

ENGLISH INDOOR BOWLING ASSOCIATION LTD

RECRUITMENT CAMPAIGN GUIDANCE

CHAPTER TWO: PROGRESS MEETING
TWO MONTHS PRIOR TO YOUR EVENT

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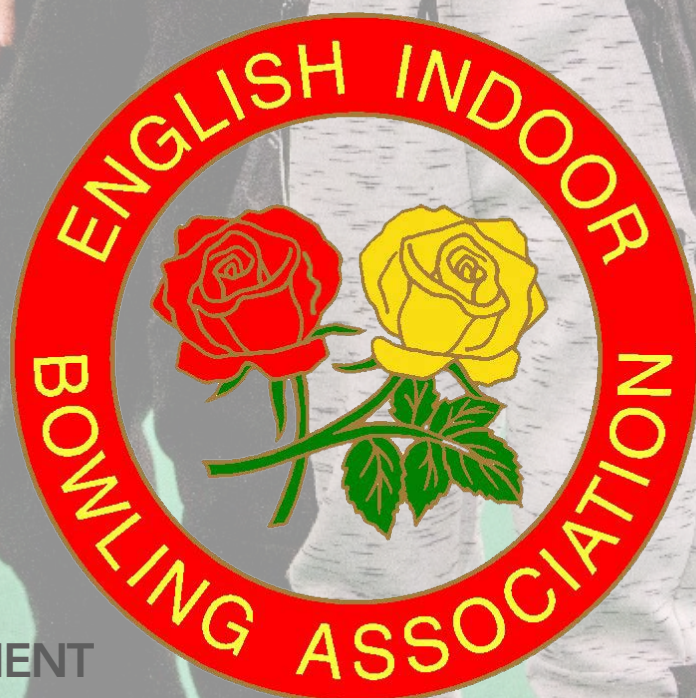




Photo courtesy of Bowls Development Alliance

TWO MONTHS PRIOR TO YOUR EVENT...

YOUR APPOINTED TEAM LEADER SHOULD HAVE THE TIMELINE PLANNED

The working sub-committee should already have started on the tasks required with other volunteers for the process.

***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.

It is **ABSOLUTELY ESSENTIAL** to accommodate **AS MANY AS IS POSSIBLE** of the following recruitment methods.

DO NOT FALL INTO THE TRAP OF DECIDING IN ADVANCE that some activities will NOT be done - ANY options you reject at this stage will reduce the eventual numbers recruited.

RECRUITMENT METHODS AVAILABLE - FIRST THE "MINOR" METHODS.

A5-sized leaflets/#flyers:

Should have been designed and printers consulted for their cost for distribution around your now-decided locations in the vicinity of your club.

EXACTLY the same leaflets/flyers will be used for the big leaflet distribution by a professional leaflet distribution company - you should have sourced or now be sourcing which company is best suited to you based on cost, and whether they can be flexible enough to deliver to your chosen post codes AND have their staff satellite-tagged to ensure reliability. Do not make false economies on this, and do NOT use club members for MASS distributions as you may alienate them for future distributions. **10,000+ is normal.**



A good example photo for your leaflets

#The photo you took for these flyers needs to have been given some thought. It should have been well-lit, colourful and sharply focused (all digital cameras and most phones these days are perfectly suitable for this), but also it needs to reflect the variety of members your club routinely encourages: old/young, able/disabled and not a club game with all in whites and club tops.

If you have a rink or a team that has won something significant, put the team photo smaller on the reverse of the flyer to show your club can also be competitive by all means. But bear in mind that not everyone wants to compete and that the initial outlay for club kit might also put some off.

Newspapers & Magazines

Use your leaflet photo. It should have been a good one. Ask your chosen volunteer to prepare accompanying words for the photo, written as an article (it is free if it's a "news" article and stronger than an advert anyway) but they will need to check what number of words are allowed to accompany it - it will not be many! This needs to be available for the next meeting for approval.

Radio Interviews

Enquire if you may visit and talk to their presenter a few days before the event?

THE ESSENTIAL BIG FIVE!

LEAFLETS

Remember printing and distribution costs might total £1000, so why should you pay that?

BECAUSE every new member you recruit is worth a minimum of £500 to your club!

A recent survey showed that 57% of all club bowlers in England had been members of their club for 10 years or more, so £500 worth is probably conservative, but is an easy figure to multiply.

SO... if 10,000 leaflets recruit a minimum of 25 people, you have just spent £1000 to earn £12,500 minimum. THAT IS NOT EXPENDITURE, THAT IS INVESTMENT!

There will be many clubs who have never spent that much money on recruitment in their history, and there will be many long-serving dutiful club servants who will advise (whilst memberships have declined) that "we have never done it this way before". Respect these willing club servants but explain politely that this HAS to be tried. There is only one method that will recruit more members than this and they will like that even less.

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

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

Don't be #stingy, remember to reward your existing members for their loyalty and support.

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, perhaps a £20 bar voucher?

BANNERS

Have you ordered your banner/s yet?

It is not urgent, but you should have selected a source, easy online. Is somebody capable of hanging it/attaching it?



OUTDOOR CLUBS IN YOUR CATCHMENT AREA

Have you contacted them yet? Get them round for that chat and explain how pleased you will be to pass back half of new first indoor membership fees for all their new summer recruits who would like to continue to play and learn indoors. You will subsequently be returning them to their club as more experienced and skilful members in the next summer season.



Photo courtesy of Bowls England

DIGITAL

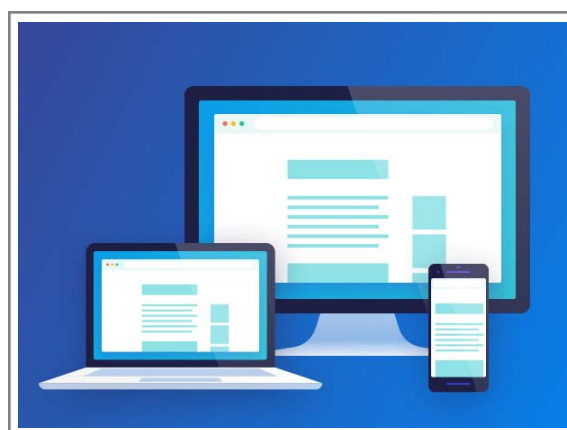
The truth is that the VAST MAJORITY of people under 60 years are digitally literate and have presences on Facebook, Instagram, Twitter and WhatsApp etc

It must be well over 80%, and yet many senior administrators still believe it is not for them or their club. We are all cautious or scared of what we do not understand. As a septuagenarian myself, let me break it down a bit for you into categories:

Your Website:

If you don't have one, plan to arrange it. This might not be the best time to create one, but that doesn't stop you planning it. If you start now, it might be ready to go in co-ordination with your leaflets going out, or at least during the early season to serve all those new members.

Remember, the people who used to walk in the gate/front door and enquire about giving bowls a try are still out there, but now they are sitting at keyboards searching for a bowls club online.



Don't miss out - suggestions were given on the 3-months prior section of this advice.

Get on to it as soon as you practically can, then "Feature" any next Open Day prominently.

Expect a constant low-level flow of members from this source.

Facebook

As with the website above, if you don't currently have a working page, you will need to build one up over time, so explore your club members for ANY member who is a frequent daily user. You'll be amazed how many that is and see if they will take charge of content and act as a moderator for you - just in case of any undesirable content.

Again, I predict there will be a number of people happy and proud to perform the task for you.

There are two huge benefits: (i) the Facebook "family" in your club are bang up-to-date on anything the club is working hard to do for their members, whereas it is easy to miss new notices on the Notice Board.



And RECRUITMENT. Not only can you announce and prepare your Open Day, seek volunteers, BUT you also get a constant trickle of new member enquiries.

If you don't have that existing Facebook page, look hard at the option of creating one specifically for this Open Day recruitment - again as outlined in the 3-months prior advice.

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

Contact them and establish a link to your website. If you don't have a website yet, at least talk to them! Ask for advice and help get on their website, and ask about funding and grants.

YOUR LOCAL COUNCIL

Your Local Council has Sports Development Officers/Wellbeing Officers. Contact them and establish a link between them and your club. Ask for advice and help get on their website, and ask about funding and grants.



Photo courtesy of Bowls Development Alliance