



### Functional Categories

**Board of Directors & Committees:** How engaged and effective is your board currently? Does your board communicate well? Are roles and responsibilities clearly defined? Are task deadlines met? Do your committees complete assigned projects in a timely manner and provide quality reporting?

**Leadership Development:** Does your board have a succession plan in place? Do you have a plan to obtain a pipeline of possible future board members? Does your board have any type of orientation and/or mentorship program for new board members? Does your board invest in continuing education for board members to enhance valuable skill sets?

**Marketing & Promotion:** What does your board do to promote itself, its events, and its efforts for bowlers and bowling. This includes everything from tournaments to annual meetings to awards/recognition. How well does your association get the word out? Could your association do better or use more and newer tools (social media, website, etc.)?

**Fundraising:** How does your association do at raising funds? These funds can be for charities (BVL, Bowl for the Cure, local charity), for special projects (Youth Scholarships), or simply for association development. Could your association improve its efforts and do more than the typical 50/50 pot or Ball Raffle?

**Stakeholder Service:** How well does your association serve its stakeholders – members, leagues, centers, business & community partners? Are you timely and efficient with all member data processing? Are you attentively responsive to all incoming communication? Do you have important information readily available to your members in multiple mediums (website, social media)? Are all interactions positive and friendly? Is the level of deserved recognition being consistently executed (Hall of Fame, leagues, tournaments, youth, etc.)?

**Tournaments:** How well do you plan, promote, execute, and evaluate your tournaments? How would you rate your tournament bowler's experience from start to finish - promotion, scheduling, communication, check-in, recognition, payout, etc.? Do your tournament offerings meet the needs and makeup of your membership? Are your rules and formats fair and in the best interest of all members?

**Volunteers:** We all need extra help at times. How well does your association do at looking for and enlisting volunteers, beyond board members, to help your association out? This could be getting people to assist with fundraising activities, community outreach events, tournaments, or help by serving on a task force or committee. Could your efforts be improved? Is the association's need for extra help being met?

**Finances:** Does your association provide enough time at each meeting for explaining, reviewing and discussing its finances? Are statements provided at each meeting? Is your president verifying all bank accounts, including tournament and SMART accounts? Does your association have an outside audit? Does your association have open and welcome conversations about its finances?