



BOWLS BC

RECREATIONAL LAWN BOWLING

INCREASE YOUR PARTICIPATION ON THE GREENS



HOW DO WE MAKE IT HAPPEN?

Lawn Bowling Clubs have to start making a commitment to Community involvement, to help share the Sport of Lawn Bowling with its Residents, Local Businesses, Schools and Community Organizations. This will increase its presence in the Community by introducing the sport, sharing the facility and creating new participation opportunities with a different generation of Recreational Lawn Bowlers.

The main goal is to increase participation. Introduce the Sport of Lawn Bowling to a new audience that might not have played before or have not known what it was all about.

OPEN HOUSE DAYS

This is a great opportunity to have people in the community come into the Club and experience the sport, meet new members and see the atmosphere the Clubs have to offer. This shouldn't be limited to just one day throughout the year.

CORPORATE TOURNAMENTS

Local Businesses have started to use Lawn Bowling Clubs as a Team Bonding exercise. Its a great way for the companies to try something new, use communications skills and learn to work together to figure out how to play the sport, techniques and share some laughs.



CHARITY TOURNAMENTS

These are a fun and social way for local charities to raise funds. A tournament format that people can join in and try something new. Some Charities that you can contact; Local Hospitals, City Councils, YMCA programs, Cancer Society. Hosting Charity tournaments are a great way to get new people onto the greens.

LOCAL ORGANIZATIONS

Partnering with organizations like Scouts Canada have had clubs working closely with the Beavers, Scouts, Brownies and Girl Guides to learn about Lawn Bowling. It has taught the leaders something new and would be great to have a lawn bowling badge down the road - Lawn or Summer Sport.

NEW NIGHTS FOR ALL AGES

An event once a week where a Recreational Bowls night is held for people to come out to try the sport, play and have fun. Not only do these leagues create new members but it leads into things like Friday Night BBQ's, Family Nights and more Social Bowls. Marketing materials can be used: Gift cards, posters, pamphlets and flyers along with use of Social Media Pages and Websites.

SCHOOL PROGRAMS

New programs like the iLAWN BOWL program have helped introduce schools to Lawn Bowling by utilizing their gym classes to learn about the Sport. Clubs have now partnered with local schools to introduce new skills and challenges to the students. Its really easy to contact the local schools and create new partnerships.



MORE INFO
BOWLSBC.COM/GET-STARTED/

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