



The following document is a timeline of procedures for the development of a USA Bowling system is your center. We encourage you to follow the steps or use the model we've created and develop your own! Additional tools, resources and information can be found on the Youth Resource Center

BPAA.COM/YOUTHRRESOURCECENTER - PASSWORD: YOUTH

**DRIVE MORE REVENUE
AND BEGIN CREATING
LIFELONG BOWLERS TODAY!**

SEVEN STEPS TO SUCCESS

STEP 1: ASSIGN A PROGRAM COMMISSIONER

* We suggest completing this step 8 weeks prior to the start of your program.

IN THIS SECTION, YOU WILL LEARN:

- Why it's important to assign a Program Commissioner
- Who would make a good candidate for your Program Commissioner
- Duties of the Program Commissioner

IMPORTANCE OF ASSIGNING A PROGRAM COMMISSIONER

It's important to delegate a Program Commissioner to eliminate confusion and clearly define responsibilities of your program.

EXCELLENT CANDIDATES FOR PROGRAM COMMISSIONER

The USA Bowling Program Commissioner can be a League Coordinator or anyone in your bowling community who is passionate about youth bowling. It can be a paid or volunteer position within your center

DUTIES OF THE PROGRAM COMMISSIONER

Responsibilities of the Program Commissioner include:

- Assisting any marketing efforts
- Determining a pricing strategy
- Organizing registrants
- Governing the rules
- Managing the Volunteer Coaches
- Scheduling the Competition
- Recording the scores
- Coordinating the end-of-season party



STEP 2: ACTIVATE YOUR CENTER & COMMUNITY

* We suggest completing this step 6-8 weeks before the start of your program.

IN THIS SECTION, YOU WILL LEARN:

- How to build a marketing plan
- In-center marketing strategies
- Ideas for online marketing efforts
- How to approach community marketing

HOW TO BUILD A MARKETING PLAN

The best way to begin attracting more kids to your programming is by building a plan. Begin by visiting the Youth Resource Center (www.bpaa.com/youthresourcecenter password: youth). There, you'll find over 60 downloadable and customizable marketing assets including:

- Logos
- Fliers
- Posters
- Counter Cards
- Post Cards
- Sign Up Forms
- E-mail Templates
- Banners

After visiting the Youth Resource Center, continue by putting together your plan. You may do this by listing all the ideas and marketing strategies you intend to execute. Below are various marketing tactics suggested by the Youth Development team at the International Bowling Campus.

IN-CENTER MARKETING STRATEGIES

Inform your staff:

Simply put, let everyone in your center know and understand what's happening with your new program. Inform your staff of the concept of USA Bowling so they are well-versed and prepared for questions they might receive.



Staff scripts and a list of Frequently Asked Questions are available on the Youth Resource Center. Encourage your counter attendants to ask every child that comes into the center if they are interested in joining your USA Bowling Program. Training your staff and making them aware of the programming is vital to the recruitment of new bowlers.

Dress the center:

Place all USA Bowling marketing assets in high traffic areas within your center. Place the vinyl banner on the walls alongside and/or above the lanes. Place posters at the entrance to the game room, pro shop and snack bar.

Place counter cards at the ends of the front counter and snack bar. Be sure to keep brochures with signup forms, staff scripts and frequently asked questions next to the register for staff reference. Each of these assets can be found within the USA Bowling tab at the Youth Resource Center: www.bpaa.com/youth-resourcecenter password: youth.

Place the USA Bowling fliers next to the register and ask the counter attendants to include one with every receipt to open-play customers who have a child in their party.

Host a Bowling Blast-Off:

Originally introduced in 1999 as a Bowling Blast-Off, a one-day extravaganza designed to get the community (especially kids) excited about bowling. Each blast-off is different. You choose the activities that will work best for your center and budget.

Planning a Blast-Off:

- Choose a day and time in your center when you can accommodate a large group of people.
- Offer free bowling and promote lots of additional activities for kids to enjoy the day of your blast-off.
- Spread the word about your blast-off. Handout, mail or e-mail invitations to your Blast-Off to kids, families, teachers, community leaders, etc. You may or may not want to require an RSVP to your blast-off so you have an idea of how many to expect on the day of your party. Postcard invitations are available on the Youth Resource Center: www.bpaa.com/youthresourcecenter password: youth.

On the day of the Blast-Off:

- Use the opportunity of having so many people in your center excited about bowling to promote your leagues and birthday parties.
- Solicit staff members who have exceptional customer service skills or volunteers passionate about bowling to walk around and discuss the USA Bowling program to kids and parents.



**Raising awareness about the program and opportunities available to youth bowlers (friendships, development and scholarships) goes a long way and may entice some to join your program on the spot!*

E-MARKETING

The internet is where a lot of people go for information. Use it to your advantage and let it do your recruiting for you! Social marketing is an excellent tool for online marketing. Create a Facebook page or link information about your USA Bowling program on your centers existing page.

Place the USA Bowling web banner on the front page of your centers website and link it to more information about the USA Bowling program and how to sign up. Or place a USA Bowling web banner ad on a local high-traffic website geared towards activities for parents and kids. An example can be found here: www.evansvillemoms.com

Prepare an email blast using one of the templates provided on the USA Bowling Youth Resource Center with information on your USA Bowling program and how to sign-up.

“OUTSIDE OF THE FOUR WALLS” – COMMUNITY MARKETING

Get into the schools!

The number one most effective way to raise awareness about youth bowling and market your programs to kids is marketing through your local school district. Although schools have put into place safety barriers when it comes to soliciting to their students, it's still very possible!

The first step to getting in with the schools is exhausting any and all connections you may have. If you utilize the Bowler's Ed Program, that's an excellent place to start. Contact your area PE Coordinators or teachers and ask if they would allow you to promote your programming in conjunction with their teachings. They might even allow you to visit their class and speak with the children about youth bowling.

If you do not currently utilize the Bowler's Ed program but know a school teacher or Principal who bowls in a league or parent who is involved in the PTA, ask them what you need to do to be able to send flyers home with the kids. You'll be surprised how easy the process can be if you know someone within the school system.

If you are unfamiliar with the school district and do not utilize Bowler's Ed your first step is understanding your local flyer distribution policies within the schools. These can be found on the school districts website under the listed School Board Policies. To find them quickly within the Board Policies document search for flyer distribution, advertising in the school or community relations.



Next step is to create a flyer. The Youth Resource Center (www.bpaa.com/youthresourcecenter password: youth) houses over 60 marketing materials including several options for flyer templates. Download one and customize it to your program.

Next, if required, submit your flyer to the school district for approval. If your school district requires you to be a non-profit organization for flyer approval, contact your local USBC association. This will allow you to position your program as supported by a local, non-profit and provide to the district USBC's 501c3 determination letter for approval.

Once you've received approval, determine the number of flyers you will need to print. Once the flyers are printed and delivered, begin distributing them to the area schools.

Print Communications:

Another idea is to reach out to your local family magazines. Two examples are listed here.

<http://clarksvillefamily.com>

<http://www.fortworthchild.com>

Almost every community has these magazines and there are several ways to get involved including:

- Free ad placement in the information section
- Paid ad placement
- Communicate with the editors about a possible feature on the new programming

Local newspapers are also an excellent source of advertisement. Reach out to the sports editor or the family sections for possible features.

Additional placement ideas:

- In-Ground Signage Stakes along busy intersections outside of your center
Example: "Youth Bowling Leagues Now Forming! Sign Up Today!"
- Community Flier Placement
Information Boards (Restaurants, Grocery Stores, etc.)
- Build Advocates
YMCA Partners
Parks and Recreation Groups

Contact someone at one of these agencies and discuss their involvement in helping your solicit to area families with children in your target age range.

After you've run the USA Bowling Program, you'll find that word of mouth can be your greatest marketing ploy. Ask the parents of kids who bowl in your program to spread the word about USA Bowling and offer an incentive for any child who recruits a new bowler to join your program the next session.



STEP 3: RECRUIT YOUR COACHES!

* We suggest completing this step 4-6 weeks prior to the start of your program.

IN THIS SECTION, YOU WILL LEARN:

- Tips for recruiting volunteer coaches
- When to schedule your coaches and orientation meetings
- How to get free training for your coaches

TWIST SOME ARMS! TIPS FOR RECRUITING VOLUNTEER COACHES

The driving source of the USA Bowling program is instruction. Bowling has been notorious for not getting volunteers to coach in the past because we have been asking for 30+ weeks of commitment where they service a full league of kids. This is the first time we are asking coaches to volunteer in shorter cycles with fewer kids. With only four kids per team and only 8-12 weeks of competition, we have a new opportunity to ask someone to manage a team who loves bowling. Explain to potential volunteers that they are only committing to two hours per week for 8-12 weeks. Ideal candidates are people who walk the concourse in your center every day. They might include:

- Existing adult league bowlers
- Local high school or college bowlers
- Parents of youth bowlers in the program
- Bowling center staff (off the clock)

COACHES MEETING AND ORIENTATION MEETING

Schedule a coaches meeting and orientation meeting for the same day, two weeks prior to the start of the program. As you recruit your Volunteer Coaches, inform them of the dates and times of these meetings. The coaches meeting will be the opportunity for you to communicate the responsibilities and overview of the program to your coaches, then to the parents and kids during the Orientation meeting. Details on these meetings can be found in the next step.

FREE TRAINING FOR VOLUNTEER COACHES

If a potential coach is hesitant to volunteer because they don't know how to coach bowling tell them that free seminars and curriculum for volunteer coaches are now available at no cost! USA Bowling Coaching seminars are available all over the country for anyone who wants to learn the skills necessary to teach the fundamentals of bowling to youth at no cost! For locations, dates, times and more information, visit www.bowl.com/usabowling/coaching.



STEP 4: MEET & GREET

* We suggest completing this step 2-3 weeks prior to the start of your program.

IN THIS SECTION, YOU WILL LEARN:

- How to select balanced teams
- How to conduct the Coaches Meeting
- How to conduct the Orientation Meeting

COORDINATING TEAMS

Once you begin to receive registrations and sign-up forms you must determine how to split the youths and coaches into teams. Because the USA Bowling program does not utilize the handicap model similar to a traditional youth league, it's important to coordinate teams as balanced and competitive as possible. The more equal the teams are, the better the experience for all youths involved. In order to achieve this you have a few options.

The Draft

The first option is to institute a draft. Many other youth sports (i.e. baseball, basketball, etc.) utilize this method. A draft is a system of assigning players on a team as chosen by the coaches.

The first step of a draft is to coordinate a tryout. The tryout is a specific date and time for each of the kids to show up and bowl while being evaluated by the coaches. Once the tryout is over the coaches meet to rank players into groups based on their skill level. Each ranked group should have the same number of kids in it as there are coaches. For example, if your program has 6 coaches and there are 24 kids at tryouts there should be 4 kids in each ranked group. The most talented group should be ranked 1, the second most, 2 and so on. Coaches' own children must also be seeded even though they are automatically put on the team with their volunteer coach.

Once the coaches have agreed (which may take some time) and all the kids have been put into ranked groups, it's time for the coaches to begin selecting players. Each coach, one by one begins by choosing a player from the first group. Then each coach selects a player from the second group and so on until all the children have been chosen.

The draft should be a closed process. Only coaches and the Program Commissioner should be present during the draft. No parents or kids should be allowed to be present during the draft.



Tryouts

Another option for creating competitive and balanced teams is to coordinate a tryout. A tryout is the system of placing youths on a team based on their performance during the tryout.

The first step of a tryout is to coordinate a time and date for the tryout. Make sure each of the players signed up are able to attend. Your tryout should consist of at least 2 games of bowling. Record the scores for each player to determine an average. Then rank the bowlers from highest to lowest based on their average bowled during the tryout.

Next step is to place bowlers on a team so the cumulative total for their averages is nearly the same for each team. Below is an example of a 4-team league team placement based on their tryout average.

TEAM 1

Johnny 36	Billy 102.5	Susie 55	Jessica 48.5	Total = 242
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TEAM 2

Stefanie 67	Chris 52	Tim 80.5	Amy 41	Total = 240.5
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TEAM 3

Michael 20.5	Jennifer 100	Cindy 105.5	George 18	Total = 244
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TEAM 4

Fred 45.5	Harry 90.5	Caleb 50	Ashley 54	Total = 240
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COACHES MEETING

Invite the coaches to a Coaches Meeting 30 minutes prior to when the kids and parents are scheduled to arrive for the Orientation Meeting. This is when you can begin distributing materials to the coaches and communicating their responsibilities to them.

Materials that should be provided to the Volunteer Coaches are:

- Lane Availability for Practice Times
- Coaching Curriculum
- Roster of Players
- Schedule of Competition

Coaches Responsibilities include:

- Register with the Registered Volunteer Program (RVP) by going online to www.bowl.com/rvp
- Manage communication with the parents and players
- Manage practices including coordinating times and dates with the center
- Manage competitions and score keeping



ORIENTATION MEETING

This meeting will kick off the program and start the process of practice and competition. All coaches, kids and parents should attend this meeting that takes place immediately following the coaches meeting.

Materials that should be provided to the parents are:

- Certification card (blank)
- Rules
- Schedule of matches
- Rosters with coaches contact information

Goals of the Orientation Meeting include:

- Introduction of League Commissioner, Instructors and players
- Clarification of rules and parent expectations
- Gather certification information and payment
- Schedule practices
- Communicate any potential scheduling conflicts

STEP 5: EXECUTE

IN THIS SECTION, YOU WILL LEARN:

- An example model for a 4 team, 8-week program

Practices can be conducted any time lanes are available and teams are willing to schedule. Matches should be held weekly on the same day. Essentially, you can run an entire 8-week program utilizing only one set of lanes. There is no set pre-requisite other than making it work for your center and the customer!

WEEK 1 AND 2 (PRACTICE ONLY)

- Tuesday :** 4:00 – 5:00 Practice – two teams, one pair of lanes each (4 lanes needed)
- Wednesday :** 4:00 – 5:00 Practice – two teams, one pair of lanes each (4 lanes needed)
- Saturday :** 1:00 – 2:00 Practice – same two teams from Tuesday (4 lanes needed)
2:00 – 3:00 Practice – same two teams from Wednesday (4 lanes needed)



WEEK 3 THRU 7 – ONE PRACTICE, ONE COMPETITION

- Tuesday :** 4:00 – 5:00 Practice – two teams, one pair of lanes each (4 lanes needed)
- Wednesday :** 4:00 – 5:00 Practice – two teams, one pair of lanes each (4 lanes needed)
- Saturday :** 1:00 PM Compete - two teams compete (2 lanes needed)
2:00 PM Compete - remaining two teams compete (2 lanes needed)

WEEK 8 – ONE PRACTICE, CHAMPIONSHIP

- Tuesday :** 4:00 – 5:00 Practice – two teams, one pair of lanes each (4 lanes needed)
- Wednesday :** 4:00 – 5:00 Practice – two teams, one pair of lanes each. (4 lanes needed)
- Saturday :** 1:00 PM Four Teams Compete in a Position Round (4 lanes needed)
2:00 PM Awards & Party

**If you have 4 or more teams you may expand and have more practices and competitions going at the same time.*

STEP 6: MID-SEASON ASSESSMENT

*** We suggest completing this step 4-6 weeks after the start of your program.**

IN THIS SECTION, YOU WILL LEARN:

- Why it's important to have a mid-season assessment
- How to conduct a mid-season assessment

CALL AROUND – MID-SEASON ASSESSMENT

Halfway through the USA Bowling session (4 weeks for an 8 week program, 6 weeks for a 12 week program), the Program Commissioner should make phone calls to all the parents of kids in the program. During this call, it's important of the Program Commissioner to ask the parents how things are going and if there's anything they can do to help make the USA Bowling Program better. This will enable the Commissioner to discover any unforeseen concerns with the program, Coaches or bowling center and resolve them before they become an issue. This will promote good customer service and parents will appreciate the additional attention paid to their concerns and feel valued by the bowling center.



STEP 7: CHAMPIONSHIP

IN THIS SECTION, YOU WILL LEARN:

- How to conduct the championship week

CHAMPIONSHIP

This is a standard position round with the winners receiving their awards at the end in a planned ceremony/ party that drives everyone to want to get better and be there next time. Close the day by communication of next sign up period and distributing surveys.

SURVEYS

IBC Youth have provided surveys on the Youth Resource Center that you may pass out to the coaches, parents and players. These surveys will provide feedback and be the basis for how we move forward with the USA Bowling program in the future.

Thank you for your interest in launching a USA Bowling program. At the International Bowling Campus, we are excited about the development of our youth programs and look forward to helping you in any way we can. Good luck!

Questions? Contact USA Bowling Brand Manager, Emily Maier (817) 385-8339 or emaier@ibcyouth.com

