



Lawn Bowls

Association of Alberta Club Marketing Manual

*A basic guide to help you market and
promote your club.*



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This manual is the first such for our province and is an evolving document. Many thanks to a working group that started the ideas for this project back in November of 2015 at the LBAA planning weekend. Heather Mackie then made the first draft and did some additional research. The board and staff then continued polishing the manual to produce this first edition. After the 2016 season, all LBAA clubs and their marketing committees will be asked to evaluate the manual and give input into sections to add and topics to improve.

Introduction

Overall membership numbers within the bowls community of Alberta have raised concern for many years. We need to consider why our sport declined from what it was twenty years ago and why now it seems to be a hidden gem within communities. Can we turn around the shrinking membership numbers?

Some clubs have tried a few new strategies with measurable success or with disappointing failure. For too long most clubs have plodded along with no real direction and were content to try simple solutions. In 2014 the Lawn Bowls Association of Alberta identified the need to assist clubs in becoming vibrant and growing clubs once again. We searched the web for marketing manuals and ideas from other countries and began the work of drafting something for our clubs.

The ideas listed in this manual have been used by other lawn bowling clubs and so have been tried, tested and shown results in growing memberships. Those clubs that have used the ideas have identified positive results with greater involvement from new *and* existing club members as they focus on team work, patience, and perseverance. We encourage you to make use of this manual and its directions and ideas and monitor your successes and failures. Reviewing the success of implemented ideas will provide a greater understanding of what works at your club and will provide opportunities to refine successful methods. Each year you'll be able to improve on your marketing schemes and begin to watch an increase in your membership numbers and membership involvement. We encourage all clubs to work closely together and share successes and learn from each other. Let's set a lofty goal of 100 new members by the end of the 2016 season!

1.0 Action Plan

- **Step One**
Create a small marketing committee in your club, ideally with at least one board member and someone with a marketing background or interest.
- **Step Two**
Review what currently seems to be working and what challenges your club faces. Is your club accessible for new potential members? Do you have posted drop in times? Do you have a welcome policy in place? Are your current members welcoming and helpful to new members? Do you have schedules and opportunities for new and current members to work together? And is your fee structure appropriate and inviting for current and for potential members? Maybe you won't find all the answers to the questions but it will help you gain an overview of the health of your club as you begin.
- **Step Three**
The committee should read the manual and create a list of ideas/action items to implement at their club. Each committee member could then take ownership for an idea,

finding additional helpers as needed, and implement as possible. The advantages of creating a team to work on any marketing idea is that it will help fuel interest among more members at a club. Make long term goals and short term goals and set dates to assess the progress. Some ideas will take a full year to research and fully implement while others can be short term and tried within a month or two.

- **Step Four**

Spread the word within your club about the focus on marketing the sport and your club, both to new members and existing members. The majority of this manual focuses on new members but many of the ideas can also be used for creating more excitement and involvement among existing members. Let everyone at your club know membership recruitment is a key focus for your club.

- **Step Five**

Consider whether you can work together with other clubs on a marketing scheme. If there are several clubs in one city you can pool your resources and work together instead of competing with each other for new members. Since most clubs have a distinct character to them potential members may have their needs met at another club instead of yours but on the other hand they may have potential members that would find more enjoyment or opportunities to participate at your club. All new members are more likely to adopt our sport for life if it meets their expectations and needs. Our sport will grow and evolve as we all work together.

2.0 Basic Checklist to Guide the Plans

The four points listed below are considered marketing cornerstones to assist you in creating a good marketing strategy. They are expanded upon in the following pages.

- **Service/event** – What are you providing?
- **Target Group** – Who are you marketing to for this event/program?
- **Objective** – What are you aiming to achieve?
- **Plan** – How will you achieve this?

An example:

Service	A new corporate league
Target Group	Working adults
Objective	To increase the number of members 26 – 59
Plan	1. Contact all previous corporate groups for teams 2. Create a league for teams to enter 3. Run the league for 6 – 8 weeks 4. Hold a league ending barbecue and have information about next year’s league available

2.1 Service / Events

- A booth at a Health Wellness Event/Fair
- Demonstrations either in schools or at your clubs for youth
- Visits and demonstrations in senior homes
- Taking the Junior Jack Attack kits into schools to teach to classes
- Organize 'Late Night Summer Nights' (fundraiser event...see <http://lawnsusummernights.com/>)
- Set up other annual fundraiser events to raise funds for Cancer or Alzheimer research

2.2 Target Groups

Lawn bowling is suitable for a wide range of members: youth and seniors, competitive & social etc. When marketing your club, it is important to think of who you are marketing it to. You will need to think of what potential members are seeking and ensure you are offering those things that fit with your market target.

For example, if you choose to target younger players you may need to consider things such as shorter games, option of dinner, accommodating children on the banks. If you are targeting competitive players you may need to consider promoting club and provincial tournaments, skill drills and practise sessions.

Possible Target Groups - who are we marketing to:

- The person who has never bowled
- The casual park visitor
- The competitive person who enjoys the challenges of learning new sports
- new Canadians who think lawn bowling is not for them or want to join a sport and meet new people
- People who have tried but never joined a club
- Younger bowlers
- Existing members

As you work on determining who your target group will be, consider the "Hooks of the Sport":

Learn from the bowlers you currently have. Look at the reasons they joined the sport and your club and the reasons they stayed and work on strategies for these things. Are there reasons club members stayed at your specific club versus joining another club? If current bowlers have stayed for these reasons there is a good chance you can recruit new members who like the same features of the club. Examples are:

- Fills a void in your life (retired/kids moved out so now have spare time)
- Family members are bowlers
- Attended an open house and enjoyed the sport or found the members to be friendly and welcoming people
- Competitive person and enjoys the level of competition your club offers
- Social person and enjoy the friendly atmosphere

When you prepare to target a specific group focus on the attractive aspects of the sport. Positive aspects that can be marketed include:

- Outdoor sport
- Accessible sport for a variety of ages – sport for life!
- Social and competitive leagues
- A club’s unique qualities – highlight your own but also be aware of what the other clubs in your area offer so that if a member is looking for something you don’t really offer or is looking for something closer to home you can make a recommendation.

2.3 Objectives

You need to identify clear objectives for your event and the group you are targeting. This enables you to evaluate the success of your event and celebrate the goals you achieve or learning opportunities gained. Your group putting on an event will be more focused and determined to make an event successful if they have a clear goal to work towards. Set number goals and/or date timelines.

2.4 Plan



Do work towards a detailed plan and write it down! Divide the work up among committee members and recruit extra help as needed. A point by point plan keeps a group focused and organized and provides greater chance for success. And then begin!



3.0 Ongoing Ideas for Attracting New Members and Promoting the Sport/Club

This section includes ideas and suggestions that can be used throughout the season or can become good practices your club does on an ongoing basis. The list below is not complete but rather a start for clubs to build on and add to.

Two considerations to keep in mind. First, your marketing locations will aid in directing the delivery method your club needs to prepare. Marketing locations: Consider the demographic(s) your club is targeting and common places those potential members frequently visit. Example target areas could include public gathering (Farmers Markets, community fairs, community newsletters), online social media, or other sporting events (Curling clubs, community social sport leagues).

And second, consider the delivery method your club will use and what would work based on the resources available. Can you afford to print quality flyers or brochures? Do you have someone to maintain your website or Facebook page or a Twitter Account? Ensure you can carry out the best developed plans.

3.1 Brochures/Flyers

a) Available at the club:

One technique is to have brochures or flyers in supply that can be given to possible new members. The brochures can be used as a way of educating people about the club and are easy to hand out, even if all players are in the middle of games one can quickly step inside and get the visitor a brochure. It is then something the visitor can take away and read to get more information. Your committee would need to ensure that all club members know where these brochures were kept and were willing to hand them out.

Important items to consider including within the brochure:

- Clear listing of hours and days you regularly bowl
- Indication that newcomers are always welcome-and an ideal time to drop in
- Clear indication of when classes are
- Clear indication of when leagues are
- Contact number/email for further information
- Basic requirements for the sport– flat soled shoes
- Website address where they can get more detailed information
- Pictures of people bowling (ideally different ages to show it is a sport for all)
- Brief introduction to the sport (either outlined or link to video)

b) For distribution outside of the club

Flyers can be used to advertise a one-time event or to promote your club in general. A club can make these available at Community Centres, Grocery Stores, at bowling alleys, or curling clubs, all with permission of course.

Delivering flyers door to door can be a lot of work and have not proven to be the most beneficial. Your flyers will need to be designed with a special hook to be effective and if delivered as part of a larger Open House campaign they may remind people who have driven by advertising boards about your event and tweak their interest a bit further. But the flyers should be simple, attractive and include your website and a contact name and number

3.2 Club Hours & Times

When considering the demographic(s) of potential members, evaluate the ideal league times for those demographics. For example, if the target group is primarily (but not exclusively) active adults over 40 years of age, their availability would likely be evenings and weekends; ensure your club is offering leagues for members during those times. If you are targeting those living in a senior centre, then ensure you have day time leagues available.

Most importantly don't try to make your club be all things for all target groups as you will burn your membership out! Most clubs can't be open days, evenings and weekends and try to cater to everyone.



3.3 Signage

Before getting signage of any kind ensure the sign will meet city/community/building by-laws. If potential signage does not conform to by-laws/guidelines, there may be opportunities to develop a relationship with the governing authority and find a solution that works for all parties.

Types of signs to consider include:

a) Permanent Signs – Consider the following questions and see if there are any things you can improve on.

If someone is a block away from your club is there any signage?

- Could you ask the city to make a sign?

If someone drives past your gate how clear is the sign?

- Can you see the actual greens from the parking area or street? If not is there anything to indicate there is a bowling club inside?

When someone gets to the gate what does it say?

- When looking at the gate does it portray the message that visitors are welcome? Come in and check it out? Everyone welcome?

If your club is closed is there any information available?

- Is your website information posted?
- Do you have a brochure/flyer? A business card with your name and website address? A list of times they could come back? Times when you offer lessons for new bowlers?

b) Temporary

During events do you have temporary signage you can put up to attract some spectators?

- Banners that can be tied to the fence
- Stand up signs that can be placed by the sidewalk

Keep them generic with no dates or times so you can re-use them.

- Tournament today – spectators welcome
- Come try the sport
- Open House – Everyone Welcome
- Bowling Lessons Tonight

Try places like Vista Print or Staples for different types of signs and banners.

3.4 Club Website

To make your website easy to find and remember, try to have your name or initials in the website address. Things to ensure are included on your website:

- Times your club is open for bowling
- Visitors are always welcome
- When lessons are available for new bowlers
- Information about renting your facility for a special event.
- Basic information about the sport and how to play
- Links that should be on your website:
 - To your club calendar
 - To special events at your club
 - Learn to bowl resources
 - Other club's in your city
 - To the LBAA and BCB websites
- Photos and pictures
- Information that promotes the sport of lawn bowling.
- Any common posters, brochures of info from LBAA or BCB that are generic for all clubs.

By having a good website new bowlers can know what to expect when they show up at the club and will have some idea about the sport and what to expect for their first lesson.

Remember a website is never done. Make a plan of how changes will be managed and how often it will be updated. Remember that members like results up quickly especially if they are not down at the club but are still wanting to stay involved. Photos are important, both of special events and regular bowling.

A website is also a great way to archive tournament winners and old photos. Showing a history of your club will also help attract and maintain members.

3.5 Training Courses

Most clubs offer free trial lessons but it has been found that organized training courses with a small fee can be more effective at long term recruitment. People tend to prefer structured courses and sometimes think that if they are new and attending an organized training they will not stand out as much and they will learn more.

If these training courses can be run in conjunction with or promoted by your local Parks and Recreation department (or similar) it may provide broader coverage and more publicity. If the training can run at the same time as or slightly overlapping with regular play it can allow the new bowlers to not only learn but get a chance to watch some more experienced bowlers in action and join in with them in the fellowship during or after the game.

Ideally, several training sessions offered throughout the year provide opportunities for members to attend that fit their schedule or their interests.

3.6 Free Trial Lessons

Several clubs across the province currently offer this service, but an evaluation among the marketing committee can provide further insight whether this service is attracting potential members and retaining them. It can't be overemphasized that new bowlers have to be taught well and enjoy a level of achievement for them to return so ensure you have qualified coaches or instructors if you do offer lessons.

Potential adjustments to this service to increase effectiveness may include:

- Scheduling some standard free lesson times each week for the first month of each spring so a club can advertise the times.
- Make sure the club coaches and volunteers that are asked to offer these free lessons are not overwhelmed and have the resources they need. Consider having extra hands/on-call members playing on adjacent lanes/greens to aid if needed.
- Ensure the majority of the time is used to play the sport and to having fun. Keep instructions short and sweet and let them learn by experimenting. You can coach them as they are playing rather than a long drawn out monologue before they begin.
- Keep the detailed rules for later, just cover basics and quick explanations as needed
- Ensure you are getting a name and a contact number to follow up with them
- Ensure they are given marketing resources if they are interested.
- Before or after the game engage them in conversations with other bowlers who are around so they can get a feel for the friendly nature of our sport.

*It is important here to note that club coaches are trained in the best methods and teaching techniques to introduce new bowlers to the sport so make sure your club has plenty of club coaches and makes use of them at least at the beginning of every new season)

Follow-up after Free Trial Lessons - Have someone follow up with everyone who took the free lessons to see when they are coming back or if there is anything they would like to see offered or if they are no longer interested to see why. Track this information so it can be used as a tool to tailor your marketing strategy.

3.7 Parks and Recreation Liaison/or similar role dependant on city/municipal resources

Develop a relationship with local advocates for sport and leisure. Almost all cities have a sport council so make sure your club is a member. Provide them with marketing materials and information so they can reach out to a broad network of potential members. Inquire if your club information can be posted on city/municipal/town websites.

3.8 Initial Club Interaction

The first few weeks after a person tries bowling, or joins in a jitney league, are key to their long term involvement with the sport. Try to ensure they are welcomed, encouraged, and can continue to use available resources whether bowls or learn to bowl material or DVD's you may have.

Ensure new members are given the important contact information they may need to continue to make contacts with those that can provide them with information they may wish to have regarding continuing involvement in club activities. If at all possible set up a 'buddy system' where a long standing member is paired up with a new member who then would invite them to be involved in a casual game or a special club event. Ensure someone is available to work with all new members that desire that continuous opportunity to learn. Create posters or handouts or announcements that cover the etiquette of the sport or basic rules of the games so new members can continue to learn in a relaxed atmosphere

3.9 Publicity and Advertising

The most important parts of publicity are stating the 5Ws and the H. Ensure all publicity and advertising states:

- Who – club name
- What – sport name
- Where – address for your club
- When – times members are at the club
- Why – benefits of the sport and best features of your club
- How to get more information – contact number and web address

When advertising, using any medium, ensure you do the following:

- Grab the attention of the reader/listener
- Hold their interest with clear and concise information
- Call for action by have a specific action that is desired e.g. Come visit our club!
- Provide details to obtain further information

a) Television, Radio

Reporters for radio and television are often looking for stories especially during their slow times. They are not going to come to us but we can contact them. Make a contact list of some of the local paper editors or new stations. Send each one a message about events at your club (Open Houses, Provincial tournaments). Not only send info before the event but also send information and photos after the event.

Try and find a personal contact who you can invite down to the green to show them the sport. Let them come and try it.

Look into Community Event spots on your local TV and use it to market things like an Open House. If it is a city wide or Province-wide Open House, you may get more interest from the TV station and more coverage.

b) On-line and Print Notices

Many on-line websites and papers have a list of upcoming events in your area – get your club events on the list. Find their websites and fill in their forms to get you events included in the lists as most of these are free services. The best is to find a volunteer that will tackle this task for a full season.

Possibly you could also find a volunteer in the club to make your own press releases (use google search to find a website to help), and to write articles and then submit them to magazines or free news flyers distributed in your city or area of the city.

Contact your community and city recreation departments as many have lists they publish that you can add you to in order to advertise an event

Remember to use a catchy heading and keep details minimal while listing your website address so they can go there for the more detailed information! Its all about being creative and finding ways to 'shout' out invitations and news regarding our sport.



4.0 One Time Ideas for Attracting New Members and Promoting the Sport/Club

If done well, there are a variety of one-time events that can be organized to help expose more people to our sport. These include but are not limited to the following ideas:

- Offering an evening activity for your city 'sport and social clubs'
- Inviting corporate groups to come for an afternoon or evening of bowls
- Hosting a junior camp for a week each summer
- Working with the YMCA in your area and having them include bowls and a trip to your club as part of their summer youth programs

4.1 Open Houses

Many clubs already have the practice of an annual open house but it is important to not lull into a usual routine for the event but get a committee to organize the event and help ensure its all members' hands on deck to make the event as successful as possible.

Begin with the basics:

- Create a committee at your club,
- detail actions required to make it a successful event,
- and assign tasks.

A summary of potential action items to host your own club open house is provided in Appendix A. To help make your Open House successful you should encourage members to invite their network of friends to come out and try the sport. You can provide them with flyers to distribute to their friends or at their places of employment.

If your Open House can be coordinated with other clubs in your city then publicizing can be shared among the clubs.

4.2 Corporate Rentals

Many clubs already rent out their facilities. Facility rentals can generate funds for the club and create a greater awareness for the sport.

Lawn Bowling facilities are a great place for small office meetings, team building events, family parties, interdepartmental challenges, graduation parties, and stags/stagettes.

Facility rentals often require volunteer support dependant upon the type of rental. Clubs may need to weigh the demands on volunteers and ensure they are not burning out a few regulars outweighing the advantages of exposing the public to our sport. If your club cannot meet the requirements of a potential renter, consider contacting other clubs to help coordinate or to host the renters themselves.

4.3 Bring a Friend Events

This is an effective and fun way to recruit new members. Choose an evening or afternoon or weekend where all club members are invited to bring their family or friends out to try our sport. Set up short lessons, games, competitions and food. LBAA have posters that are available to use in advertising this event. Most clubs agree that the best way to bring in new members is through current members! So if you plan any marketing events in a year make sure you include at least this one.

5.0 Extra Ideas for Attracting New Members and Promoting the Sport/Club

There are many other things that clubs can do to promote themselves and their sport. This section contains some suggestions used by other clubs.

5.1 Videos

Many of the aspects of the joy, challenge and fun of lawn bowls can't be easily captured in simple words and photos. To truly understand the sport one needs to try it but a good video can capture some of the excitement. Small vignettes of varying topics work the best and can be viewed on a phone or iPad any time and place. Check out the ones Bowls Canada Boulingrin has available and make use of them. But if you have a club member who has experience in this area have them take some videos, upload them to YouTube and put a link on your website as well.

Has a member of your club played at a National or International event and had their game streamlined? Often these games are still accessible online and can be used in part or whole for viewing at an open house or for lessons throughout the year. If you have someone with a knack for taking great videos you could have them make a presentation of a whole or part game at a provincial event for use in the same way. Without too much effort you could add a few You-tube presentations to your club website to help explain the game and feature some of your exciting games by our members.

5.2 Professional Alternatives

If you are really keen to grow your club, there are some professional alternatives that can help (and some specialize in non-profit organizations). Some will even work for free, like internships etc. If you choose to use a professional alternative, you may need to help them become familiar with the sport of bowls to ensure they understand some of the unique needs and challenges but also the opportunities we face in promoting our sport.

- **Professional Web Services**
For many clubs it is advantageous to have a professional set up their website, at least initially. Then you will have a choice of having them continue to service and update the site or you can find a volunteer or two who can take over that task. Keep in mind a great looking site that is not kept up-to-date is not your goal! When putting together a website, either as a club or through a professional, ensure points from section 3.4 are included or considered.
- **Professional Marketing Services**
If you have enough funds you can contact a professional marketing service to promote your club and recruit members. This can be a costly technique but if you remain involved throughout the process you can likely use it for a short period of time and then continue on your own.

5.3 Annual fundraisers

Annual fundraisers that involve bowling are also a good angle as they tend to get publicity which would then indirectly promote our sport and the club. Many of the fundraising groups bring their own volunteers but club members may still be required to teach the sport. These are a good way of giving back to the community while marketing the sport and your club.

5.4 Education Opportunities and/or Summer Camp Curriculums

Be open to trying some brand new ideas and working with those who already set up opportunities for learning for people of varying ages. Contact your sport council to see if they offer experiences for new immigrants and get bowls included as one of the options. Check with an English as a Second Language school in your area as they may be very open to a field trip to your club for their students. Contact your local YMCA to suggest lawn bowls be added as an option sport for youth that attend their summer camps. Some homeschooling groups regularly schedule field trips for a group of students and they may entertain an opportunity to introduce their students to a new sport.

6.0 Ideas for Retaining Members

Not only do we need to attract new members but we need to retain them as well as our existing members. The following are ideas to consider for increasing retention of all members:

- Help newer members feel welcome in games situations and socially

- Offer leagues or jitneys for all skill levels and at varying times throughout the day and week
- Create a buddy system where experienced bowlers are paired with a new bowler for the season (or a couple) to encourage and support them; all bowlers need to feel they are needed
- Involve members in club decisions and plans; it provides a feeling of ownership of the club when one is involved
- Occasionally survey the membership (see Appendix B for sample) to ensure you are meeting your memberships needs and to offer them opportunity to give input
- Maintain communication with club members throughout the year, not just during the bowling season; one way is to host/organize social events throughout the winter
- Work towards avoiding volunteer burnout by getting lots of members involved in all aspects of your club
- Recognize and thank members regularly for their volunteer contributions
- Offer on-going coaching and learning sessions to all members

When working to retain membership, work on strategies with other clubs in your area. You can learn from each other, avoid competition between clubs, and pool resources for special promotion projects to help ensure their success. Maintain healthy relationships among the clubs and members by inviting other clubs for special events, by setting up interclub leagues, and/or by sharing resources or volunteers for special projects.

Membership growth is a goal of all clubs, of Lawn Bowls Alberta and of Bowls Canada. To be successful it needs to occur at all levels of our sport. One way we can all work together is by creating and maintaining a membership database. The data collected can help direct membership drives to target groups. They can show trends over years to help shift or refocus membership growth projects and goals.

Open House Checklist

Approximately Three Months Before the Open House

- set up a committee to ensure the work load is shared and to help create further contacts with members of the club
- plan the date, the marketing options, communication with your members to recruit help and any special activities or events as follow ups to the Open House

Approximately One Month Before the Open House

- Ensure the dates and Open House information has been posted on your club website
 - Market the open house according to the demographic(s) you are targeting (see section.
- Email former members and ask them to invite friends/inform them of the event
 - Consider the purchase and set-up of signage
 - Recruit volunteers and assign volunteer schedule
 - Greeter at Gate
 - Minimum two club coaches or teachers - adults and group teachers
 - In building “host” setting up snacks/treats
 - Overall logistics coordinator
 - Membership table
 - Help set up greens and take down equipment (mats, jacks, bowls in each rink)
 - Members to socialize
 - Photographer
 - Prepare brochures or cards to send home with visitors with club information
 - Print off brochures and other promotional materials to hand out
 - Organize food and drinks
 - Print sheets to get their contact info – name, email and how they found out about it
 - Purchase name tags to use day of event
 - Look into getting debit machine for the day (if your club does not have one) as many people do not carry cash.
 - Order balloons for the gate area to create added interest
 - Create a sign indicating photos will be taken and may be used on our website and what to do if they do not want photos taken. (Maybe have a wrist band they can wear so the photographer knows not to get them in a photo).



Day of Open House - Set Up

- Set up greens near club house with mat, jack, rake and assorted sizes of bowls
- Prepare registration table with registration forms and payment options and additional information available
- Set up food and drinks
- Provide name tags for volunteers
- Put out signs along roadsides, parking lots and near the entrance gate
- Put up displays of any media videos or photos

During the Open House

- Have registration table manned at all times
- Have members available to talk with visitors when they are not on the green
 - Have information available (members or presentation) about club specifics such as what do they get for their membership fee and different leagues you offer
 - Have simple coaching and games set up for people to play, ensure to include the basics of the game, how to deliver a bowl, how to score an end and basic rules
- Have an area to collect contact information if not already collected on registration form
- Have a poster informing visitors that we may be publishing photos
- Take photos of the event

After the Open House

- Contact visitors who left their contact information - brief, friendly, thank you
- Post photos and information from event to club website
- Report on event to LBAA - numbers, photos, comments submitted electronically
- Debrief with club executive re: improvements of what worked/what different
- Downsize information into a small club display for use at informal open houses
- Thank all volunteers for their help

Make sure you keep records of all your work! Passing along your work each year to the next year's committee means you can build on the momentum and successes of each year.

Sample Membership Survey

Member Name: _____

Age Group:

- Under 25 years 25 – 59 years Over 60 years

What were your reasons for joining the club?

Are those reasons being fulfilled?

What club activities do you participate in?

What new club activities would you like to see offered?

What are the best features of our club?

What things could we improve and how?

Suggestions or Comments for the board?

*for a fillable form of this survey that you could email to your new members please contact the LBAA office at office@bowls.ab.ca

APPENDIX C

OSOYOOS LAWN BOWLING CLUB

Open House – Sat May 9, 1:00pm – 3:30pm



OSOYOOS LAWN BOWLING CLUB is inviting Anarchist Mtn. people to come out and try the sport of LAWN BOWLING. It's not like Dragon Boat Paddling nor like Snow Shoeing on Baldy, but if you can handle it there is opportunity to develop team spirit and goodwill, skills in judgement of delivery and visualization of the lawn bowls.

Come as you are, no white shoes or white clothing required, just soft walking shoes.

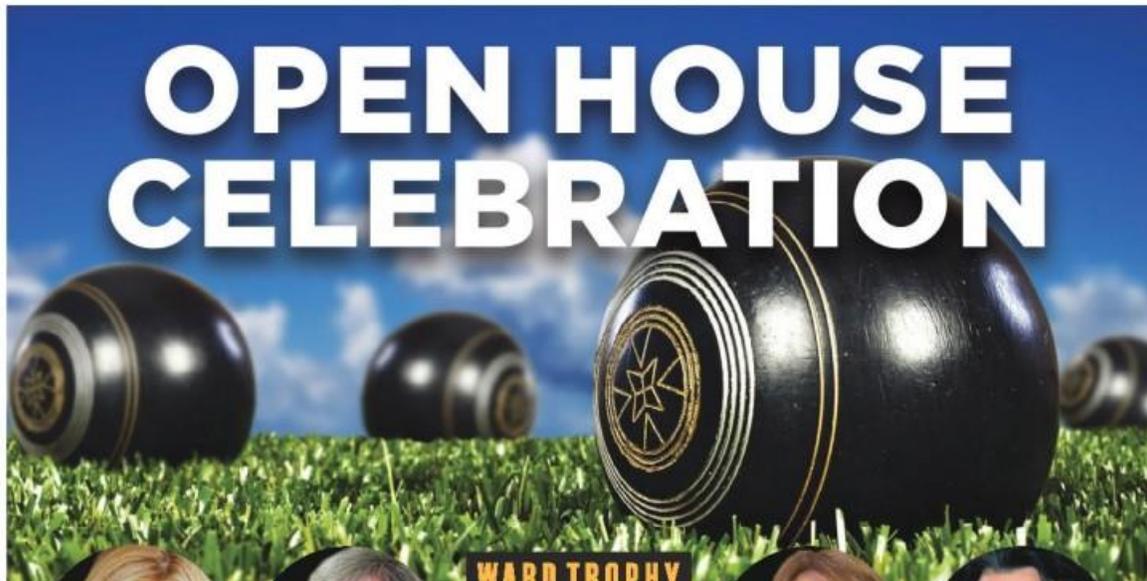
Osoyoos Lawn Bowling Club is holding a **Community Open House on Sat. May 9 from 1:00 pm to 3:30 pm.** There will be demonstrations, free lessons and refreshments.

The lawn bowling green is situated at GYRO PARK, near the BAND SHELL. You can't miss it. Regular Lawn Bowling is on Mondays, Wednesdays and Fridays at 6:00 pm.

SEE YOU THERE!

Call NAGA TERADA at 250 495-6801 for further info.

Visit OSOYOOS LAWN BOWLING CLUB website: <http://www.osoyooslawnbowling.ca/>



CHERI DINOVO



SARAH DOUCETTE

**WARD TROPHY
GRUDGE
MATCH**



PEGGY NASH



GORD PERKS

SATURDAY, JUNE 6 • 11:00AM-3:00PM

11:00AM-NOON

FREE OPEN BOWLING - COACHING AVAILABLE

11:00AM-3:00PM

REFRESHMENTS (BEEF & VEGGIE BURGERS, POP, CUPCAKES); 50/50 DRAW

NOON-12:45PM

**WARD TROPHY GRUDGE MATCH
& TROPHY PRESENTATION CEREMONY**

12:45PM-3:00PM

MORE FREE OPEN BOWLING & COACHING

COME OUT & TRY IT • LEARN TO LAWN BOWL • CHEER YOUR COUNCILLOR

BAIRD PARK • HUMBERSIDE & KEELE • WWW.TORONTOLAWNBOWLING.CA

SOCIAL BOWLS

Every Thursday - 5pm

Register by 4:45pm



!! PRIZES !!

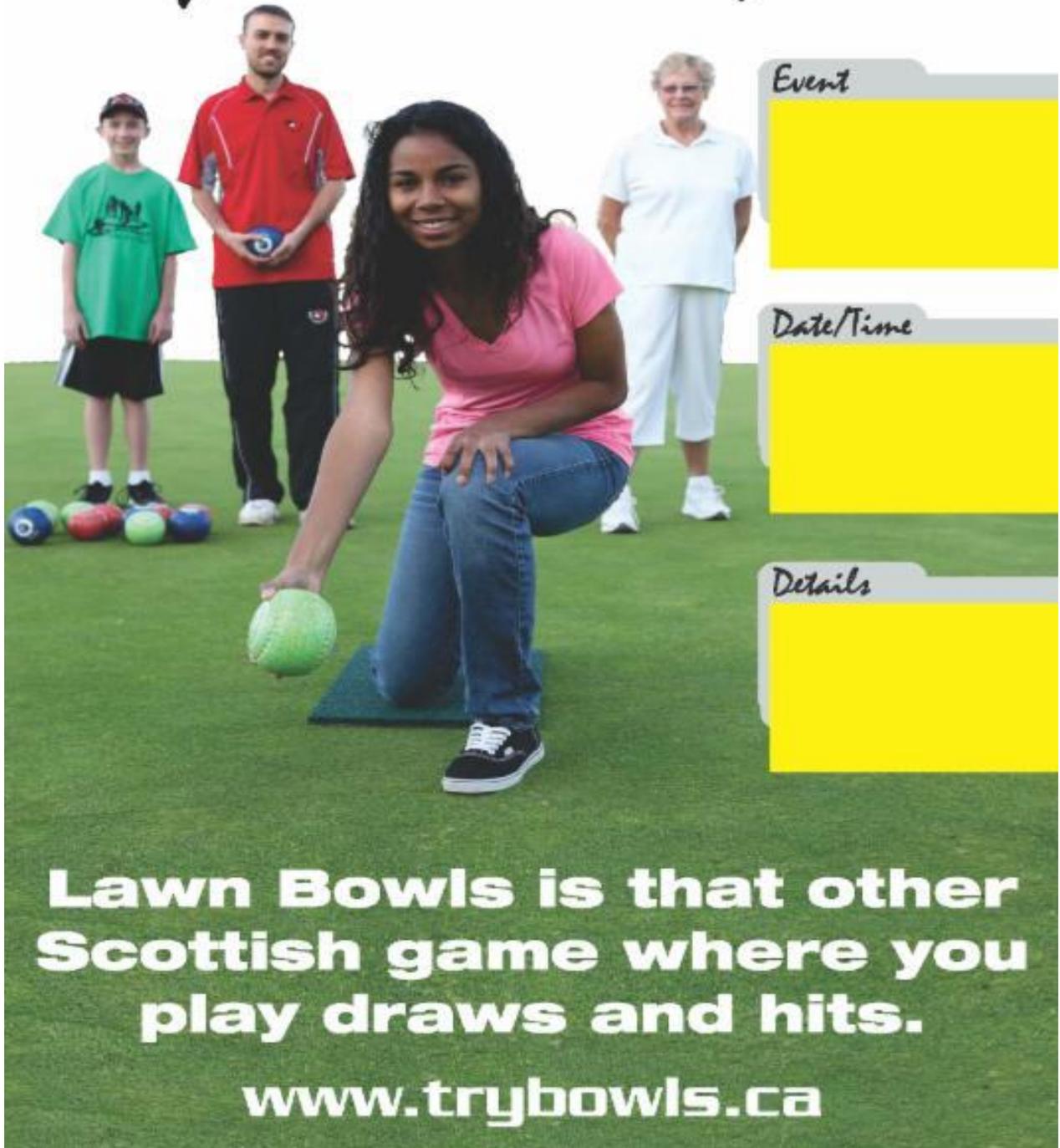
\$10 per head

Random pairs 2-4-2 format

ALL WELCOME!

LAWN BOWLS

Give it a Try!



**Lawn Bowls is that other
Scottish game where you
play draws and hits.**

www.trybowls.ca