

Non-Profit Fundraiser Big Success Using Travel Incentive Reward

Big Brothers Big Sisters Hit the Bulls Eye!

- ✓ Approximately \$35,000 was raised using an affordable Incentive Reward
- ✓ Motivated bowling fundraiser, Nathaniel Whitelock happily sailed off into the sunset with his bride on a beautiful Caribbean honeymoon with Carnival

Profile

- This highly respected non-profit organization helps children without fathers or mothers. In cities and towns throughout the United States and Canada, volunteers fill a critical gap in the lives of these kids by providing much-needed friendship and guidance.

The Challenge

- A Big Brothers Big Sisters branch serving a rural farm community of 170,000 held a 'Bowl for Kids Sake' fundraiser. The target: \$35,000 for children's programs. They contacted Odenza Marketing for help with an incentive campaign to raise larger pledges.

The Incentive Reward Plan

1. Odenza recommended the 5-day 4/night Ocean Adventure Carnival Cruise for two, including roundtrip airfare. This award certificate offers a choice of eleven departure points for sailings to the Caribbean and Mexico.
2. The trip is awarded to the bowler who raises the most money.

"It is our corporate supporters who enable us to make a difference in the lives of children. As a non-profit organization, we count on that – and you came through for us. We are very grateful for Odenza's support. Thank you so much!"

Linda Peers, Special Events Coordinator
Big Brothers Big Sisters, Belleville, Ontario, Canada 2006



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