



# Membership Recruitment Funding Program

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## The Program

Bowls BC offers financial support to affiliated clubs for programs and events for the recruitment of new members. The maximum funding available is \$500 per club. A few examples of acceptable programs and events are:

- Costs associated with an hosting an open house
- Costs associated with public advertising
- Costs associated with renting public space for demonstrations
- Costs associated with running a drop-in league for the public that is intended to convert drop-in players to full members

The program is intended to cover costs that are exclusively for the purpose of generating new membership. *For example, website creation/hosting costs for the club website would not be approved, as a club website serves more functions than just generating new memberships.*

## Eligibility

Clubs must meet the following requirements:

- Complete an application (attached)
- The event must be in line with the Strategic Plan of Bowls BC
- Expand the event to as many clubs as possible (depending on the event, multiple clubs may even be able to benefit and they should if possible)
- Contain measurable objectives, examples:
  - o Marketing efforts reached a target demographic and a target number of non-bowlers
  - o A targeted number of new members were generated as a direct result of the event
  - o Open house expects to have a target number of prospective bowlers to participate
- Clubs must match funding from another source other than Bowls BC
- Provide good value to club
- Intended to ultimately generate new memberships

Bowls BC will review all applications and decide the amount of funding based on funding available and other applications submitted. Bowls BC may offer full, partial, or deny funding, and any funding may be conditional.

## **Timelines**

For 2017 only:

- Application must be submitted by April 30, 2017.
- Club will be notified by May 15, 2017
- Club must provide proof of execution of the event by Sep 30, 2017
- Bowls BC will issue payment to the club within 90 days of receiving proof the event was executed



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## Application

### Part A – General Information

Club Name:

Club Address:

Contact Name:

Contact Email:

Contact Phone:

### Part B – Program Info

Brief Description of Event:

Number of Participants Expected:            Minimum    \_            Maximum    \_

Number of New Memberships Expected:    Minimum    \_            Maximum    \_

Is there a reason why this program cannot be expanded to other clubs: YES / NO

If Yes, why:

Measurable Objectives (attach up to 1 additional page):

1.

2.

3.

### **Part C – Attachments**

Financial:

- specific event your club is wanting to be funded for)

### **Part D - Certification**

Date:

Name:

Signature:

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Mail completed application to:

Bowls BC Treasurer  
Dennis Verge  
5284 Cordova Bay  
Victoria BC  
V8Y 2L4