



### Set-up/Preparation Needs

- Update workshop packet materials as needed
  - Information on USBC Card & all processes
  - Recognition applications
  - Tournament flyers & entry forms (as available)
  - Event Flyers
  - USBC membership value document
- PowerPoint presentation in support
- Venue selection (fun atmosphere/activity)
  - Bowling Center
    - Free entry bowling tournament with prizes
  - Other meeting room (hotel, business, Chamber of Commerce)
  - Fun Center – Dave & Buster’s, Main Event, Putt-Putt
  - Food/drinks?
- Gather door prize/raffle items (proceeds to association & charity)
- Confirm board member attendance
- “Friend” League Secretaries on Facebook
  - Create a LS Group
- Confirm attendee list (7 days out) for food and packet volume



### Invitation Process Example (League Secretary, President, Center Manager or Representative) – Center Partnership

Date, time, location - What will happen at the workshop and how it will benefit the league and secretary.

#### **60-days out**

- Personal email by name, not mass, with “read receipt” and RSVP request
- Email Blast to all secretaries, presidents and centers
- Social Media postings and create Face Book event (include image and/or video)

#### **30-days out**

- Personal email by name, not mass, with “read receipt” and RSVP request (non-respondents only)
- Email Blast to all secretaries, presidents and center
- Social Media postings
- Phone call to confirm receipt of email
- Personal contact at centers as possible



### **7-days out**

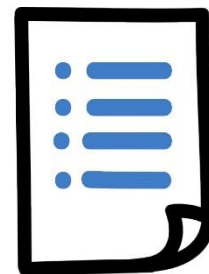
- Personal reminder email
- Email Blast to all secretaries, presidents and centers
- Social Media postings
- Phone call to confirm attendance & “excited to see you” verbiage
- Personal contact at centers as possible

### **Workshop Materials**

- Door Prizes
  - Drawing for free USBC membership for that season
  - Donated items from local retailers
- Raffle items (proceeds to association & charity) – local retailer donations
- Assemble workshop packets
  - League applications
    - Fill out league application for them so they may just sign it
  - Membership applications
  - Local and national award applications (current, not previous year)
  - Information on how to process and where to send the completed forms
  - Instructions on deadline dates, etc., that may be applicable
  - Information sheet on bonding procedures and why it is important to follow the policies
  - Local, state tournament information - flyers & entry forms (as available)
  - Information on association events (other than tournaments), i.e., annual meeting, Hall of Fame, Charity events, fundraisers.
  - State association information (if available)
  - Provide an easy to use average sheet or demonstrate how to pull it from league secretary software
  - USBC membership value document
  - FUNdraising support documents

### **Example Workshop Agenda**

- Welcome & Introductions
- Ice Breaker and door prize
- Updates (USBC, processes & procedures)
- Workshop packet review
  - Have attendees share best practices
- League Secretary recognition – performance/tenure
- Guest speaker?
- Q&A





- Food and door prizes
- Raffle
- Fun Event

### Workshop Execution Tips

- Be welcoming, high energy and positive, never negative or aggressive
  - Appropriate Master of Ceremonies (MC)
- Get to know more about the attendees prior to starting and at any break (AM and board members “work” the room).
  - Get personal – where they live and work, do they have kids and what are they doing, how their holidays were, other local family?
  - Talk about them, not you (only if asked)
  - Let them know they have a group of people to support them from the association
- Introduce the board members
- Designate an individual to take notes on salient points/issues

### Workshop Follow-up

- Personal “Thank you” email
- Personal “Thank you” card (hand written)
- Social Media postings with workshop images and/or video
- Attend league meetings as an advisor (be socially active)
- Follow up on membership applications to make sure **ALL** members received their cards
  - Preprint membership applications
- Fill out the award applications for them
- Aid in getting payouts done
- Many of the secretaries also put groups together for other tournaments such as state/nationals. See if they need any assistance with those.
- Conduct a League Officer Tournament

