



BOWLING

for

BREASTCANCER.ORG

at LUCKY STRIKE

WEDNESDAY  
March 18, 2020

LUCKY STRIKE NEW YORK  
6:00 PM – 10:00 PM

## Frequently Asked Questions

### Event Basics and Info

#### What is the 11th Annual NYC Bowling for Breastcancer.org?

The 11th Annual NYC Bowling for Breastcancer.org bowl-a-thon on Wednesday, March 18, 2020, is an incredible networking event with close to 500 senior media and advertising professionals from agencies, marketers, and media companies. All proceeds from the evening benefit Breastcancer.org, a nonprofit organization dedicated to providing essential medical information for people affected by or concerned about breast cancer. To date, close to \$4.5M has been raised by roughly 3,000 attendees, and over 400 advertisers, agencies and media companies have been represented.

#### When and where is the event happening?

The 11th Annual NYC Bowling for Breastcancer.org bowl-a-thon is scheduled for Wednesday, March 18, 2020 at Lucky Strikes Lanes & Lounge, 624-660 West 42<sup>nd</sup> Street, New York, NY.

#### What time does it start?

The 11th Annual NYC Bowling for Breastcancer.org bowl-a-thon is scheduled from 6:00 p.m. to 10 p.m.

#### Who can participate?

Bowl-a-thon attendees must be preregistered as part of a bowling or billiards team. General admission tickets are also available for purchase at [www.bowlingforbreastcancer.org](http://www.bowlingforbreastcancer.org).

#### How do I register?

You can register quickly and easily online at [www.bowlingforbreastcancer.org](http://www.bowlingforbreastcancer.org).

#### How much do general admission tickets cost?

Non-refundable general admission tickets are \$500 each. Visit [www.bowlingforbreastcancer.org](http://www.bowlingforbreastcancer.org) to purchase.

#### Is there a fundraising minimum?

No, there is no fundraising minimum. All bowling and billiard players are encouraged to ask friends to sponsor their score. Awards will be presented the night of the event to top fundraisers.

#### Who benefits from this event?

All funds raised go directly to Breastcancer.org, a nonprofit organization providing the most reliable, complete, and up-to-date information about breast health and breast cancer.

- A nonprofit organization providing the most reliable, complete, and up-to-date information about breast health and breast cancer
- Over 36 million visits in 2017
- Over 98,000 visits a day
- Receives 3 million visits each month
- Breastcancer.org operates on just over \$5 million
- This event is the largest and longest-running fundraiser
- Celebrating close to 20 years of helping women and their loved ones make sense of the complex medical information about breast cancer

Learn more by visiting [www.breastcancer.org](http://www.breastcancer.org).

### **Can I form a bowling or billiards team?**

Yes. We highly encourage it! Bowling lane sponsorships cost \$10,000 (\$9,000 is deductible) for 8 bowlers. Billiards Table sponsorships cost \$5,000 for 4 players. Visit [www.bowlingforbreastcancer.org](http://www.bowlingforbreastcancer.org) to reserve your team today.

### **What is the Refund Policy?**

Registration fees and donor contributions are non-refundable and non-transferable. For any questions, email [lcrenny@breastcancer.org](mailto:lcrenny@breastcancer.org).

## **Fundraising**

### **How much money do I have to raise?**

There is no fundraising minimum. Awards will be presented the night of the event to top fundraisers.

### **I've never raised money before. Can I do it?**

Absolutely! Fundraising can be fun...and a lot easier than you may think. We've got lots of fundraising materials and ideas to help you get started, and you can set up a personal fundraising page that will make it easy for you to reach out to family and friends online. Visit [www.bowlingforbreastcancer.org](http://www.bowlingforbreastcancer.org) for more details.

### **If I can't participate, do my donors get their money back?**

No. All donations are non-refundable.

### **Can my donors get tax receipts?**

Yes, all donors who make a donation in support of Breastcancer.org will get a tax receipt. Online donors will receive an automatic e-mail receipt after donating. People who donate via check will receive a receipt in the mail.

### **Is there a donation form on the website?**

Yes, visit [www.bowlingforbreastcancer.org](http://www.bowlingforbreastcancer.org) to download the donation form.

### **What is Breastcancer.org's tax ID number?**

23-3082851

### **Do you accept donations by check?**

Absolutely. Please make sure checks are made payable to "Breastcancer.org" and put the bowling or billiards team or player name in the "memo" line. Don't forget to send in a donation form with each check so you will be properly credited for the donation. Should a donation check be made payable to you, endorse the check on the back and, under your

signature, write "Pay to the order of Breastcancer.org." All checks should be mailed to Breastcancer.org headquarters at 120 East Lancaster Avenue, Ardmore, PA, 19003.

**Can we submit donations in cash?**

No, Breastcancer.org cannot accept cash donations.

**How long does it take for donations to post to my Personal Page?**

Donations that are made online will post to your Personal Page immediately. It may take up to 4 weeks for donations made by check to post to your Personal Page.

**Can my team fundraise as a group?**

Yes. Fundraising with your team can be lots of fun and a great way to maximize your fundraising efforts.

**How do I get credited for matching gifts from a donor's employer?**

Contact your employer's human resources department to find out if they have a matching gift program. Complete the necessary paperwork or online forms and forward them to Breastcancer.org headquarters at 120 East Lancaster Avenue, Ardmore, PA, 19003. After Breastcancer.org receives your matching gift form, we'll verify the gift and return it to your employer. Your employer will then send a check matching the donation directly to Breastcancer.org. This process can take several weeks, so please complete matching gift forms early to ensure proper crediting towards your fundraising goal.

**Do matching gifts count towards my fundraising efforts?**

Yes.

**Registering Your Team**

**How do I register?**

1. The captain of your team must register first at [www.bowlingforbreastcancer.org](http://www.bowlingforbreastcancer.org) and select the "Form a Team" button and pick your team name.  
**NOTE:** We recommend the team name be the company name followed by a tag line.
2. After the captain of your team registers, team members will then visit [www.bowlingforbreastcancer.org](http://www.bowlingforbreastcancer.org) and select the "Join a Team" button.
3. All team members will be able to create an online fundraising page. Personalize your page, set a realistic but challenging fundraising target (\$100, \$300, \$500) and send your page to family and friends so they can sponsor you directly using a credit card online. (It's safe and secure.)
4. Spread the word about the event and how you're helping Breastcancer.org by raising funds. Refer people back to [www.bowlingforbreastcancer.org](http://www.bowlingforbreastcancer.org) to learn more.

**Who can I contact with registration questions?**

Contact Lori Crenny at [lcrenny@breastcancer.org](mailto:lcrenny@breastcancer.org) or 484.883.0457 with any questions.