

“Everything you need to increase sales!”



BIG BROTHERS BIG SISTERS

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

KEY 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.

ODENZA SOLUTION

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

BENEFITS AND RESULTS

- Approximately \$35,000 was raised using an affordable Incentive Reward

SATISFACTION RATING: 10/10

“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



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