



International  
Bowling Campus



# Getting Your Flyers Into The Schools

Webinar  
April 2013

# Before we begin

- First Tuesday of each Month – 1:00 PM CST
- Next webinar: May 7, 1:00 PM CST
  - Benefits of short-season programming
  - [www.bowl.com/youth](http://www.bowl.com/youth) to register
- Recording webinars? Yes!
  - Available week following webinar on BOWL.com
- \* 6 to mute your phone
- Please save questions till the end
  - Write it down so you don't forget 😊



# Agenda

- Research
- Creating a flyer
- Getting flyers into the schools:
  - Partner with USBC
  - Utilizing Bowler's Ed
  - Network
- Questions



# Research

- Understanding the policies and procedures
- Can be found online!
  - Step 1: Go to School District website
  - Step 2: Find School Board
  - Step 3: Look for “Board Policies”
  - Step 4: Within Board Policies, search for key words
    - “Flyers” “Advertising” “Distributing”





## Appleton Area School District

Preparing Our Students for Their Future

**SYSTEM UPGRADE:** Phone service to all Appleton Area School District buildings will be limited or unavailable during the week of April 1 (Spring Break) due to a system upgrade. Urgent calls can still be directed to 832-6161.

[Schools](#)
[Parents](#)
[Students](#)
[Community](#)


We believe that all students can learn at high levels when we:

provide the highest quality instruction.

[District](#) | [Programs](#) | [Departments](#) | [Volunteers](#) | [Co-Curriculars](#)

### LATEST NEWS

Nominate an Educator for the MIELKE EDUCATOR OF THE YEAR AWARD!

Nominate a Staff Member for the DILLION AWARD!

Nominate a Student or Student Group for the APPLE AWARD!

4K News and Information

Inter-District Open Enrollment Now Open Through April 30, 2013

### UPCOMING EVENTS

No School - Spring Break	4/1/2013 12:00 AM
No School - Spring Break	4/2/2013 12:00 AM
No School - Spring Break	4/3/2013 12:00 AM
No School - Spring Break	4/4/2013 12:00 AM
No School - Spring Break	4/5/2013 12:00 AM
Classes Resume	4/8/2013 12:00 AM
Board Meeting	4/8/2013 7:00 PM
Programs & Services Meeting	4/11/2013 7:30 AM
Business Services Meeting	4/17/2013 7:30 AM
Board Meeting	4/22/2013 7:00 PM
Programs & Services Meeting	4/25/2013 7:30 AM
Board Meeting	5/13/2013 7:00 PM
Programs & Services Meeting	5/16/2013 7:30 AM
No Class - PM (E)	5/17/2013 12:00 AM
No Class - PM (E,M)	5/24/2013 12:00 AM

[More Events >](#)
[Lunch Menu](#)

[Community Learning Connections](#)


### NEW ON THE SITE

Points of Pride

Check out what Career Pathways offers our students!

Bring Your Own Device (BYOD)





## Appleton Area School District

Preparing Our Students for Their Future

[District](#) | [Programs](#) | [Departments](#) | [Volunteers](#) | [Co-Curriculars](#)

### District

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- [Use of Buildings](#)

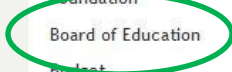
### Mission Statement

As members of the Appleton Area School District, we believe that all students can learn at high levels when we:

- provide the highest quality instruction;
- maintain and communicate high expectations;
- create supportive learning environments that foster a sense of belonging; and
- develop and maintain strong community and home-school connections.

### Quick Facts

Schools	Students - Total: 15,096
<b>Traditional Schools</b> <ul style="list-style-type: none"> <li>• 15 elementary schools</li> <li>• 4 middle schools</li> <li>• 3 high schools</li> </ul>	<b>Student Enrollment</b> <ul style="list-style-type: none"> <li>• Preschool: 309</li> <li>• Elementary K-6: 7,894</li> <li>• Middle 7-8: 2,241</li> <li>• High 9-12: 4,652</li> </ul>
<b>Charter Schools</b> <ul style="list-style-type: none"> <li>• 15 (grade levels offered vary)</li> </ul>	<b>Class-Size Ratio 2011-12</b> <ul style="list-style-type: none"> <li>• Gr K-3: 25 to 1</li> <li>• Gr 4-6: 27 to 1</li> <li>• Gr 7-12: 28.5 to 1</li> </ul>
<b>Other School</b> <ul style="list-style-type: none"> <li>• 1 (Appleton Cooperative Education Center)</li> </ul>	





# Appleton Area School District

Preparing Our Students for Their Future

Search this site...

Schools

Parents

Students

Community

District | Programs | Departments | Volunteers | Co-Curriculars

## BOARD OF EDUCATION

### Board of Education

- About the Board
- Board Meetings
- Code of Conduct
- Meeting Minutes
- Members
- Policies & Procedures**
- Subcommittee Meetings



### Welcome to Your Board of Education Meetings

The Appleton Area School District (AASD) Board of Education appreciates your attendance at this meeting and encourages your involvement in public education. This page of the Agenda is provided to help answer questions you may have and to guide you in your communications with Board members.

### Meetings

Board of Education Meetings are typically held the second and fourth Monday of each month at 7:00 p.m. unless otherwise noted or announced. Locations vary between the Thomas G. Scullen Leadership Center, 122 E. College Avenue, Suite 1A, Appleton, and AASD school sites. Other meetings of the Board (work sessions, public hearings, and Subcommittee meetings) are also scheduled throughout the year. Meetings are posted through the local media, City of Appleton, Appleton Public Library, and the AASD website at least 24 hours in advance. All meetings are open to the public unless a Closed Executive Session is scheduled. (By law, Closed Executive Sessions can be held only to discuss matters which require confidentiality. Such issues include personnel action, student discipline, site acquisitions, litigation, or employee negotiations.)

### Speaking at Meetings

Copies of the Board Meeting Agenda are available on the District's website or at the Superintendent's Office, the Friday before each meeting. The Agenda provides for Community Input (comments from citizens, students, staff, etc.) at the beginning of the meeting. If you wish to comment during Community Input, please comply with the following guidelines:

- Each citizen wishing to speak is asked to complete a registration form stating his/her name, address, and topic for comments.
- Complaints or concerns about individual staff members or students should

## CONTACT THE BOARD

If you have specific questions relating to board policies or action, please call the Office of the Superintendent of Schools at (920) 832-6126, or write to Board of Education members at:

Appleton Area School District, P.O. Box 2019, Appleton, WI 54912-2019

## SERIES 800: SCHOOL/COMMUNITY RELATIONS

<a href="#">SCHOOL/COMMUNITY RELATIONS GOALS (01/23/89)</a>	810
<a href="#">ACCESS TO PUBLIC RECORDS (07/23/12)</a>	823
<a href="#">PROCEDURES (07/23/12)</a>	823-RULE
<a href="#">AASD WISCONSIN OPEN RECORDS LAW NOTICE</a>	EXHIBIT A
<a href="#">STAFF/SCHOOL DIRECTORY (10/26/87)</a>	823.1
<a href="#">COMMUNITY USE OF SCHOOL FACILITIES (04/23/07)</a>	830
<a href="#">PROCEDURES (04/23/07)</a>	830-RULE
<a href="#">CATEGORY B FEE SCHEDULE (04/13/09)</a>	830-RULE
<a href="#">SMOKING AND TOBACCO USE (09/10/90)</a>	831
<a href="#">PROCEDURES (05/22/89)</a>	831-RULE
<a href="#">WEAPONS ON SCHOOL PREMISES (12/12/11)</a>	832
<a href="#">GIFTS AND BEQUESTS TO SCHOOLS (08/26/02)</a>	840
<a href="#">PROCEDURES</a>	840-RULE
<a href="#">SPONSORSHIP POLICY (04/13/09)</a>	851.1
<a href="#">DONOR RECOGNITION PROGRAM PLAN</a>	851.1-RULE
<a href="#">DISTRIBUTION OF MATERIALS ON SCHOOL PREMISES (06/08/98)</a>	852
<a href="#">REQUEST FOR PERMISSION TO DISTRIBUTE FLYERS</a>	852-RULE
<a href="#">VISITORS TO THE SCHOOL (10/22/90)</a>	860
<a href="#">PATRON CONCERNS AND COMPLAINTS (09/14/87)</a>	870
<a href="#">RELATIONSHIP WITH COMMUNITY AND COMMUNITY ORGANIZATIONS (STUDENT FUNDRAISING) (03/13/06)</a>	881
<a href="#">PROCEDURES</a>	881-RULE





This PDF document might not be displayed correctly. Open With Different Viewer



852-Rule

REQUEST FOR PERMISSION TO DISTRIBUTE FLYERS

The distribution of published material by nonschool organizations within the schools is prohibited without written permission of the Superintendent or his/her delegate. Published materials would not include posters, circulars, advertisements, and similar items.

Permission to distribute published material will be granted only to nonprofit organizations. Such organizations must have a significant portion of their clientele residing within the Appleton Area School District boundaries.

1. All flyers must have written permission of the Superintendent of his/her designee for distribution.
2. The distribution date will be determined by the building principal within one week of receipt of the flyers.
3. All flyers must be bundled in packs of 30.
4. All flyers must be delivered to the Morgan Building.
5. The party seeking permission to distribute must provide a copy of the item to be distributed at the time of request.

Name of Organization: \_\_\_\_\_

Representative's Name: \_\_\_\_\_

We agree to the requirements listed above and request permission to distribute flyers to:

\_\_\_\_\_ School(s)

\_\_\_\_\_  
Representative Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Authorization

\_\_\_\_\_  
Date

# Creating a Flyer

- Bright, colorful
- Think about your target audience
- Content should include:
  - Detailed program information (dates/times)
  - Any program benefits
  - Call to Action i.e. “Sign up today!”
- Youth Resource Center



# Flyer examples

**Bad**



**Saturday Morning Youth Program**



Coaches! Fun!

Awards! Free Rental Shoes!

Friends!

**Bob's Bowling Alley**

When: Saturday September 1, 2013

Time: 10:00 AM

3 games per week

\$9.00/week

Bring your friends!

Call Bob Smith to sign up: (555) 123-4567

**Good**



**USA BOWLING IS FOR YOU!**

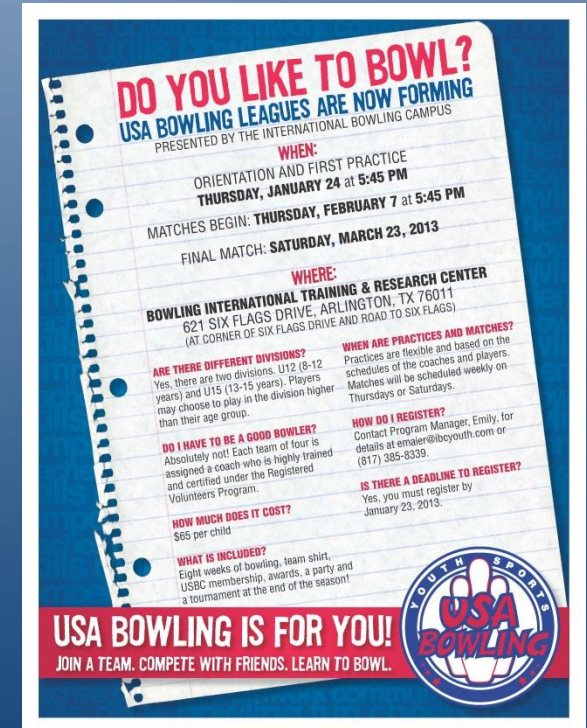
**JOIN A TEAM.  
COMPETE WITH FRIENDS.  
LEARN TO BOWL.**

**REGISTER TODAY!**

**FEATURING 1 COACH PER TEAM AND A SHORTER SEASON!**

**YOUTH SPORTS USA BOWLING**

**Good**



**DO YOU LIKE TO BOWL?  
USA BOWLING LEAGUES ARE NOW FORMING**

PRESENTED BY THE INTERNATIONAL BOWLING CAMPUS

**WHEN:**  
ORIENTATION AND FIRST PRACTICE  
**THURSDAY, JANUARY 24 at 5:45 PM**  
MATCHES BEGIN: **THURSDAY, FEBRUARY 7 at 5:45 PM**  
FINAL MATCH: **SATURDAY, MARCH 23, 2013**

**WHERE:**  
**BOWLING INTERNATIONAL TRAINING & RESEARCH CENTER**  
621 SIX FLAGS DRIVE, ARLINGTON, TX 76011  
(AT CORNER OF SIX FLAGS DRIVE AND ROAD TO SIX FLAGS)

**ARE THERE DIFFERENT DIVISIONS?**  
Yes, there are two divisions. U12 (8-12 years) and U15 (13-15 years). Players may choose to play in the division higher than their age group.

**DO I HAVE TO BE A GOOD BOWLER?**  
Absolutely not! Each team of four is assigned a coach who is highly trained and certified under the Registered Volunteers Program.

**HOW MUCH DOES IT COST?**  
\$65 per child

**WHAT IS INCLUDED?**  
Eight weeks of bowling, team shirt, USBC membership, awards, a party and a tournament at the end of the season!

**WHEN ARE PRACTICES AND MATCHES?**  
Practices are flexible and based on the schedules of the coaches and players. Matches will be scheduled weekly on Thursdays or Saturdays.

**HOW DO I REGISTER?**  
Contact Program Manager, Emily, for details at [emai@iboyouth.com](mailto:emai@iboyouth.com) or (817) 385-8339.

**IS THERE A DEADLINE TO REGISTER?**  
Yes, you must register by January 23, 2013.

**USA BOWLING IS FOR YOU!**  
JOIN A TEAM. COMPETE WITH FRIENDS. LEARN TO BOWL.

**YOUTH SPORTS USA BOWLING**



# Youth Resource Center

[www.bpa.com/YouthResourceCenter](http://www.bpa.com/YouthResourceCenter) password: youth



classic.bowl.com/youthresourcecenter/index.jsp

VISIT BOWL.COM **GO** VISIT BPAA.COM **GO** Welcome Member, LOG OUT

## IBC Youth Resource Center



**Welcome to the IBC Youth Resource Center!**

Thanks to your valuable feedback, youth resources are now at your fingertips. Click on each icon to access all the tools you need to develop your youth programs. Find easy to use, customizable marketing assets, how-to guides, market research, FAQ's, promotion ideas, and more to come! Check back often as we will continually update this site so that you have the latest tools.

		
<p><b>YOUTH 101</b> General information about today's youth, building a youth program and hosting youth events</p>	<p><b>BOWLOPOLIS</b> Introduce new kids to bowling with this introductory brand</p>	<p><b>USA BOWLING</b> Everything you need to grow the sport by teaching the sport</p>
		
<p><b>USBC YOUTH</b> Resources and programs to create lifelong bowlers and promote the benefits of certified play</p>	<p><b>SCHOLASTIC</b> Introduce bowling to youth through school and community outreach programs</p>	<p><b>CONTACT US</b> Need help? Contact the IBC Youth Development team. We are here to help you succeed!</p>





# Partnering with USBC

- Contact Local USBC affiliate
- Propose partnership
  - USBC runs league, collects funds, pays center lineage
- Utilize “Non-profit status”
  - USBC Determination Letter or 501 (c) (3)
- Deliver 501 (c) (3) with flyer
- Meet with ISD Correspondent (if necessary)



# Establish a Foundation

- Research
- State Forms
  - Laws and regulations vary
  - Fill out and submit
- Federal Filings
  - Find and submit
- Establish Plans, Policies & Procedures
  - Financial planning, develop a mission, select a Board of Directors
- Resource: National Council of Nonprofits, [FoundationCenter.Org](http://FoundationCenter.Org)



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**CUSTOM BUILT EXPERIENCES**

FROM SCHOOLS TO MILITARY BASES  
WE'VE GOT YOUR LIFE CUSTOMIZED

SHOP NOW

Board Members

Name	Position	Phone	Profile	Email
<a href="#">Chuck Hall</a>	President		<a href="#">View Profile</a>	<a href="#">Contact</a>
<a href="#">James Phillips</a>	Vice President & Tournaments Director/Scheduler		<a href="#">View Profile</a>	
<a href="#">Chad Morrill</a>	Treasurer		<a href="#">View Profile</a>	<a href="#">Contact</a>
<a href="#">Ron Rasberry</a>	Webmaster		<a href="#">View Profile</a>	<a href="#">Contact</a>
<a href="#">Mike Conklin</a>	Fields Coordinator		<a href="#">View Profile</a>	<a href="#">Contact</a>
<a href="#">Rich Firreno</a>	Concessions (Staffing)		<a href="#">View Profile</a>	<a href="#">Contact</a>
<a href="#">Frank Flores</a>	Uniform/Trophy Coordinator		<a href="#">View Profile</a>	<a href="#">Contact</a>
<a href="#">Holly Dickson</a>	Events Coordinator		<a href="#">View Profile</a>	<a href="#">Contact</a>
<a href="#">Steve Smith</a>	Secretary		<a href="#">View Profile</a>	<a href="#">Contact</a>
<a href="#">Joe Dodson</a>	Select Team/NTI Coordinator		<a href="#">View Profile</a>	<a href="#">Contact</a>
<a href="#">Tim Bilbrey</a>	U7 Coach Pitch Commissioner		<a href="#">View Profile</a>	<a href="#">Contact</a>
<a href="#">Casey DeShazo</a>	Concessions (Inventory)		<a href="#">View Profile</a>	<a href="#">Contact</a>
<a href="#">Jeremy Foster</a>	U8 Commissioner		<a href="#">View Profile</a>	<a href="#">Contact</a>
<a href="#">Darin Davis</a>	Director of Umpires		<a href="#">View Profile</a>	<a href="#">Contact</a>
<a href="#">Jay Summers</a>	Assistant Tournament Director		<a href="#">View Profile</a>	<a href="#">Contact</a>
<a href="#">Chuck Etchieson</a>	Assistant Treasurer		<a href="#">View Profile</a>	<a href="#">Contact</a>
<a href="#">Rich Brizendine</a>	Sponsorship/Fundraising Coordinator		<a href="#">View Profile</a>	
<a href="#">Aaron Merritt</a>	U5 Tball Commissioner		<a href="#">View Profile</a>	<a href="#">Contact</a>
<a href="#">Brandon Emerson</a>	U6 Tball Commissioner		<a href="#">View Profile</a>	<a href="#">Contact</a>
<a href="#">Joe Camp</a>	U10 Commissioner		<a href="#">View Profile</a>	<a href="#">Contact</a>
<a href="#">Dave Ohlinger</a>	U12/U14 Commissioner		<a href="#">View Profile</a>	<a href="#">Contact</a>
<a href="#">Cory Woodward</a>	Equipment Manager		<a href="#">View Profile</a>	<a href="#">Contact</a>

CUSTOM BUILT EXPERIENCES

YOUTH DEVELOPMENT

# Utilize Bowler's Ed

- Bowler's Ed: In school bowling is a program designed to help elementary and middle school physical education teachers teach bowling to their PE students.
- Purchase kits and distribute to schools
  - Encourages collective bargaining





# Network

- Pick up the phone
- Ask around
  - Are there any board members, teachers or PTA members who bowl a league in your center(s)?



# Questions?

- Thank You!
- Emily Maier
- Youth Development Manager
- International Bowling Campus
- [emaier@ibcyouth.com](mailto:emaier@ibcyouth.com)
- 817-385-8339

