



**International  
Bowling Campus**



# Tips to Being a Great Youth Director

June, 2013

# Before we begin

- First Tuesday of each Month – 1:00 PM CST
- Next webinar: July 2, 2013
  - Best Kept Secret In Bowling: Bowler's Ed
- View past and register for future webinars
  - [www.bowl.com/youth](http://www.bowl.com/youth)
- Questions?
  - Please save them for the end



# Today's Agenda

- Youth Development
  - What is it?
  - Why does bowling need it?
  - How do I do it?
    - Role of YD
    - Helpful tips



# Youth Development

- WHAT IS IT?
  - Youth Development is simply helping young people develop so that they are able to experience and gain valuable social, physical or academic skills necessary to succeed.
- WHY DO WE NEED IT (in bowling)?
  - Make an impact
  - Long term revenue stream



# Youth Development

- HOW DO I DO IT?
  - 1. Put someone in charge (Youth Director)
  - 2. Begin with a plan (buy-in is a MUST)
  - 3. Get the word out (marketing & promotion)
  - 4. Prepare (be organized)
  - 5. Getting started – be there!



# Marketing & Promotion

- Get into the schools
- Nothing is free
  - (Get an email address!)
- Build a database
  - Customer Relationship Management
    - (Customer Connect)
  - Excel spreadsheet
    - Child's name, parents name, address, phone, birthday, e-mail address, school attended, how they joined (optional)





# Youth Resource Center

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



The screenshot shows a web browser window with the URL [classic.bowl.com/youthresourcecenter/index.jsp](http://classic.bowl.com/youthresourcecenter/index.jsp). The page features a navigation bar with links for 'VISIT BOWL.COM', 'VISIT BPAA.COM', and 'Welcome Member, LOG OUT'. The main heading is 'IBC Youth Resource Center' with the International Bowling Campus logo. A welcome message states: '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.' Below this are six resource icons: 'YOUTH 101' (chalkboard), 'BOWLOPOLIS' (bowling pins), 'USA BOWLING' (USA Bowling logo), 'USBC YOUTH' (USBC logo), 'SCHOLASTIC' (books), and 'CONTACT US' (envelope).

classic.bowl.com/youthresourcecenter/index.jsp

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

## IBC Youth Resource Center

International Bowling Campus

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

# Understanding Certification

- USBC Certification
  - Local Association
  - Online
    - [BOWL.com/youth](http://BOWL.com/youth) click on YOUTH PROCESSING
  - Kits are being mailed July 1







# Questions?

Thank you!

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**YOUTH DEVELOPMENT**