

# **ENGLISH INDOOR BOWLING ASSOCIATION LTD**



## **BOWLS MEMBERSHIP RETENTION**

## Guide on Retention

This Guide is a collection of tried and successful schemes undertaken by clubs around the country on how to retain membership levels.

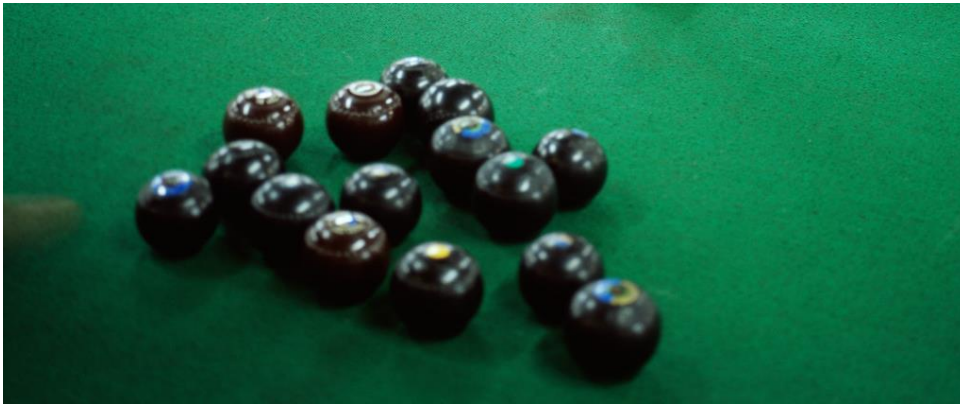
The EIBA Projects Team would like this to be a living document so if you have tried a retention scheme, which is not covered in this Guide, please forward your ideas to: -

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There is also an accompanying Guide on exercises/games, which can be used during your Junior Section sessions, which you could adapt to suit all ages and perhaps help with retention. Once again, if you would like to assist we are happy to add your ideas. Please forward your schemes so we can keep adding to both Guides.

Projects Committee EIBA Ltd.

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# Retention

## 1. Dress Code

Always a topic which raises the blood pressure in a club and often an Agenda item at the AGM. Perhaps a gradual relaxing of the dress rules, will be required. No ties required for the gentlemen, casual dress on weekends, white shoes may be worn with grey trousers, old club representative shirts may continue to be worn, (now replaced because of change of sponsors).

Many sports never insist on dress codes when training (rollups), so why does bowls? It is very impressive when walking into a new club and seeing their Denny/Yetton teams wearing modern, some may even say 'flashy' shirts. Not still acceptable to some may be, but a must in today's game.

The progressive club will always survive.

If bowls is to be treated as a sport, why do some clubs still insist on their top players, (who perhaps come down for an extra hours practice straight from work), having to change into bowls clothing for their practice.



## 2. Improved Facilities

It is good practise to have 'club improvements' on your AGM agenda to either advise members of improvements that are planned or to ask what improvements they would like to see.

One project at least per year should be the target. Never stand still.

## 3. Social Events

Why not form a separate Social Committee to organise events in the club, dances, crib nights, quiz nights, entertainment, challenge matches, bowls tours, bowls holidays etc.

It is a way of involving other members to contribute to the club workload who may not be 'committee people' but who love to organise events. It takes pressure off the main Executive Committee who have enough to do.



## 4. Game variations.

Look to introduce a different type of bowls into those quiet times on the Green. Perhaps a Football League, adapt the rules (Federation style of changing positions during the game), inter village challenges, no penalty for playing a player short, allow extra woods to be played instead (helps the league programme to be completed and reduce cancellations).

## 5. Substitutes

Display a list of members who are willing to help out in any leagues. Allow members to play at least one game for a team with no commitment, two games and they become team members.

Why not allow players from a lower division to play at least 2 games for teams in higher divisions? This also helps completion of league programmes.

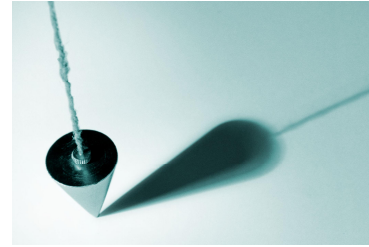
## 6. Fun Days

Encourage members to sign up for a fun day when they can compete against each other in other sports such as table tennis, badminton, you could even set up a challenge rounders match and finish the day with a barbecue.

## 7. Surveys

Why not undertake a survey of members to seek the thoughts on the future of the club, improvements they wish to see, activities they wish to support, charities they wish to support, ideas on sponsors, opinion of club management, food, beer etc.

It is surprising what ideas will come from these surveys as so many will say nothing at AGMs or to unapproachable club officials.



Does your Secretary contact all those who have not renewed their membership to find out why, and make sure something is not happening in the club that he is not aware of, and hence putting them off joining again?

## 8. Reception

Repeat advise from the Recruitment section to make sure you have the right person(s) on reception duty.

Volunteers from the Rottweilers School of Care need not apply.



## 9. World Bowls or Championships

Organise a coach trip to one of the World Bowls events or the National Championships or even raffle off tickets to these events as a fundraiser.



## 10. One bowl singles



An easy way of raising some club funds and some prize money for the winner is to sell raffle tickets to a 'one bowl only' singles challenge tournament.

With only two bowls being played in each match the whole event is over in no time at all and hopefully the bar takings will benefit.

## 11. Addendum Notes

See Addendum Notes for further reading. [www.eiba.co.uk/Guidance/addendum-recruit-retain.pdf](http://www.eiba.co.uk/Guidance/addendum-recruit-retain.pdf)

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