

# NEW ZEALAND INDOOR BOWLS



## Information on Play Indoor Bowls Promotion

### Who should you target?

- Family (Parents, Brothers, Sisters, Children, Grand-Children, Aunties, Uncles, Nephews, Nieces etc...)
- Friends
- Work-mates
- Neighbours

### How can you approach them?

- Forward them a copy of the flyer via email.
- Drop flyers in your neighbour's letterboxes.
- Give one to your friends next time you see them.
- Place a poster and some flyers on your work notice board.
- Pass copies to your work-mates by hand or email.
- Promote the advantages and benefits of the game:
  - People of all ages, abilities and genders can play competitively
  - Easy to learn and low cost in comparison to other sports
  - Can be played at a purely social level right up to national honours
  - Low impact – great for people who have sustained injuries from contact sports
  - Enhances your life skills by dealing with people from varying backgrounds

### Capturing the New Members:

- Greet them in a positive and welcoming manner – you should be excited to meet them!
- Be sure to get all their personal details so that you can follow them up and invite them back for another go if you don't see them back the next week.
- Delegate a buddy to look after them for a night. This could be a top bowler, the club coach or someone who is just good with people.
- Get them down on the mat and show them the basics and let them have a crack. Not too much theory for a start, let's just get them playing and hooked!
- Be prepared to have a mat aside for them to have a go on. Depending on how early they get there, it may pay to sit them out of the first club game and let them get comfortable first before playing with others.
- Give them heaps of encouragement when they play a good bowl – a sense of achievement will help to draw them to the game.
- Explain the awesome opportunities in the game – club championships, local tournaments, association/centre championships, Association/Centre/Island/National Representative fixtures, Island/National Championships/Competitions etc...

### Other Considerations:

- Place this information sheet and flyers on your club notice board and inform all your members of the promotion. Encourage each club member to help with the promotion
- Why not have a club open night during March or April and invite visitors & friends.
- Why not try a different format such as Crackerjack bowls or 2-4-2 pairs.