

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 will cover costs that are **exclusively** for the purpose of generating new membership. *For example, costs for a club's website will not be approved, as a club's 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
- An event or block advertising should be expanded to include multiple clubs wherever possible
- 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

Timelines

Application must be submitted by **July 15th** of each year.

Clubs will be notified by **August 15th** of each year.

Reimbursement

Bowls BC will review all applications.

Late applications will not be approved.

The amount of reimbursement will be based on eligibility criteria and the number of eligible applications submitted.

Payments will be made by e-transfer.

Application for Membership Recruitment Funding

Part A – General Information

Club Name: _____

Club Address: _____

_____ Postal Code: _____

Contact Name: _____

Contact Email: _____

Contact Phone: _____ Date: _____

Part B – Program Info

Brief Description of Event: _____

Number of Participants Attending: _____

Number of new Members: _____

Measurable Objectives:

1. _____

2. _____

3. _____

Part C – Attachments

Receipts are mandatory.

Part D – E-Transfer Information

Payee Name: _____

Payee Email: _____

Mail completed application to:

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

or Email to:

administrator@bowlsbc.com