



Ontario 5 Pin Bowlers' Association

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2010 Convention Workshop Review

To All Zone / DC Board of Directors

Last year the O5PBA Board of Directors held three workshops around the province. During these workshops it was determined that as a sport we needed to focus on four major areas to keep our sport viable. These areas were Communications, Membership, Marketing and Volunteer Recruitment.

At this years AGM we held a three hour workshop that focused on these areas as well as some other areas that our delegates felt were important to our organization. Following you will find the results of these workshops. We have broken your suggestions down to two categories. The first are areas that your provincial board will be working on and the second are areas that you can work on at the local level.

We must all work together to find a way to right the ship and keep our sport alive. Some of these suggestions might not work in your area, while other you might already do. However we must keep an open mind. While they are only suggestions maybe there is something that might help your organization as well helping the provincial organization.

If you have any questions please add them to your monthly meeting notes and we will respond to your questions. Or email Al at ahong@o5pba or dpost1@cogeco.ca

Thank-you and enjoy the season.

Dave Post
President

Communications:

Website, Facebook & Twitter

O5PBA

- Easier access to website
- Promote website to bowlers
- Use Facebook as a group interaction
- Use Facebook & Twitter for surveys
- Better explain O5 on Facebook

Zones / DC's

- Post meetings on Facebook
- Advertise tournaments & events on Facebook

Between O5 Bod and local associations and proprietors

O5PBA

- Eliminate conflict between board members
- Continue Regional Meetings
- Better user friendly website
- Conference call between O5 – Zone/DC's boards
- Get information out faster between groups
- Mailings of tournament winners to people who do not have a computer
- Recognize winners publicly
- Better info from boards to pinboard
- Make sure communication goes both ways and involve everyone
- Idea's by O5 should be discussed with zones/DC's

Zones /DC's

- Better communications between boards & Proprietors
- Recruit proprietor for your board
- Make sure communication goes both ways and involve everyone

Incentive Awards Program

O5PBA

- Put Incentive program in Secretary's Handbook

Zones / DC's

- Zones /DC's to have their own Incentive Program to influence zone program
- Help board members to improve
- Share knowledge with your board members

Promote Bowling to public

O5PBA

- Create community forum on O5 website

Zones / DC's

- Community calendar
- Free advertisements
- Cable TV & local newspapers
- News bulletins to schools
- Advertise in 50 plus, Snap
- Magazines
- Post information on bulletin boards
- 50/50 membership card
- Email school boards with youth programs
- Talk to local graduating YBC bowlers leagues
- Distribute bowling pamphlets
- Billboard & bus advertisements
- Free games for new members
- Advertise in senior centres in June
- Free game coupon in welcome wagon gifts
- Offer free instruction to new bowlers

How do we expand or membership for seniors, youth and ethnic groups?

O5PBA

- Understand our current base, age, gender demographics for ethnic people
- 12 week schedule for new ethnic
- adopt averages for shorter season
- visit ethnic fairs to promote our game
- Advertise at local festivals and events for ethnic people

Zones / DC's

- Sell complete package for those who say I don't want to bowl in tournaments
- Zones/DC's pay for seniors
- Introduce free or reduced membership for 1st year bowlers
- Specific promo for community or club programs
- Advertise in seniors clubs
- Incentive gift for seniors
- Have YBC coaches encouraging graduating YBC bowlers to join adult leagues
- Advertise at local festivals and events for ethnic people
- Sell the insurance to senior bowlers
- Use newsletters to advertise locally

How do we keep graduating seniors involved in our game

O5PBA

- Give YBC grads information on different centres when going away to University (currently on O5 website)
- Give the contact info on leagues
- Most youth bowlers join YABA and not O5 as they do not have to be a O5 card carrying member
- Package to hand out to each graduating YBC
- Promote free first year membership for YBC grads

Zones / DC's

- Include YBC bowlers in tournament and adult leagues so they can check it out
- Encourage YBC bowlers to join a second league
- Retrieve YBC contact info at Youth Challenge
- Encourage Varsity literature for faculty
- Use Facebook to advertise leagues
- Have a sponsor for graduating seniors
- Create a mentoring league
- Local association youth liaison chair
- Pre- qualifying tournament for open for YBC grads winner to get paid entry into Open qualifying

How do we better market our sport

O5PBA

- Better educate bowlers on joining O5
- Inquire how other sports as promote joining their sports

Zones / DC's

- Bring a friend (non bowler) tournament
- Free instruction for new bowlers
- Promote local success such as tournament winner
- In league fundraisers
- Find a means to excite them other then tournament
- Have proprietor give 10% reduction on supplies to O5PBA members
- Hand out pamphlets at bowling parties
- Give League Executives free membership

Why people volunteer?

O5PBA / Zones / DC's

- Good for self esteem
- Enjoy seeing the success it brings to others
- To meet people
- To stay active
- Fun being involved in a uniquely Canadian sport
- Getting together yearly with other volunteers
- Enjoy working with kids
- Love to volunteers
- Personal enjoyment
- Give back to program
- Community service
- Social aspect
- Create your own family
- Give back Spousal involvement
- Family tradition
- To learn new things

How do we get our youth involved?

O5PBA / Zones / DC's

- Invite them to meetings
- Get youth involved in websites
- Ask their opinion
- Use volunteer hours
- Encourage senior YBC to take coaching courses
- Ask them for their opinion
- Try to get youth TV more involved in our sport
- Participation – co-op at schools
- Coaching program involvement in high schools
- Listen to what youth bowlers have to say and be willing to try

How do we recruit new volunteers?

Zones / DC's

- Approach them with pamphlets asking for them to volunteer
- Advertise on bowling center bulletin boards
- Bring them in as assistants at tournaments to get them involved
- Make sure they are trained properly

Where do we look for new volunteers?

Zones / DC's

- Retired people
- Graduating YBC bowlers
- New bowlers
- YBC Coaches
- Hand picked individuals from leagues
- Family friends

When a new volunteer joins how do we ensure they are properly trained?

Zones / DC's

- Make sure they are properly introduced to all board members
- Ensure they understand the workings of all organizations
- Explain all the forms that they will use
- Assign a mentor to walk them thru the volunteer handbook
- Make sure they feel valued
- Train in what area they are strong in
- Show them enthusiasm

How can we retain our volunteers?

O5PBA / Zones / DC's

- Try to coordinate meeting dates
- Listen to new ideas
- Keep them involved
- Treat everyone equally
- Make meetings enjoyable
- Invite change of volunteer positions
- Make sure meeting agendas are followed
- Pay membership fees for volunteers
- Show appreciation to all volunteers thru award programs
- Give them a job they enjoy
- Keep a positive environment
- Build self esteem
- Treat them with respect

What factors cause volunteer dissatisfaction?

O5PBA / Zones / DC's

- Ordered and not asked
- Not being appreciated
- Being crapped on
- Power trips
- Someone sticking their noses into other peoples job
- Not having a positive attitude
- Not being part of your group
- Not valuing the time each volunteer contributes
- Difference of opinion
- Difference in personalities
- Politics
- Being told not asked
- Lack of training
- Over worked
- Generation gap
- Aging focus
- Fund raising focus not fun focus