

ENGLISH INDOOR BOWLING ASSOCIATION LTD

RECRUITMENT CAMPAIGN GUIDANCE

CHAPTER THREE: FINAL MEETING
FINAL WEEKS PRIOR TO YOUR EVENT

MIKE LAMBERT
EIBA DIRECTOR OF DEVELOPMENT

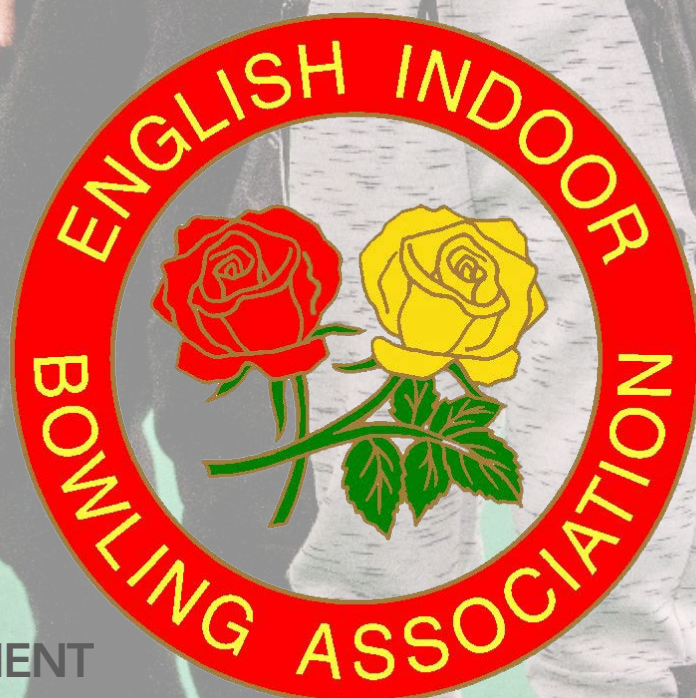




Photo courtesy of Bowls Development Alliance

FOUR WEEKS PRIOR TO YOUR EVENT...

YOUR APPOINTED TEAM LEADER SHOULD HAVE THE TIMELINE PLANNED

Your "staffing" is arranged, leaders and *volunteers for the appointed tasks leading up to your open day, and for coaching and retention after, are all in place. If NOT, then this is now VERY URGENT

*Tip - By far the best way to secure volunteers is to divide the task down into small packets of time, e.g. 3-4hrs on the open day for helping, or a couple of afternoons delivering flyers to local shops, church halls etc, saying "you can really help the club by doing this ".

This rewards the volunteer for the activity but doesn't commit them to a long-term duty.

The local leaflet distribution in the hands of your current members can be broken down into those small task packets, and a sub-committee member given the job of allocating the packets to the volunteers.

Don't forget to **FUND** each volunteer with a cash float. This not only saves potential embarrassment over having to fund with their own money, but it also **INCENTIVISES** them to spend the money with the host shops, some of whom might like to charge more than you were expecting.

RECRUITMENT METHODS AVAILABLE - FIRST THE "MINOR" METHODS.

Newspapers & Magazines

Have you contacted all your local newspapers and preferred magazines now?

The Editors will want the copy in their hands, and you need the publishing date ideally to be 7-10 days prior to the event. Any more distant and readers will forget, closer and potential attendees may have organised something else (hopefully not a visit to another bowls club!).

7-10 days prior should tie in with the leaflets and the local banners. People will certainly "get the message" if you are well co-ordinated, as these promotions **overlap and reinforce each other**.

Radio Interviews

Did you decide to have a go? It would be fun/interesting, and you never know who might be listening. Once again, it can reinforce local visible leaflets and banners.



A good example photo for your leaflets

THE ESSENTIAL BIG FIVE!

LEAFLETS

Get them to the distribution company for delivery 7-10 days prior to your Day.

WORD OF MOUTH/BRING-A-FRIEND/FAMILY DAYS

You may look at this as separate from your Open Day, saved for another weekend and that is fine. But if you think you can accommodate on the day, make plans to email/circulate to all members who may then additionally "volunteer" to look after their friends & relatives.

Have you done it?

Have you mentioned/stressed the # "reward" element?

Don't be stingy!

We STRONGLY recommend that whatever your membership fee is, you return HALF of it to your introducer of the new member. You should NOT reward the new member as they may not stay with you, but if the existing member introduces two people, then their membership is paid for the year! OH, and by the way... your club is still in profit from the new member!

This is a much STRONGER method than paying the incomer.

If you are determined to "give" the incomer something, give a £20 bar voucher.

BANNERS

You should be thinking of putting these up very soon now.

Have you spoken to neighbouring/nearby businesses who might also be prepared to have you use their frontages for a couple of weeks?

Pay them if they ask of course, but they might be full of community spirit and give you space free, after all it is drawing attention to their own business at the same time?

Is somebody capable of hanging/attaching it/ them?



OUTDOOR CLUBS IN YOUR CATCHMENT AREA

Hopefully you have already done this in time for the outdoor clubs to have notified their new recruits of your day. Another phone call or email would not go amiss to remind the secretaries of the agreed action, and perhaps also re-stress the ongoing benefits of the return of better players for the following outdoor season?

This is a major recruitment method, do not underestimate!



Photo courtesy of Bowls England

DIGITAL

Your Website:

If you don't have one yet, carry on planning to arrange one. If you do have one, make sure that it looks as up to date as possible, and **PROMINENTLY** mentions your open day.

Welcome enquiries to a nominated contact, email or "contact us" panel.

If you have an officer who is happy to have their phone number displayed that is very strong.

You can always remove that telephone number after the recruitment period if you are less happy for it to be on display generally, but many people will prefer to talk to somebody to "book in" with you.

Recorded messages on the club's phone will do as long as someone is allocated the task of checking them frequently.

Facebook

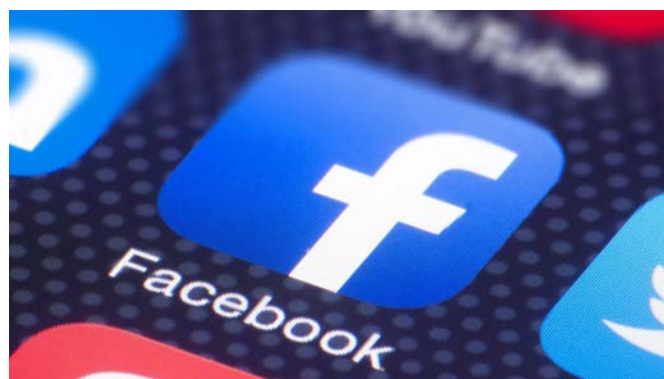
Have you created a Facebook page for the day? Have you paid for those useful parameters?

Number of days - perhaps 14 prior

Radius around the club - perhaps 10kms

Age range profile - perhaps 30 to 60?

If you already have a working club page, have you got that leaflet prominently and repeatedly "shared" to your existing community. Get those tendrils spreading far and wide.



WHO ELSE SHOULD WE ENGAGE WITH?

Believe it or not there are several other organisations out there who are either paid to help you or are very willing to do so. Not necessarily part of your recruitment planning, but something you should look into.

Outcome = Occasional members and income for your club

ACTIVE PARTNERSHIPS

Did you contact them and get on their website as an advert for your day. Did you seek advice to be kept in touch for legislation, training, grants and funding?

YOUR LOCAL COUNCIL

Your Local Council's Sports Development Officers/Wellbeing Officers should offer the same service. Plus, they will have a quarterly digital send-outs of newsworthy reports - see if you can get a few mentions on that. They may even have physical news leaflets delivered to every home periodically - have a chat.



Photo courtesy of Bowls Development Alliance

BE PREPARED ON YOUR OPEN DAY

DO YOU HAVE ANY PROMOTIONAL HAND-OUTS?

Something advertising and describing your club that can be given out to every attendee as they arrive at your club entrance to the building. There may be a queue if you have got all your preparations right, so have a few chairs for people to sit on before Registration, and

give them some details about the club, describing the Activities - casual play, friendlies & any social activities.

Have a polite, smiley, non-confrontational but confident individual for this role.

Have a table with two chairs on the entrance side for attendee(s) to sit at whilst their details are recorded - two is best as it is common to have couples in front of you. Also have one or two chairs on the interior side for your recorders.

Recorders need to be affable meet-and-greeters, but NOT timid in any way as they are going to politely, but insistently ask for necessary information for further contact. If these requests are questioned, politely explain that fire and GDPR regulations are relevant for allowing (unknown) non-members onto the premises.

An example of a simple form is given below

[illegible]

Contact details are self-explanatory.

(a) "Source" refers to Leaflets, Banners, Facebook etc - often might be more than one.

It is good to know what methods have worked well for you on this occasion, but **NEVER** discard a "failed" method next time, successful methods vary **EVERY** year.

(b) "Previous Experience" - any should be noted, whether it is an accomplished bowler, a holiday try-out for a bit of fun, or "none" for a complete novice.

(c) "Tuition" is really a question and relates to the follow-on coaching schemes you will have planned.

This is an important question as it indicates their mindset regarding potentially joining the club, **SO** ask "what session would you prefer, a weekday afternoon, a weekday evening or a weekend morning" according to which options you have planned.

If there is nobody else queueing, then expand on your bar, catering, social and bowling programmes as a form of conversationally selling your club's strong points.

If there is a queue, then direct them to your coaches for the next stage of the process.

BUT give them an application form first!!

There is never a time when you should assume it will offend an attendee to receive joining information.

THE REASON THEY HAVE ATTENDED AT ALL IS BECAUSE THEY KNOW YOU ARE LOOKING FOR MEMBERS AND THAT HAS INTERESTED THEM AS A POSSIBILITY.

They DID NOT visit you because they thought it would be nice to have a cup of tea and a chat – although they should receive both of course.

So, they are met-and-greeted, and their details are duly recorded...

- Pass them straight on to your tuition team. They may need shoes, or at least to have their footwear checked for ridges, dirt etc. They will most likely require some of those second-hand bowls you keep in the racks and cupboards. (**Two helpers required**).
- After shoes and bowls are sorted get **straight onto the green**. NO talk of club rules, bowls theory or etiquette at this point (ALL important subsequently, but NOT now) and get them bowling - **THAT IS WHY THEY HAVE ATTENDED**.
- Simple explanations of stance, grip and aiming point and they are away. (**Two helpers/ rink required, one to teach, one to return bowls**). (Only bowl in one direction, walking up and down takes time and lots of kicking of bowls.)
- You may need all your rinks, one teacher can only manage 4-6 people at a time and will take half an hour to "process" each group, **so two helpers per rink is lots of members helping with this**.

- After the half hour, tell them to have a cup of tea and go and see the club's best salesperson. They will ask them how they got on, if they enjoyed it, and start booking them into the various coaching days and dates you have planned.
- They will also check that they have their application form and ASK for anyone that is happy to join to do so now - if this is done pleasantly, then the usual response is for first one and then others to do just that.
- Obviously if anyone asks if they can leave it for now or until after the coaching, accept this naturally, but do NOT be the person to offer that.
- The usual outcome would be 40-60% join there and then, probably another 20% after the coaching period.

Your recruitment target should be typically, and not less than, 50-80 NEW MEMBERS.

Remember, you are not aiming just to replace last season's losses (and thereby stand still), you are aiming to grow your club, thereby being able to afford new improvements, repairs and deal with all those ever-increasing nasty bills that keep appearing.

Life is quite tough just now so do better than just survive - **GROW.**



Photo courtesy of real commercial.com