



Massage Therapy Foundation

Resource Packet for Bowl-a-Thon Organizers and Bowlers



This document can be found on-line with live links and printable PDFs at:
www.massagetherapyfoundation.org/Bowl-a-Thon

MTF Bowl-a-Thon Leader/Bowler Resources Table of Contents

Page #	
3.....	Steps to a Successful MTF Bowl-a-Thon
5.....	Fact Sheet
6.....	Outreach Kit
10.....	FAQ Sheet
11.....	Bowler Sign-in/Score Tracker
13.....	Bowling Tips for a Better Game
14.....	Pledge Sheet/Signature Required
16.....	Fundraising Follow-Up Email/Pledge Collection
17.....	Press Release Templates
19.....	Bowler Appreciation Certificate

Steps to a Successful MTF Bowl-a-Thon

1. **Determine initial event details.** Create a team/event name. Organize a Bowl-a-Thon with your Chapter, place of worship, school, corporate headquarters, family, business colleagues, member schools, and/or local massage franchises. Ask high-profile community members to form teams as they have high influence. Pick an event date that will allow enough time for planning, recruiting, and promoting.

Secure a bowling alley for the date of your event. Be flexible, as many bowling alleys have league nights with full lanes. Use information from the [Fact Sheet/Outreach Kit \(page 5\)](#) to explain your fundraiser and ask if the location is willing to donate lanes/offer them at a discounted rate. You will need to know the estimated number of bowlers to reserve the correct number of lanes. Bowling alleys typically accommodate 4-6 bowlers per lane. Each game will take about an hour, approximately 2 hours for 2 games.

2. **Populate your Bowl-a-Thon event page (details provided by MTF staff).** This page will allow you to recruit bowlers, spread event details and promote the event. As the organizer, you will ask all bowlers to sign up as participating bowlers for peer-to-peer fundraising. Start by adding yourself as a bowler. You can then use this page to show your potential bowlers and solidify your event.
3. **Recruit bowlers.** You can make this any combination of colleagues, fellow students, friends and family. You can also make it a competition among groups, but remember to keep it simple as you are the one responsible for coordinating all the event participants. Make copies and/or electronically send any part of this guide to the participants.
4. **Promote your event** and encourage all bowlers to use the [Fact Sheet/Outreach Kit \(page 5/6\)](#) content to seek donations via their social media. Contact your local newspaper and ask them to cover the event—reporters always seek a feel-good human interest story. Once your event details are finalized, write and distribute a press release with details on the event using the [Press Release Template \(page 17\)](#). Reach out to reporters and personally invite them to the event. Find them on social media and ask them to help support your cause. Sporting and athletic events typically receive a high level of interest from the general audience.
5. **Solicit donations.** Bowlers will need to reach out to friends and family to raise money and fill in the [Pledge Sheet \(page 14\)](#). **Make one copy for each bowler.** Donations can be accepted as one-time gifts, or people can pledge an amount based on how well you bowl. For example, if someone pledges \$0.25 per pin and you bowl a score of 100, the donor will contribute \$25 after the event. Donors can write checks or make donations online using their personal Bowl-a-Thon fundraising pages. Encourage bowlers to send emails, make phone calls, and promote their involvement and need for donations. Make sure each bowler is using the pledge sheet to keep track of all donations. As event leader, remember that other bowlers will be looking to you as a role model, so don't forget to solicit donations yourself, even as you coordinate event details and communicate with all the other bowlers.
6. **Consider having add-ons to garner additional funds for MTF.** Some ideas include holding raffles or auctions at the event, selling tee shirts, and/or soliciting sponsorships. If you are interested, let MTF staff know, and we can help you with resourcing. MTF has tee shirts available for \$25 each. Please get in touch with us if you are interested in providing those to your team. Consider soliciting prizes. Write emails/letters or call/visit local businesses to ask them to contribute by providing prizes. Make sure your letter states the purpose of your fundraising event, the estimated number of attendees, and how much money you intend to raise



7. **Bowl!** Set up a registration table at the bowling alley to assign people to the lanes and also collect any donations bowlers received before the event. Keep track of how much money you get from each person. You should make an envelope for each bowler so you can keep the money separate. It is also suggested that you set up the event to include two games, which should last 1-2 hours. Be sure bowlers keep track of their scores after each game by writing down their scores at the bottom of their pledge sheet. At the end of the night, bowlers need to turn in their total score of two games to you. Use the [Score Tracker \(page 11\)](#) provided to help organize bowler scores. You can also use the tracking sheet as the sign-in sheet for the event, so you can collect names/contact information at the beginning of the event and then fill in each bowler's total score at the end.
8. **Input the sum of the total game scores into your tracking sheet** so any pledged donations can be calculated based on the scores. Once you input the final scores, each respective bowler who raised the funds can email anyone with outstanding pledges.
9. **Collect donations.** You will need to follow up with the bowlers to remind them to collect pledges from their donors. Provide them with the [Sample Letter/Email \(page 16\)](#).
10. **Turn in offline donations** (checks, cash) and paperwork to Massage Therapy Foundation. Do not mail cash; instead write a check for all the cash donations you received (be sure to mark who has paid on the pledge sheets). Mail any checks along with Bowl-a-Thon pledge sheets, score tracking sheets, etc. to:

Massage Therapy Foundation
c/o Bowl-a-Thon
500 Davis St., Suite 950
Evanston, IL 60201
11. Print one MTF Certificate (page 19) for each bowler in color, fill it in, and share it with your participants.
12. **Say thank you and celebrate!** Send an email to your team to announce the total raised or even submit the information with photographs for recognition in your local newspaper using the [Post-Event Press Release Template \(page 18\)](#). Be sure to celebrate the great work you all did together! After the event concludes, follow up with everyone involved, such as the attendees, donors, sponsors, and the bowling alley. Thank them for their participation and support. Then, write a personalized letter highlighting the event's successes, explain the programs supported with the money raised, and build momentum for your next event by letting them know the latest developments on future events.



Massage Therapy Foundation Fact Sheet

What is the Massage Therapy Foundation?

The Massage Therapy Foundation is a 501(c)3 supporting the massage therapy profession. Since 1990, MTF has provided over \$1 million in research grants studying the science behind therapeutic massage. The Foundation founded and publishes an open-access, peer-reviewed scientific journal and provides many educational resources for massage therapists, educators, and students. MTF provides community service grants to those needing therapeutic massage who would otherwise lack access.

MTF Programs:

Community Service Grants & Resources:

- Community Service Grants deliver the benefits of massage to populations in desperate need but who do not typically have access to therapeutic massage.
- Resources and guidelines for creating therapeutic massage programs for community organizations.

Research and Educational Resources:

- Research Grants
- Open-access, peer-reviewed scientific journal—*International Journal of Therapeutic Massage and Bodywork (IJTMB)*
- MassageNet Practice-Based Research Network
- International Massage Therapy Research Conference (IMTRC)
- Free downloads: Research Perch podcast, Research Infographics, E-books, CE Webinars, and Research Posters
- Student & Practitioner Case Report Contests
- Poster Abstract Submission/Research Poster Contest

How We Do It:

Massage Therapy Foundation's essential programs are powered by donations from supporters like you! We are thankful to all of those who choose to be a part of initiatives that make a huge difference for people in need, therapists, clients, and the profession as a whole. Our deep thanks to the American Massage Therapy Association (AMTA) for being MTF's Sustaining Benefactor.

www.MassageTherapyFoundation.org



Massage Therapy Foundation Bowl-a-Thon Outreach Kit

This outreach kit contains messages you can easily copy, paste and/or customize. The following is suggested language to post to solicit donations: emails, Twitter, Facebook, LinkedIn, Instagram, texts, or any of your preferred social media channels. When you share these posts, you will drive traffic to your MTF Bowl-a-Thon donation website and help future research and community service projects. **Thank you for helping the bowlers meet their goals to support the massage therapy profession!**

We encourage you to connect with Massage Therapy Foundation on social media to learn more about us and other research and education-related resources.

- **Website:** www.massagetherapyfoundation.org
- **Twitter:** [@TheMTFoundation](https://twitter.com/TheMTFoundation)
- **Facebook:** <https://www.facebook.com/TheMTFoundation/>
- **LinkedIn:** <https://www.linkedin.com/company/15639220/>
- **YouTube:** <https://www.youtube.com/user/TheMTFoundation>
- **MTF Bowl-a-Thon page:** www.massagetherapyfoundation.org/Bowl-a-Thon

This Outreach Kit Contains:

- Sample copy for Social posts
- Sample Tweets
- Sample copy for blog posts or emails
- Image library

Your Event Name: _____

Your Personal Event Fundraising Page **(link to come from MTF):** _____

Event Date _____

Event Location _____ (

Sample Facebook/Instagram/LinkedIn posts:

I'm very excited to participate in Massage Therapy Foundation's Bowl-a-Thon fundraiser! MTF provides massage to the underserved, like hospice patients, cancer survivors, and veterans, as well as research grants and educational materials to raise the bar for their profession. Please help me make a positive impact in the lives of others by supporting my campaign today! [ADD YOUR PERSONAL FUNDRAISING PAGE LINK](#)



Please donate! I need your support to help me reach my goal, supporting Massage Therapy Foundation's vital community service, research, and education initiatives. MTF provides massage to those who need it most: those with special needs, physical challenges, cancer, and end-of-life care. Will you help me make a difference for those in need? Support my Bowl-a-Thon fundraiser for MTF here: [ADD YOUR PERSONAL FUNDRAISING PAGE LINK](#)



Sample X (Twitter) posts:

Help me make a difference for those in need—Support my Bowl-a-Thon fundraiser for Massage Therapy Foundation! MTF provides massage to those who need it most: those with special needs, physical challenges, cancer, and end-of-life care. Please donate to help me reach my goal! [ADD YOUR PERSONAL FUNDRAISING PAGE LINK](#)



Help me make a positive impact—I'm bowling to support the Massage Therapy Foundation, providing massage to the underserved like hospice patients, cancer survivors, and veterans, as well as research grants and educational materials. Please support my Bowl-a-Thon fundraiser! **ADD YOUR PERSONAL FUNDRAISING PAGE LINK**



Sample blog post or email to friends, family & colleagues:

Join My Bowl-a-Thon Fundraising Efforts!

Dear Friends,

I'm thrilled to announce an exciting opportunity for you to make a real impact on the world of therapeutic massage. I'm proud to be bowling in support of the Massage Therapy Foundation, and I invite you to join in this fun and meaningful endeavor!

The Bowl-a-Thon fundraiser is more than just a game; it's a chance to transform lives. By donating, you'll be a crucial part of a movement that touches the hearts and minds of many. Here's how your contribution will create leagues of positive change:

Advance Research: Your support propels us toward groundbreaking discoveries in therapeutic massage. It's an investment in enhancing this incredible therapy's efficacy and improving countless individuals' lives.

Foster Initiatives for Populations in Need: Together, we can extend the reach of therapeutic massage to underserved communities: veterans, hospice patients, and cancer survivors. Your contribution will provide access to the healing power of touch for those who need it most.

Promote Research Literacy: By joining our Bowl-a-Thon, you're helping us empower the future generation of massage

therapy students and practitioners. We're dedicated to enhancing research literacy and capacity within the profession, ensuring that the power of massage reaches even further.

But that's not all! When you donate and encourage your friends, family, and colleagues to do the same, you're not just giving but inspiring a sense of purpose and community.

How Can You Help?

Becoming a donor is easy, and every contribution counts. Share your excitement for the cause with your network, and invite them to participate in this incredible journey. Whether it's a small or large donation, every dollar helps us inch closer to our goals.

Ready to make a real impact? Sign up as a donor for our Bowl-a-Thon today! Let's show the world that we can bowl over obstacles together and make a lasting change.

Thank you for considering this opportunity to be a part of something bigger by bringing the healing power of massage to those who need it most.

Image Library:

NOTE: Creating a QR Code (direct link to fundraising page)–copy & paste this and send with communications, emails, texts, social posts, etc.:



Massage Therapy Foundation Bowl-a-Thon!

Frequently Asked Questions Information Sheet for Bowlers

1. What is a Bowl-a-Thon?

Bowl-a-Thon is an event to raise much-needed financial support for the Massage Therapy Foundation. Participating bowlers collect donations/pledges prior to the event, gather to bowl and then follow-up with pledgers to collect donations. Your Bowl-a-Thon organizer will set you up to bowl two games as a group and you will have lots of fun while supporting a great cause!

2. What do I need to do?

Tell your friends, family, and business colleagues about your participation and ask for their support! They can commit to a pledge on your pledge sheet, donate/pledge online, or give you a check with a one-time donation to MTF. Bring any checks/cash you receive to your bowling event. Keep track of who gave you money so you can write them a nice thank you note!

3. How does the pledging work?

People will pledge per point/pin of your bowling game. For example, if someone pledges \$0.25 per pin/point and your highest bowling score is 80, they will owe \$20 to MTF. The pledge-per-point is set before you bowl and will apply to your night's total score (we will be bowling two games). There is a minimum \$0.15 pledge per pin. If you are an outstanding bowler, that can add up quickly! If people are nervous about committing to an unknown donation amount (the better you bowl, the higher the donation), they can make a one-time donation to MTF (\$10 minimum gift amount).

4. Are donations made to MTF through Bowl-a-Thon tax-deductible?

Yes! Be sure to keep track of the name and address of those who supported you, and you will send them a thank you letter after the event (your Bowl-a-Thon team leader has a template). The letter will also serve as a record for their taxes.

5. What's the best way to go about asking people for support?

Send an email, make phone calls, or send a letter to your friends and family. Post a request to your social media pages. Include a link to your Bowl-a-Thon fundraising page so people can click and give! Ask for support at your school, work, place of worship, etc. You never know if you don't ask!

Bowler Sign-in/Score Tracker

All Participating Bowlers for

Team _____

Event date/location _____

Bowler Name	Phone #	Lane #	Email	Game #1	Game #2	Total
TEAM 1						
TEAM 2						
TEAM 3						
TEAM 4						
TEAM 5						
TEAM 6						

TEAM 7						
TEAM 8						
TEAM 9						
TEAM 10						

Helpful Tips for a Better Bowling Game

(from Bowl-a-Thon.net)

- Choose a bowling ball which is not too heavy for you to hold comfortably in one hand. Your thumb and first two fingers should fit securely, but not tightly, inside the holes. Most bowling alleys have a range of options from eight pounds to sixteen pounds. Because bowling depends more on control than sheer force, a heavier ball is not always better.
- Most people find that taking a set number of brisk paces (either four or five) across the approach area helps them develop powerful momentum and establish a rhythm, making releasing the ball more fluid. Plan your starting point, the number of steps you want to take, and your stopping point before you pick up the bowling ball.
- Take a minute before the game to step off the area so you know where to stand and what comfortable size of steps will be for you.
- Integrate your pacing and swinging into one non-stop motion so that the motion of your whole body is behind the ball.
- Swinging the ball backward and forwards as you release it helps send it in a true line. One common approach: Start by putting your thumb and first two fingers into the holes on the ball. Hold the ball up in front of your chest. As you stride forward, let the ball and your arm fall so that it swings in a smooth, natural arc to your side. You should be halfway through your steps when it reaches the back of the arc. Use the accumulated momentum to swing the ball forward. Release the ball on your last step, just before you reach the foul line and as the ball swings in front of you.
- Don't tense up when you're swinging or releasing the ball. A smooth, relaxed approach works best.
- New bowlers often aim straight down the center of the lane to the center pin. Aiming just to the left or right can be slightly more effective. More experienced bowlers will "hook" the ball by making it spin slightly. This is usually done by letting go with the thumb a fraction of a second before the other fingers. Depending on how much curve you create, you may need to start one or two feet closer to the side of the lane so that the ball doesn't curve across the entire lane and into the gutter.
- The approach area usually has lines and arrows to help you aim. Most right-handed bowlers stand somewhat to the right of the center marks. Most left-handed bowlers stand to the left.
- The foul line separates the sixty-foot-long bowling lane from the approach. Do not step on or cross the foul line. If your foot touches or crosses the foul line when you are bowling, you get zero points. Staying behind the foul line also protects the carefully leveled bowling lane from accidental damage and keeps you safe. Lanes are typically oiled, which makes them slick.
- The bowling ball must stay in the lane and not roll into the gutters on each side. Most bowling alleys can block off the gutters on request to make the game more fun for children or new bowlers.
- A child may be unable to manage even a light bowling ball with a normal swing. It's perfectly fine to use a modified approach when necessary. Place the ball on the floor, safely behind the foul line. Stand over the ball, with one leg on each side. Then reach down with both hands and use the flat, open hands to roll the ball down the lane. This is sometimes called a "Granny swing" or a "football swing" (because of its similarities to hiking an American football). Ensure your child never steps in front of the foul line because the lane oil will make shoes slick and dangerous.

PLEDGE SHEET/Signature Required for (BOWLER NAME), page 2
(YOUR TEAM NAME) Bowling for MTF

Circle your unisex shirt size: X-Small Small Medium Large X-Large XX-Large XXX-Large

I hereby certify that the information provided on this application is accurate to the best of my knowledge and subject to verification by MTF. I declare that I am medically fit to bowl and understand that I enter at my own risk. The organizers will not be responsible for any injuries sustained by me or for any property lost or broken at the event. By signing this form, I hereby consent, understand, and agree that MTF may use any photo and/or video materials taken at the event or I have submitted on its website and social media sites.

I will comply with all rules and regulations as set forth by the Massage Therapy Foundation and the bowling alley facility. I will pay the registration fee of \$ (TBD by event organizer) that includes bowling shoes and 2 games. This fee will be paid to the Bowl-a-Thon organizer no later than event day. I will arrive at the event at least 15 minutes prior to start time.

I, _____, agree to raise a minimum of \$250, to support the Massage Therapy Foundation as part of a MTF Bowl-a-Thon Team. This minimum fundraising amount does not include any training, travel costs, and expenses like lane or shoe fees.

I understand that as a bowler for the Massage Therapy Foundation, I am expected to do the following:

- Create a personal fundraising page on the fundraising platform provided by the MTF.
- Solicit colleagues, family, friends and organizations for fundraising support.
- Send thank you emails and/or letter to those who have donated to my fundraising efforts.
- Post social media posts, pictures, and videos using the hashtags provided by the Massage Therapy Foundation.
- HAVE FUN!

Printed Name: _____

Signature: _____

Date: _____

****Bowler signature require in order to participate***

(Do we have an age limit? If so, guardian signature?)

Email copy for post-event follow up/pledge collection

Bowlers, use this letter as a guide for pledge email follow-up, donation collection, or to modify as a general thank you letter.

Dear _____,

Thank you so much for supporting me in the Massage Therapy Foundation Bowl-a-Thon! The event was a fantastic success. We had a loads of fun bowling together while supporting the issues we care about: XXXXXXXXXXXXXXXXXXXXXXXX.

Thank you for your pledged support of me during this event. I am proud to share I bowled two games that totaled __. You pledged \$\$/pin which makes your donation \$_____. You can donate online at [\(INSERT LINK HERE\)](#) or send a check made out to Massage Therapy Foundation to the following address:

It may be easier for the organizer to collect all checks/monies and then give donors only other option of donating online?

Massage Therapy Foundation
c/o Bowl-a-Thon INSERT YOUR/BOWLER NAME HERE
500 Davis ST., Suite 950
Evanston, IL 60201

Because of your support, MTF will continue to work toward its vision of XXXXXX

Thank You!

SIGN YOUR NAME HERE

PRESS RELEASE To Be Written PRIOR to event

Press Release

For Immediate Release

Contact:

Phone:

Email:

(Your Team Name Here) Will Host Local (your town) Bowl-a-Thon on Behalf of Massage Therapy Foundation

(Your town here, your state here). — Date EVENT INFO>>>>.

The Massage Therapy Foundation, Evanston, Ill., supports scientific research, education, and community service to advance the knowledge and practice of massage. Community service grants are the heart of the Foundation with funds directed toward bringing the benefits of massage therapy to people who need them, but do not have access to massage. The program serves populations such as: HIV/AIDS, senior citizens, minorities, special needs children, torture victims, cancer patients, developmental disabilities, flood & hurricane victims, and veterans.

The Foundation funds high-quality, independent research to investigate the benefits of massage for individuals with cancer, multiple sclerosis, amputations, and chronic pain, among so many others.

(Your Team name) is passionate about running for this charity because ... (add your story). (Add your tie to your local community and to MTF.)

Please consider bowling or donating: (your personal link here).

end

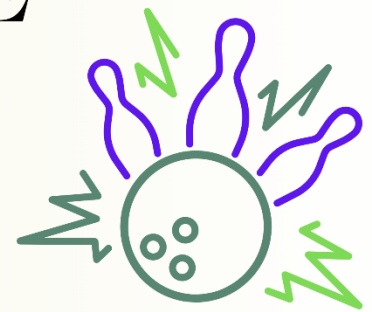
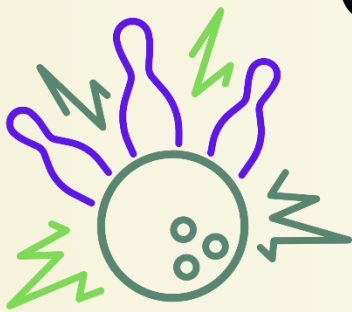
PRESS RELEASE To BE Written after event: amount raised, teams/participant names, photos, etc.



CERTIFICATE

OF APRECIATION

Proudly Presented to



For Participating in Massage Therapy Foundation
Bowl-A-Thon Fundraiser

Team: _____

Date: _____

Amount Raised: _____

*The Massage Therapy Foundation extends it's deepest
thanks for your generous support of programs that
truly make a difference in the lives of others.
Thank You from all of us at MTF!*