

# Growing Membership: Best Practices

2010 USBC Convention



# Growing Membership – 2010 USBC Convention

## Agenda

- Welcome
- Initial Thoughts
- Panel Discussion
- Open Discussion



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- Welcome
  - Thank You
- Initial Thoughts
  - Who is responsible for growing membership?
  - The Product
    - How has it changed
    - Why [\(spreadsheet link\)](#)
    - Who's fault is this?



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- Initial Thoughts con't.
  - Original Plan for this seminar
    - Run report - Find leading growth Associations
    - Select panel speakers
      - Associations merged
      - Associations closed
      - New Center
      - Proprietor did a really great job



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- Initial Thoughts con't.
  - New Plan
- How YOU can help grow membership!
- Panel Speakers
  - Jo Dimond – Assoc. Mgr, Central Ohio USBC
  - Frank Wilkinson – President, Staten Island USBC & Owner of Rab's Country Lanes



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- Trust
  - Treat all centers equally
- Public Relations
  - Fundraisers
  - Public Functions (County fairs, health fairs, local sporting events, zoo, etc..)
  - National Bowling Week



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- Coaching
  - Host certification classes
  - Pay for certification (Directors, others)
  - Promote “Coach it Up” to proprietors
  - Learn to bowl classes
  - Coordinate clinics – bring in pros & top coaches
- Youth
  - In School
  - High School Bowling
  - Bowlopolis Blastoff Events



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- Work with Proprietors
  - Know league types each center are running
  - Give centers list of dropped bowlers from previous year
  - Have Assoc. officials call those dropped bowlers
  - Help fill wholes in leagues
  - Help start new leagues
  - Get list of all uncertified leagues and attend league meetings to explain benefits of USBC certification



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- Work with Proprietors con't.
  - Help convert leagues to better fit a certified format
  - Promote upcoming events and tournaments
  - Provide proprietor list of certified coaches from area
  - Organize multi-center functions
  - Tournaments - supply workers & promote to members



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- Promote Bowling
  - Upcoming events (not just USBC events)
  - Upcoming tournaments
- Work with your Staff & Directors
  - Know their skills and put them in position to succeed
  - Motivate them
  - Bring young people in - more likely to visit centers
- Don't do Too Many Things
- Open Discussion / Q&A



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***Thank You***  
***For***  
***Coming!***















