



Membership Recruitment Funding Program

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
- Provide good value to club
- Intended to ultimately generate new memberships

Bowls BC will review all applications. The amount of reimbursement will be based on eligibility per criteria and the number of eligible applications submitted.

Timelines

For 2020 only:

- Application must be submitted by **August 15, 2020**
- Clubs will be notified by Sept. 15, 2020



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Application

Part A – General Information

Club Name: _____

Club Address: _____

Contact Name: _____

Contact Email: _____

Contact Phone: _____

Date: _____

Part B – Program Info

Brief Description of Event: _____

Number of Participants Expected: Minimum ____ Maximum ____

Number of New Memberships Expected: Minimum ____ Maximum ____

Measurable Objectives (attach up to 1 additional page):

1. _____

2. _____

3. _____

Part C – Attachments

Receipts-**Must be attached**

Part D – Cheque Remittance Information

Name: _____

Address: _____

Mail completed application or email to: administrator@bowlsbc.com

Bowls BC
c/o Lynn Chwartacki
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