shout out. Ensure to 'like' the Dreams2Live4 Facebook page and tag us in your posts! Capture the memories you create as you carry out your fundraiser.

E-MAIL

Explain why you are fundraising and hosting an event, how to take part and donate and of course what your goal is! Send your first e-mail to those who are most likely to be supporters, before asking others to join. This will encourage lots of early sign-ups! Talk about the cause and the bowls event itself! Remember PEOPLE give to PEOPLE. A personalised e-mail will get a much better response than a generic group e-mail.



remember.



ASK

Don't feel guilty about asking. People will be honored to be included in your Bowl4Dreams event. Lots of people plan on signing up or donating, but simply forget! Remember to follow up and remind people again as the date gets closer.

LEARN

Learn as much about Dreams2Live4 as you can. Read the stories on our website and Facebook page. The more informed you are, the better you can communicate with potential sponsors about where their donations will be going.

SAY THANKS!

Showing appreciation is key. Make sure you thank people when they support you. Share your social media posts, leave comments, messages and send emails. Reply quickly to questions and post your gratitude with every piece of support you get. Remember, the more personal and heartfelt the better!

SHARE, SHARE, SHARE!

Do everything you can to spread the word! Share your personal fundraising page, post on social media, email your friends, and tell the community in any way you can!

who can help?

Remember you are not alone! Organising a Bowl4Dreams event in your local area is a great way to bring the community together! Think about all the people who can help you reach your fundraising goal, not just people you know or people who are attending your event! Get creative as you make your list and think beyond family and friends you see every day. Please don't hesitate to contact Dreams2Live4 should you have any questions. We have a small but dedicated team that is available on bowl4dreams@dreams2live4.org.au.

YOUR PEOPLE

Identify your own network of support: friends, family and other members of the community that might like to help you plan and organise. If they don't want to help, they may still want to attend! Get the word out there by asking your network to spread the word to their own networks and so on and so forth.

LOCAL BUSINESSES

Local businesses play a big part in any community and many are happy to help a great cause! Ask to display posters in their shop windows or donate raffle prizes and auction items. They could also donate food, refreshments or even decorations. Think outside the square and consider people like your dentist, hairdresser or even the local butcher- they might want to put on a barbie! Many people want to give to a great cause...all you need to do is ask!

after the event

SUBMIT DONATIONS

As a standard rule, donations are due no more than 30 days after your Bowl4Dreams event has concluded. Submitting donations is easy! Simply transfer the funds directly into the Dreams2Live4 Bank Account using these details:

Account Name: Dreams2Live4
Account BSB: 032-086
Account Number: 369744
Reference: 'LastNameB4D' eg. SmithB4D



START ON NEXT YEAR

Do everything you can to spread the word! Share your personal fundraising page, post on social media, email your friends, tell the community in any way you can!

FOLLOW UP

No matter how big or small your Bowl4Dreams event is, it's always important to let the people who made it all happen know about their impact. Send anyone who contributed a thank you note to let them know how important their contribution is to you and in assisting cancer patients to realise their dreams. You could even encourage others to host their own Bowl4Dreams event in the future!

THE NITTY GRITTY

1. You must meet the requirements of all State and Territory laws and regulations. Please ensure to check the relevant laws in your state. Unfortunately Dreams2Live4 is unable to provide public liability insurance cover to community fundraising.
2. If you are donating a percentage of sales to Dreams2Live4, please make sure your audience knows your intentions. Please disclose to your sponsors and guests the amount in which their participation will impact D2L4, i.e. \$10/ticket or 80% auction sales.
3. Dreams2Live4 reserves the right to decline association with any event or organization for any reason, including its belief that such an association may have a negative impact on the credibility and/or reputation of D2L4. Please do not post any nudity or graphic content on your fundraising page.
4. As a potential participant, you acknowledge and accept that recreational activities linked to Lawn Bowls including but not limited to participating in and watching the activity constitute a recreational activity pursuant to the Civil Liability Act 2002 and that participation in the activity could involve a risk of physical harm or personal injury including permanent disability and/or death. Any such injury may result not only from your actions including physical exertion but also from the action, omission or negligence of others.

**Please see Risk Assessment on www.dreams2live4.org.au/bowl4dreams/



WHY DEBRA GIVES

"I just wanted to give back. Giving something to someone that they couldn't have otherwise is a beautiful gift. When Jack was buried, we said we wanted to pay it forward. We felt it was in our hearts to give back because you gave to us. And the fact that allow you to pass it on to someone else and make a dream come true: its amazing"

play bowls



PLAYING

- Stand on the mat, feet together, knees and waist bent slightly
- Take the bowl in your preferred hand
- Step out with your opposite foot (left or right)
- Take a small back swing
- Bend down and roll bowl along the ground
Roll it out at an angle, so the bowl curves back towards the jack (little ring on the inside)
- Avoid dropping or bouncing bowl so as not to damage the green

SCORING

- The player who has their bowl or bowls closest to the jack wins
- Points are awarded according to the number of bowls closest to the jack for your team
- Players judge the distance and number by eye
- If in dispute, a measuring tape is employed
- If still in dispute, an umpire called in to resolve

RINK: area in which play takes place, usually flat and grassed, bounded by boundary pegs

CENTER LINE: the line directly down the centre of the rink. The jack will be aligned with it.

JACK: small white ball, rolled out along the centreline, the idea is to get bowls as close as possible to it

BOWLS: the balls used by the player, up to four each, weighted on one side causing it to curve as it rolls

MAT: placed on the centre line, players stand on it to bowl