

## 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.**

Examples of acceptable programs and events are:

- Costs associated with a 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 to convert drop-in players to full members

The program is to cover costs that are exclusively for the purpose of generating new membership. *For example, website creation/hosting costs for the club website will 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 an event or advertising to cover block advertising so possible therefore benefiting from
- Contain measurable objectives, examples:
  - Marketing efforts reached a target demographic and targeted non-bowlers
  - New memberships were generated as a direct result of the event
  - Open house expects to have a target number of prospective bowlers to participate

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 2023 only:

- Application must be submitted by **June 15, 2023**  
Clubs will be notified by **July 21, 2023**

**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:

1. \_\_\_\_\_

\_\_\_\_\_

2. \_\_\_\_\_

\_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

**Part C – Attachments**

Receipts

**Part D – Cheque Remittance Information**

Name: \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Mail completed application or email to: [administrator@bowlshc.com](mailto:administrator@bowlshc.com)

**Bowls BC  
c/o Lynn Chwartacki  
595 Belyea Road  
Qualicum Beach BC V9K 1H3**