



USA Bowling Program-Strategic Plan

VISION: Develop a mainstream sports model for youth bowling. Develop FREE coaching tools for our volunteers.

MISSION: Build a development program that drives kids to choose to become lifetime bowlers.

ELEVATOR SPEECH: USA Bowling is a mainstream youth sports model that shares a similar team-based structure to other youth sports. Children of the same age and skill level interact with a coach through instruction and regular practice and then compete with other teams on a short 8 to 12-week time frame. Kids benefit from instruction by qualified coaches, learn important life skills including sportsmanship and competitive play, and most importantly, HAVE FUN!