

# SPECIAL ACHIEVEMENT AWARDS

## HOW-TO GUIDE

This guide is designed to provide a step-by-step process for your association to plan and develop a Special Achievement Awards program. ACA, Awards Company of America — the official USBC Awards Vendor also is ready to assist you. Every association was mailed an awards catalog from ACA and should use it to assist in ordering.

ACA  
BULK  
ORDERING  
DEADLINE

01/15/14



TO ORDER  
VISIT:

[www.USBCBowlingAwards.com](http://www.USBCBowlingAwards.com)



ACA  
AWARDS COMPANY  
OF AMERICA

## STARTING YOUR ASSOCIATION'S AWARD PROGRAM

1. Board of directors should examine budget to determine budgetary funding potential, constraints, or adjustments that need to be made.
2. The president, with board approval, will assign an awards committee.

## RESPONSIBILITIES OF AWARDS COMMITTEE

### 1. DETERMINE WHAT AWARDS BEST SUIT YOUR ASSOCIATION'S BOWLERS

Survey your members to find out what types of recognition they would like - patches, lapel pins, frisbees, pens, deck of cards, bottle openers, etc. - if any.

1. Use electronic survey software, such as Survey Monkey
2. Survey using email distribution service, such as MailChimp (example survey on pg 2)
3. Distributed at the start of the season to each league

### 2. DECIDE HOW TO SEGMENT THE AWARDS

SENIORS    LOW-AVERAGE BOWLERS    LEAGUE BASED  
AVERAGE BASED    ANNUAL AWARDS    WOMEN  
PINS OVER AVERAGE    LIFETIME AWARDS



## KEY POINTS TO REMEMBER WHEN DEVELOPING YOUR PLAN

- ACA ORDERING DEADLINE IS January 15
- DETERMINE WHICH AWARDS, HOW MANY AWARDS & QUANTITIES OF EACH
- WORK WITH NEARBY ASSOCIATIONS & COMBINE ORDERS TO SAVE MONEY THROUGH BULK ORDERING
- ORDER IN BULK QUANTITIES FOR MULTIPLE YEARS

### 3. DETERMINE THE LOGO TO BE UTILIZED ON ALL AWARDS

- USBC has provided standard logos for each association to ACA. Examples:



- If more customizing is requested, please contact your Regional Manager
- Using the national logo will provide larger bulk order discounting

### 4. DETERMINE ORDERING & PURCHASING PROCEDURE FOR AWARDS

- With ACA, you will have the option to order online, by phone, fax or mail.
- What method of payment will be used?
- What price point do you want to achieve?
- How will you keep track of what is ordered?
  - Invoices
  - Receipts
  - Log book- excel spreadsheet
- Design a form of documentation to track order dates and amount paid

### 5. DETERMINE THE DISTRIBUTION & TRACKING METHOD FOR THE AWARDS

- Build an awards form
  - League secretaries need to be notified of what the award criteria will be
  - Work with them to input the local awards into BLS or Treasure software
- Put plan together on how, when, and who will distribute the awards
- Design time frame for awards distribution- within 10 days of receipt of award earned, etc...
- Awards tracking can still be done in WinLABS

### 6. COMMUNICATE TO LOCAL MEMBERS, PROPRIETORS, & SECRETARIES ABOUT THE NEW AWARDS PROGRAM

VISIT CENTERS    LEAGUE SECRETARY WORKSHOPS  
EMAIL THROUGH MAILCHIMP OR CONSTANT CONTACT  
WEBSITE AND/OR FACEBOOK PAGE    DIRECT VISITS TO LEAGUES

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## SURVEY

This is a SAMPLE survey which will help your association gather feedback from your members. You may change or edit the questions. Keep in mind survey questions should not be used to steer directions towards a particular answer. Please contact your USBC Regional Manager should any questions arise.

### SURVEY EXAMPLE (Click [HERE](#) for the Word version)

For the 2014-15 bowling season, the (**YOUR ASSOCIATION**) USBC is looking to provide a new awards program to our bowlers. We are looking at different options for our members and want to get your thoughts and feedback to help us make it successful. Please take just a few minutes to complete the following 10 question survey. Thanks!

1. How many years have you been bowling in a USBC league?
  - a. Just finished my first year
  - b. 2-5 years
  - c. 6-10 years
  - d. 11-20 years
  - e. 21+ years
2. What was your average this past season?
  - a. 100-150
  - b. 151-175
  - c. 176-200
  - d. 201-225
  - e. 226+
3. How important do you feel it is to receive game/series or pins over average awards? (For example...125 game, 200 game, 500 series, 600 series, 75 POA game, 140 POA series. This question is not regarding honor score awards - 300 game and 800 series)
  - a. Very important
  - b. Somewhat important
  - c. Neutral
  - d. Not really important
  - e. Not important at all
4. Rank these awards based on your preference, 1 being your favorite, 4 being your least favorite.
  - a. Patch
  - b. Lapel pin
  - c. Bag tag
  - d. Certificate
  - d. Magnets
5. Which of these former awards would you like to see brought back in a different form?  
Rank from 1 being the most in favor of, to 5 the least in favor of.
  - a. 7-10
  - b. Big 4
  - c. Dutch 200
  - d. All-spare game
  - e. Triplicate games
6. Would you like to see awards provided for pins over average game and series, or game and series thresholds?
  - a. Pins Over Average – example, 75 pins over average game, 140 pins over average series
  - b. Game and Series Score – 125 game, 150 game, 200 game, 500 series, 600 series, etc.
7. If given the option, instead of a physical award, would you elect to donate the cost of the award to one of the 3 core bowling charities? Bowlers to Veterans Link, Bowl for the Cure, or International Bowling Museum and Hall of Fame?
  - a. Yes
  - b. No
8. Would you be interested in purchasing a lifetime plaque which you would receive a plate each season with your high average, high game, and high series?
  - a. Yes
  - b. No
9. Comments/Suggestions for an awards program, or what other items would you like to see provided as awards?
10. Ask the gender and age range of each of your association's members. (example: male, 18-25, 26-40, etc.)



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