

Priority Area: Communications Goal: To increase membership through Promotion Responsibility: Mickey McNeil					
Task	Timeline	Cost	Responsibility	Status	

A	Goal : To increase membership through Promotion				
1	Lower minimum entry age for O5PBA Tournaments	2006 AGM		Motion passed at AGM	Comp
2	Prepare as series of generic press releases / special announcements for local and provincial use	Oct-06		Mickey McNeil	Comp
3	Review and Bod approval	Oct-06		Mickey McNeil	Comp
4	Provide sample hard copy to local associations - balance on web site in user friendly format	SAGM		Mickey McNeil	
5	Revise web site area for "What's New"	Dec-06		IT Committee	
6	Capitalize on each Provincial event with "human interest" articles	2006 -2007 season		Mickey McNeil	
7	Send out press releases / special announcements pre/post events	2006 -2007 season		Mickey McNeil	

B	To establish a Public relations campaign to promote internally and externally				
1	Create a series of announcement templates for each O5PBA event	Sep-06		Mickey McNeil	Comp
2	Review and revise with Bod	Oct-06		Mickey McNeil	Comp
3	Electronic distribution to field	SAGM		Mickey & John	
4	Establish communications with local "Community Calendar" providers	Jan-07		Local Bod	
5	Using prepared templates, add local information and send to # 4	Feb-07		Local Bod	
6	Create announcements / flyers for local events	Feb-07		Local Bod	
7	Use announcements and flyers within bowling centre for special events	Mar-07		Local Bod	
8	Use newsletter to promote events, winners and special activities	Ongoing			
9	Review and revise PR program	2007 AGM		Mickey McNeil	

Communications

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C	Improve communications with members				
1	List and revise all potential forms of communications - newsletters, flyers , email	Aug-06		Mickey McNeil	Comp
2	Develop introductory training meeting - Zone and DC with League Executives	Oct-06		Mickey McNeil	Comp
3	Distribute to field	SAGM	copying	Mickey McNeil	Comp
4	Recruit house representatives	Dec-06		Zone & DC's	
5	Develop rewards system for league volunteers and house reps	Jan-07		Mike Kyte	Comp
6	Roll out new communications package at AGM	AGM		Mickey McNeil	
7	Revise web site to include monthly programs and updates, calendar for local volunteers	Jul-07		IT Committee	