



Membership Lists

As outlined in the *USBC Association Policy Manual*, Chapter Five, Board of Directors, approving requests by a center or another entity for a special mailing to the entire association membership has specific requirements.

- a. The membership list must be retained by the association. The mailing must be conducted by the association or a bonded mailing service.
- b. If a center in the association's jurisdiction requests a mailing to the entire association membership, the association board must receive written approval from each center in the association's jurisdiction prior to doing the mailing. If a center in the association's jurisdiction does not provide written approval of a neighboring center's mailing, his/her center's bowlers must be excluded from the mailing.
- c. Association mailings, such as state or local tournament promotions, or mailings done by the association on behalf of another entity (state association, tournament group, etc.) not within the association's jurisdiction, does not require approval from centers.

An adult "membership report" or "membership list" is a WinLABS generated list of member data, organized by specific criteria. The WinLABS program allows for associations to produce a variety of customized reports – each specifically designed to present a particular benefit or benefits to the association. For example, generating a "High Averages Report" allows the association a simple means of determining the top average for a yearly award, as well as putting together a ranking for its yearbook.

A list of each report type and its designed purpose can be found in the *WinLABS Support Manual*.

There are two specific membership reports that are intended to benefit not only the association, but proprietors as well. These are the:

- League Bowlers by Center Report.
- Membership Dropout Report.

League Bowlers by Center Report

What is this report? The "League Bowlers by Center Report" is a list of current league bowlers in the association, which can be selected for each center. The bowler identification and contact information is listed as well as the bowler's age, gender, and the highest average from the previous bowling year.

Who is this report designed for? The complete report (all centers) is designed for use by the association. The report for a specific center is designed for use by that center's proprietor/manager.

Why is this report important? Each bowler has an affiliation not only with his/her association(s), but also with the center(s) in which he/she bowls. Communication efforts with the members can be greatly increased by having a complete list of members' information.



How do I generate this report?

1. Under the “Reports” drop-down menu, click on “Center.” This will take you to the WinLABS Report Wizard.
2. Once in the Report Wizard, select “League Bowlers by Center” from the report name and category list on the left side of the page.
3. On the right side of the page, the “Bowler Criteria” tab is displayed. You have the option of selecting only the active bowlers, inactive bowlers, or both. An inactive bowler is one that bowled in that center the previous year, but is not active at the time of the report.
4. Click “Next” to move to the “League Criteria” tab.
5. On the “League Criteria” tab, select “All Leagues,” as well as the appropriate season.
6. Finally, click “Preview” to run the report.

When/how do I distribute this report to proprietors? Each proprietor should be given a copy of his/her center’s report after all leagues have been entered into the WinLABS program for the season. In addition, should the proprietor request a copy of his/her center’s report at another time, such as before a major tournament he/she is hosting, a report also should be provided.

Each proprietor in the association is entitled to receive his/her report of league bowlers. The association must not discriminate in which proprietors receive a report.

Please also note there are strong requirements regarding the use of the association membership list. Refer to the paragraph at the beginning of this document.

Membership Dropout Report

What is this report? The “Membership Dropout Report” is a list of bowlers who have left the association since last season. It does not include those that simply moved from one center to another within an association.

Who is this report designed for? The complete report of membership dropouts is designed for use by the association. The report of membership dropouts for a specific center is designed for use by that center’s proprietor as well.

Why is this report important? Members choose to discontinue membership for a variety of reasons. By knowing who the membership dropouts are, the association and proprietor can contact those who left and gain input as to why. When it is understood what trends exist among individuals that left and their reasons, retention programs can be developed or enhanced accordingly.

In addition, those that chose to leave the association, and subsequently a center, can be invited back the following season.



How do I generate this report?

1. Under the “Reports” drop-down menu, click on “Association,” followed by “Membership.” This will take you to the WinLABS Report Wizard.
2. Once in the Report Wizard, select “Membership Dropouts” from the report name and category list on the left side of the page.
3. On the right side of the page, the “Bowler Criteria” tab will be showing. Select “All Bowlers.”
4. Click “Next” to move to the “League Criteria” tab.
5. On the “League Criteria” tab, select “All Leagues in a Center.” Then, click on the binocular icon to choose the center you wish to generate the report for. Also on the “League Criteria” tab, you will need to select the appropriate season.
6. Finally, click “Preview” to run the report. This process must be repeated for each center in order to generate the complete report categorized by center.

When/how do I distribute this report to proprietors? Each proprietor should be given a copy of his/ her center’s membership dropout report after all leagues have been entered into the WinLABS program for the season. In addition, each proprietor should receive an updated copy about two months prior to the beginning of the new season.

Each center in the association is entitled to receive its report of membership dropouts. The association must not discriminate in which proprietors receive a report.

Please also note there are strong requirements regarding the use of the association membership list. Refer to the *USBC Association Policy Manual*, Chapter 5, Section B, Item 14.