

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.**

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 2024 only:

Application must be submitted by **June 21, 2024**

Clubs will be notified by **Aug 2, 2024**

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 Attended: _____

Number of new Members: _____

Measurable Objectives:

1.

2.

3.

Part C – Attachments

Receipts are required.

Part D – Cheque Remittance Information

Name: _____

Address _____

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

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