



International
Bowling Campus



Benefits of Short Season Programming

May, 2013

Before we begin

- First Tuesday of each Month – 1:00 PM CST
- Next webinar: June 4, 2013
 - Tips to being a great Youth Director
- View past and register for future webinars
 - www.bowl.com/youth
- Questions?
 - Please save them for the end



Understanding youth and their parents

- Fun
- Peer to peer
- Adult recognition
- Adult participation
- Self confidence & leadership
- Appropriate age



Why short season?

- Almost everything youth-related is that way
- Encourages new bowlers to “give it a try”
- Benefit for multi-sport athletes
- Convenient for volunteers (and their busy schedules)
- One time payment (versus weekly)



Short Season Options

- Bowlopolis 5 for \$55
- 8 for 8
- USA Bowling 101
- USA Bowling



Bowlopolis 5 for \$55

- Why it works
 - Introductory league
 - Simple, skill instruction
 - 6-12 years old
 - Incentives
- How do I do it?
 - Keep it simple!
 - Stick to age range
 - Adhere to time limits
 - Reward their successes
 - Explain to them new opportunities



8 for 8

- Why it works
 - Introductory league
 - Easy to understand
 - Affordable (\$8/week for 8 weeks)
 - Incentive (ball)
- How do I do it?
 - Purchase the kit
 - Visit the YRC
 - Market your program
 - Collect and place ball order
 - Transition bowlers to another program



USA Bowling 101

- Why it works
 - Introductory league
 - Non-intimidating
 - Non-competitive
 - Skill instruction focused
 - Incentives
 - Turn key!
- How do I do it?
 - Visit the YRC
 - Recruit your Team Leaders
 - Market your program
 - Graduate bowlers into something new!



USA Bowling

- Why it works
 - Short season
 - Team emphasis
 - Skill instruction
 - Social = FUN
- Why it works
 - Develop your model
 - Market your program
 - Host a blast off (or Orientation meeting)





Questions?

Thank you!

Emily Maier

Youth Development Program Manager

International Bowling Campus

(817) 385-8339 or emaier@ibcyouth.com



YOUTH DEVELOPMENT