

Chapter Five: Enhancing Membership and Association Performance

USBC provides many programs and services that if used correctly can enhance membership and increase the association's performance and perception by the public. Local and state associations are a key link in getting these services to the members; therefore, they are vital to the implementation. The association can also provide additional programs, i.e. Halls of Fame, local awards, etc.

Here are some resources:

1. Bowling Information Center: 800-514-BOWL, ext. 3151
2. Education/Workshops: Contact USBC @ 800-514-BOWL, ext. 8242
3. Rules/Bonding/Tournament Certification: Contact Rules@bowl.com

Here are some resources that can be found on www.BOWL.com: (This is USBC's official Web site and is a tremendous resource for associations and members.)

1. USBC Member Rewards –This program helps all members save valuable dollars on everyday products and services.
2. Charities: Komen for the Cure – Bowl for the Cure and Bowlers to Veterans Link – BVL.
3. Coaching
4. Collegiate and High School Bowling
5. Junior Gold
6. Sport Bowling
7. USBC Ambassador Program

The local or state associations should also consider providing **their own**:

1. Education and Training/Workshops for:
 - a. **League officers**
 - b. **Board members**
 - c. **Members**
2. Evaluations **for board members and association programs**
3. Recognition for:
 - a. **Board members**
 - b. **Volunteers**
 - c. **Others**
4. Volunteer/Membership Retention/Recruitment Plan.

Even more information may be found on the Association page of BOWL.com under Forms and Manuals. **Here are just a few examples;**

- Implementing USBC Programs
- Association Representative Program
- Awards, Local
- Awards, National



- Education, Training, Evaluations, Recognition and Other Services