



## **Ontario 5 Pin Bowlers' Association**

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January 12<sup>th</sup>, 2005

TO: ZONE AND D.C. ASSOCIATION PRESIDENTS

I would like to take this opportunity to wish you all a Happy and Prosperous New Year.

For us, as an organization, to be prosperous we need to generate a certain amount of revenue both at the Provincial level and the local level. Our revenue stream has 4 components; Membership Fees, Tournament Entry Fees, Sponsorship/Donations and Fundraising. If any one component slips, we need to pick up the slack in another area.

At the end of December we only have a clear picture of the High Low Doubles as far as tournament revenue goes and that is almost \$4,000.00 less than last year. Indications from the field are that other tournament revenues appear to be down. Our membership looks to be holding this year with little opportunity for major growth in that area. By elimination we must look to fundraising to replace the revenue lost to lower tournament entries, with the best opportunity being the Strike It Big fundraiser.

Many of us have held off promoting Strike It Big until the Open and Booster were out of the way. Now we should have a single focus on promoting the dual prize structure of Strike It Big. Not only can purchasers win by buying an entry, they can also win by bowling pins over average. Each book contains 12 entries which allows 1 bowler to qualify for the local roll off. At 3 entries for \$5.00 that gives you \$20.00 per book of which you only send \$10.00 to the provincial office.

We need to push fundraising from outside our existing membership pool. Our budgeted revenue for Strike it Big equates to 1 book per 4 members (3 entries per member at \$5.00 each). If we could encourage each member to buy 3 entries **and** sell 3 entries your revenue would double as would that of the provincial office. Remember my comment at Semi-Annual that when we generate a surplus we will find ways to direct that surplus back to your associations. Together we all win. The Board needs your best efforts in fundraising and promotion (both membership and tournament entries) to maintain a successful and financially healthy Provincial Association.

I thank you for your time and look forward to presenting a positive report at Convention.

Sincerely,

Mike Cregan  
Treasurer