The following document is a timeline of procedures for the development of a USA Bowling program in your center. We encourage you to follow the steps or use the model we've created and develop your own! Additional tools, resources, and information can be found on the Youth Resource Center.

BOWL.COM/YOUTHRESOURCECENTER

DRIVE MORE REVENUE AND BEGIN CREATING LIFELONG BOWLERS TODAY!

SEVEN STEPS TO SUCCESS
STEP 1: ASSIGN A PROGRAM COMMISSIONER

* We suggest completing this step 8 weeks prior to the start of your program.

IN THIS SECTION, YOU WILL LEARN:

- Why it is important to assign a Program Commissioner
- Who would make a good candidate for your Program Commissioner
- Duties of the Program Commissioner

IMPORTANCE OF ASSIGNING A PROGRAM COMMISSIONER

It is important to delegate a Program Commissioner to eliminate confusion and clearly define responsibilities of your program.

EXCELLENT CANDIDATES FOR PROGRAM COMMISSIONER

The USA Bowling Program Commissioner can be a League Coordinator or anyone in your bowling community who is passionate about youth bowling. It can be a paid or volunteer position within your center.

DUTIES OF THE PROGRAM COMMISSIONER

Responsibilities of the Program Commissioner include:

- Assisting any marketing efforts
- Determining a pricing strategy
- Organizing registrants
- Governing the rules
- Managing the Volunteer Coaches
- Scheduling the competition
- Recording the scores
- Coordinating the end-of-season party
STEP 2: DEVELOP YOUR MODEL
* We suggest completing this step 8 weeks prior to the start of your program.

IN THIS SECTION, YOU WILL LEARN:
• How to create the model for your league
• “Team Game” vs “Baker Game”
• Setting the right price for your program

HOW TO CREATE THE MODEL FOR YOUR LEAGUE
When developing the model to be used for your program, consider the following:

Schedule and bowling center availability: The availability of the bowling center can play a major part in determining the program schedule. Schedule practice days and competition days where players will not be rushed. Create and schedule the program to allow for extra time in case the players take longer than expected.

Team Composition: Determining the number of players that will be bowling on each team will help determine the number of coaches that will be needed for your program. Typically, a team of 3 or 4 players works great for a small player to coach ratio.

Competition Format: Combine team games and baker games to suit the needs of the program. This is also the section where you decide the number of points for each game, what constitutes a legal line-up, code of conduct for the bowlers and parents, and any other playing rules for the players to abide by.

Pricing: The price of the program can be determined by many different elements. Determine what will go into your price and if you want each player to pay at the beginning of the program or on a weekly basis.
“Team Game” vs “Baker Game”

A Team Game is a regular scoring-style game where each bowler bowls their own individual game of 10 frames. To comfortably schedule a team game, allow 10-12 minutes for each player on the team to bowl their game. If there are 4 bowlers on the team, schedule the game to take 40-48 minutes.

A Baker Game is a shared scoring-style game where the bowlers each bowl one frame and then rotate through the line-up until all 10 frames have been completed. To comfortably schedule a baker game, allow 12-15 minutes for each game. If each team is bowling 2 baker games, schedule the games to take 24-30 minutes.

### Team Game

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### Baker Game

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Setting the right price for your program

Making sure that you charge each player the correct amount of money can be difficult. Some things to remember and plan for include:

- Lineage
- Team Jerseys
- Coach Training and RVP
- End of Season Party/Awards

### Proper Charging of Players (8 week league)

- Lineage - $60
- Team Jerseys - $10
- Coach Training and RVP - $25
- End of Season Party / Awards - $25
- Total - $120
**STEP 3: ACTIVATE YOUR CENTER & COMMUNITY**

* We suggest completing this step 6-8 weeks prior to the start of your program.

**IN THIS SECTION, YOU WILL LEARN:**
- How to build a marketing plan
- In-center marketing strategies
- Ideas for online marketing efforts
- How to approach community marketing

**HOW TO BUILD A MARKETING PLAN**
The best way to begin attracting more kids to your programming is by building a plan. Begin by visiting the Youth Resource Center (www.bowl.com/youthresourcecenter). There, you will find over 60 downloadable and customizable marketing assets including:

- Logos
- Flyers
- Posters
- Counter Cards
- Post Cards
- Sign Up Forms
- E-mail Templates
- Banners

After visiting the Youth Resource Center, continue by putting together your plan. You may do this by listing all the ideas and marketing strategies you intend to execute. Below are various marketing tactics suggested by the Youth Development team at the International Bowling Campus.

**IN-CENTER MARKETING STRATEGIES**

**Inform your staff:**

Simply put, let everyone in your center know and understand what is happening with your new program. Inform your staff of the concept of USA Bowling so they are well-versed and prepared for questions they might receive.
Staff scripts and a list of Frequently Asked Questions are available on the Youth Resource Center. Encourage your counter attendants to ask every child that comes into the center if they are interested in joining your USA Bowling Program. Training your staff and making them aware of the programming is vital to the recruitment of new bowlers.

**Dress the center:**

Place all USA Bowling marketing assets in high traffic areas within your center. Place the vinyl banner on the walls alongside and/or above the lanes. Place posters at the entrance to the game room, pro shop, and snack bar.

Place counter cards at the ends of the front counter and snack bar. Be sure to keep brochures with sign-up forms, staff scripts, and frequently asked questions next to the register for staff reference. Each of these assets can be found within the Youth Resource Center: [www.bowl.com/youthresourcecenter](http://www.bowl.com/youthresourcecenter).

Place the USA Bowling flyers next to the register and ask the counter attendants to include one with every receipt to open-play customers who have a child in their party.

**Host a Bowling Blast-Off:**

A Bowling Blast-Off is a one-day extravaganza designed to get the community (especially kids) excited about bowling. Each Blast-Off is different. You choose the activities that will work best for your center and budget.

**Planning a Blast-Off:**

- Choose a day and time in your center when you can accommodate a large group of people.
- Offer free bowling and promote lots of additional activities for kids to enjoy the day of your Blast-Off.
- Spread the word about your Blast-Off. Hand out, mail or e-mail invitations to your Blast-Off to kids, families, teachers, community leaders, etc. You may or may not want to require an RSVP to your Blast-Off so you have of idea of how many to expect on the day of your party. Postcard invitations are available on the Youth Resource Center: [www.bowl.com/youthresourcecenter](http://www.bowl.com/youthresourcecenter)

**On the day of the Blast-Off:**

- Use the opportunity of having so many people in your center excited about bowling to promote your leagues and birthday parties.
- Solicit staff members who have exceptional customer service skills or volunteers passionate about bowling to walk around and discuss the USA Bowling program to kids and parents.

*Raising awareness about the program and opportunities available to youth bowlers (friendships, development, and scholarships) goes a long way and may entice some to join your program on the spot!"
E-MARKETING

The internet is where many people go for information. Use the internet to your advantage and let it do your recruiting for you! Social media is an excellent tool for online marketing. Create a Facebook page or link information about your USA Bowling program on your centers existing page.

Place the USA Bowling web banner on the front page of your center’s website and link it to more information about the USA Bowling program and how to sign up. Or place a USA Bowling web banner ad on a local high-traffic website geared towards activities for parents and kids.

Prepare an e-mail blast using one of the templates provided on the USA Bowling Youth Resource Center with information on your USA Bowling program and how to sign-up.

“OUTSIDE OF THE FOUR WALLS” – COMMUNITY MARKETING

Get into the schools!

The number one most effective way to raise awareness about youth bowling and market your programs to kids is marketing through your local school district. Although schools have put into place safety barriers when it comes to soliciting to their students, it is still very possible!

The first step to getting in with schools is exhausting any and all connections you may have. The Bowler’s Ed program is an excellent place to start. Contact your area PE Coordinators or teachers and ask if they would allow you to promote your programming in conjunction with their teachings. They might even allow you to visit their class and speak with the children about youth bowling.

If you do not currently utilize the Bowler’s Ed program but know a school teacher or Principal who bowls in a league or parent who is involved in the PTA, ask them what you need to do to be able to send fliers home with the kids. You will be surprised how easy the process can be if you know someone within the school system.

If you are unfamiliar with the school district and do not utilize Bowler’s Ed, the first step is understanding your local flyer distribution policies within the schools. These can be found on the school district website under the listed School Board Policies. To find them quickly within the Board Policies document, search for “flyer distribution,” “advertising in the school,” or “community relations.”

The next step is to create a flyer. The Youth Resource Center (www.bowl.com/youthresourcecenter) houses over 60 marketing materials, including several options for flyer templates. Download one and customize it to your program.
Next, if required, submit your flyer to the school district for approval. If your school district requires you to be a non-profit organization for flyer approval, contact your local USBC association. This will allow you to position your program as supported by a local non-profit and provide the district with USBC’s 501(c)3 determination letter for approval.

Once you have received approval, determine the number of flyers you will need to print. Once the flyers are printed and delivered, begin distributing them to the area schools.

**Print Communications:**

Another idea is to reach out to your local family magazines. Two examples are listed here:

http://clarksvillefamily.com
http://www.dfwchild.com

Almost every community has these magazines and there are several ways to get involved, including:

- Free ad placement in the information section
- Paid ad placement
- Communicate with the editors about a possible feature on the new programming

Local newspapers are also an excellent source of advertisement. Reach out to the sports editor or the family sections for possible features.

Additional placement ideas:

- In-Ground signage stakes along busy intersections outside of your center
  Example: “Youth Bowling Leagues Now Forming! Sign Up Today!”
- Community Flyer Placement
  Example: Information boards (restaurants, grocery stores, etc.)
- Build advocates
  Example: YMCA Partners
  Boys and Girls Club
  Parks and Recreation groups

Contact someone at one of these agencies and discuss their involvement in helping you solicit to area families with children in your target age range.

After you have run the USA Bowling Program, you will find that word of mouth can be your greatest marketing tool. Ask the parents of kids who bowl in your program to spread the word about USA Bowling and offer an incentive for any child who recruits a new bowler to join your program the next season.
STEP 4: RECRUIT YOUR COACHES!
* We suggest completing this step 4-6 weeks prior to the start of your program.

IN THIS SECTION, YOU WILL LEARN:
- Tips for recruiting volunteer coaches
- When to schedule your Coaches and Orientation meetings
- How to get free training for your coaches

TWIST SOME ARMS! TIPS FOR RECRUITING VOLUNTEER COACHES

The driving force of the USA Bowling program is instruction. Bowling has been notorious for not getting volunteers to coach because we have been asking for 30+ weeks of commitment where they service a full league of kids. This is the first time we are asking coaches to volunteer in shorter cycles with fewer kids. With only four kids per team and only 8-12 weeks of competition, we have a new opportunity to ask someone who loves bowling to manage a team. Explain to potential volunteers that they are only committing to two hours per week for 8-12 weeks. Ideal candidates are people who walk the concourse in your center every day. They might include:

- Existing adult league bowlers
- Local high school or college bowlers
- Parents of youth bowlers in the program
- Bowling center staff (off the clock)

COACHES MEETING AND ORIENTATION MEETING

Schedule a coaches meeting and orientation meeting for the same day, two weeks prior to the start of the program. As you recruit your Volunteer Coaches, inform them of the dates and times of these meetings. The coaches meeting will be the opportunity for you to communicate the responsibilities and overview of the program to your coaches, then to the parents and kids during the Orientation meeting. Details on these meetings can be found in the next step.

FREE TRAINING FOR VOLUNTEER COACHES

If a potential coach is hesitant to volunteer because they do not know how to coach bowling, inform them that free seminars and curriculum for volunteer coaches are now available at no cost! USA Bowling Coaching seminars are available all over the country for anyone who wants to learn the skills necessary to teach the fundamentals of bowling to youth at no cost! For locations, dates, times, and more information, visit www.bowl.com/usabowling.
**STEP 5: MEET & GREET**

* We suggest completing this step 2-3 weeks prior to the start of your program.

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**IN THIS SECTION, YOU WILL LEARN:**

- How to select balanced teams
- How to conduct the Coaches Meeting
- How to conduct the Orientation Meeting

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**COORDINATING TEAMS**

Once you begin to receive registrations and sign-up forms, you must determine how to split the youths and coaches into teams. Because the USA Bowling program does not utilize the handicap model similar to a traditional youth league, it is important to coordinate teams as balanced and competitive as possible. The more equal the teams are, the better the experience for all youths involved. In order to achieve this, you have a few options.

**The Draft**

The first option is to institute a draft. Many other youth sports (i.e., baseball, basketball, etc.) utilize this method. A draft is a system of assigning players on a team as chosen by the coaches.

The first step of a draft is to coordinate a tryout. The tryout is a specific date and time for each of the kids to show up and bowl while being evaluated by the coaches. Once the tryout is over, the coaches meet to rank players into groups based on their skill level. Each ranked group should have the same number of kids in it as there are coaches. For example, if your program has 6 coaches and 24 kids at tryouts, there should be 4 ranked groups with 6 kids in each group. The most talented group should be ranked 1, the second most ranked 2, and so on. A coach's child must also be seeded even though they are automatically put on the team with their volunteer coach.

Once the coaches have agreed (which may take some time) and all the kids have been put into ranked groups, it is time for the coaches to begin selecting players. Each coach, one by one, begins by choosing a player from the first group. Then, each coach selects a player from the second group, and so on until all the children have been chosen.

The draft should be a closed process. Only Volunteer Coaches and the Program Commissioner should be present during the draft. No parents or kids should be allowed to be present during the draft.
Tryouts

Another option for creating competitive and balanced teams is to coordinate a tryout. A tryout is the system of placing youths on a team based on their performance during the tryout.

The first step of a tryout is to coordinate a time and date for the tryout. Make sure each of the players signed up are able to attend. Your tryout should consist of at least 2 games of bowling. Record the scores for each player to determine an average. Then, rank the bowlers from highest to lowest based on their average bowled during the tryout.

Next, place bowlers on a team so the cumulative total for their averages is nearly the same for each team. Below is an example of team placement based on tryout average for a 4-team league.

TEAM 1
| Johnny 36 | Billy 102.5 | Susie 55 | Jessica 48.5 | Total = 242 |

TEAM 2
| Stefanie 67 | Chris 52 | Tim 80.5 | Amy 41 | Total = 240.5 |

TEAM 3
| Michael 20.5 | Jennifer 100 | Cindy 105.5 | George 18 | Total = 244 |

TEAM 4
| Fred 45.5 | Harry 90.5 | Caleb 50 | Ashley 54 | Total = 240 |

COACHES MEETING

Invite the coaches to a Coaches Meeting 30 minutes prior to when the kids and parents are scheduled to arrive for the Orientation Meeting. This is when you can begin to distribute materials to the coaches and communicate their responsibilities to them.

Materials that should be provided to the Volunteer Coaches are:

- Lane availability for practice times
- Coaching curriculum
- Roster of players
- Schedule of competition

Coaches Responsibilities include:

- Register with the Registered Volunteer Program (RVP) by going online to www.bowl.com/rvp
- Manage communication with the parents and players
- Manage practices, including coordinating times and dates with the center
- Manage competitions and score keeping
ORIENTATION MEETING

This meeting will kick off the program and start the process of practice and competition. All coaches, kids and parents should attend this meeting that takes place immediately following the coaches meeting.

Materials that should be provided to the parents are:

- Certification card (blank)
- Rules
- Schedule of matches
- Rosters with coach contact information

Goals of the Orientation Meeting include:

- Introduction of League Commissioner, Coaches and Players
- Clarification of rules and parent expectations
- Gather certification information and payment
- Schedule practices
- Communicate any potential scheduling conflicts

STEP 6: EXECUTE

IN THIS SECTION, YOU WILL LEARN:

- An example model for a 4-team, 8-week program

Practices can be conducted any time lanes are available and teams are willing to schedule. Matches should be held weekly on the same day. Essentially, you can run an entire 8-week program utilizing only one set of lanes. There is no set pre-requisite other than making it work for your center and the customer!

WEEK 1 AND 2 (PRACTICE ONLY)

- **Tuesday**: 4:00 – 5:00 Practice – two teams, one pair of lanes each (4 lanes needed)
- **Wednesday**: 4:00 – 5:00 Practice – two teams, one pair of lanes each (4 lanes needed)
- **Saturday**: 1:00 – 2:00 Practice – same two teams from Tuesday (4 lanes needed)
  2:00 – 3:00 Practice – same two teams from Wednesday (4 lanes needed)
WEEK 3 THRU 7 – ONE PRACTICE, ONE COMPETITION

Tuesday: 4:00 – 5:00 Practice – two teams, one pair of lanes each (4 lanes needed)
Wednesday: 4:00 – 5:00 Practice – two teams, one pair of lanes each (4 lanes needed)
Saturday: 1:00 PM Compete - two teams compete (2 lanes needed)
          2:00 PM Compete - remaining two teams compete (2 lanes needed)

WEEK 8 – ONE PRACTICE, CHAMPIONSHIP

Tuesday: 4:00 – 5:00 Practice – two teams, one pair of lanes each (4 lanes needed)
Wednesday: 4:00 – 5:00 Practice – two teams, one pair of lanes each. (4 lanes needed)
Saturday: 1:00 PM Four Teams Compete in a Position Round (4 lanes needed)
          2:00 PM Awards & Party

*If you have 4 or more teams you may expand and have more practices and competitions going at the same time.

STEP 7: WRAP-UP

IN THIS SECTION, YOU WILL LEARN:

• How to conduct the end of season party/awards ceremony

CHAMPIONSHIP

This is a standard position round with the winners receiving their awards in a planned ceremony/party that drives everyone to want to get better and bowl next season. Close the day by informing bowlers and parents of the next sign up period and distributing surveys.

SURVEYS

IBC Youth has provided surveys on the Youth Resource Center that you may pass out to the coaches, parents, and players. These surveys will provide feedback and be the basis for how you move forward with the USA Bowling program in the future.
Thank you for your interest in launching a USA Bowling program. At the International Bowling Campus, we are excited about the development of our youth programs and look forward to helping you in any way we can. Good luck!

QUESTIONS?
CONTACT USA BOWLING AT (817) 385–8340 OR USABOWLING@IBCYOUTH.COM