



Continuous Relationship Building

- Association Manager and board members make multiple personal visits to the league (lane representative program).
- Make sure it is known that you're always available, provide your cell number/email.
- Make their job easier in any way possible.
- Provide reduced membership prices for league officers.
- Submit high scores to the local paper (requires obtaining them from the secretary). This also makes sure they get the award application in a timely manner.
- Write Facebook/Blog posts about people and fun events in the league (use images and/or video whenever possible).
- Promote the league at key times in the year (beginning of the season, and the half way point).
- Send Christmas & Birthday cards/emails.
- Send end-of-the-year, thank you cards/emails/letters.

