



USA Bowling Youth Sports Model



Summary

- USBC Youth Mantra
- What's Missing/Why Something Different?
- USA Bowling The Program
- How To Get Started
- How To Get New Kids To Your Center
- Coaching
- Summary



USBC Youth

- USBC Youth Bowling Mantra
 - “Get Them In”
 - “Get Them Excited”
 - “Get Them Committed”



USBC Youth

- We Do “Get Them In”
 - Bowl Annually: 20,293,000 (41% of all kids)
- We Struggle to “Get Them Excited”
 - Frequently: 3,480,000 (17%)
- We Do Not “Get Them Committed”
 - Sanctioned Competition: 212,000 (1%)



Bowling

- What are we missing?
 - Visibility
 - Shorter Seasons
 - Physical Activity
 - Team/Social Effect
 - Easy to Understand Format
 - Skill Development
 - Coaches
 - Training Program For Coaches



Youth Sports

- **Youth Development**

- “There is common agreement that the quality of the youth sports experience depends on the competence of the adult leaders; most specifically, the coach. Thus, educational programs for volunteer coaches would seem to be in demand, but such is not the case.”

Youth Sports in America - Study Commissioned by Michigan State University



USA Bowling The Program



USA Bowling – The Program

- **Vision**

- Develop a mainstream sports model for youth bowling
- Develop FREE coaching tools for our volunteers

- **Mission**

- Build a development program that drives kids to choose to become lifetime bowlers



Philosophy

- *Safety first – RVP*
- *Everyone competes*
- *Positive coaching reinforcement*
- *Competitive, balanced teams*
 - *No handicap*
- *Proper skill development*



USA Bowling: The Model

- **Team-based** structure similar to other youth sports
- **Similar age, competitive, balanced** teams
- One **coach** per team of four or five
- Regular **practice** separate from competition
- **Short season** league cycle
- **Fun**, social environment



Basic Structure

- **8 week program: One signup fee \$75-100**
 - Two weeks of practice to start (two pre set times)
 - Six weeks of practice and competition (two pre set times)
- **Team sport: 4/5 kids on a team**
 - One coach/volunteer per team
- **1 regular team game/2 baker games (1 hr 15 minutes)**
 - No handicap
 - No awards
- **Party last week – Championship Saturday**
 - Position round
 - Trophy presentation



League Schedule

- **8 Weeks**

- Week 1: 2 Practices Only
- Week 2: 2 Practices Only
- Week 3: 1 Practice, 1 Competition
- Week 4: 1 Practice, 1 Competition
- Week 5: 1 Practice, 1 Competition
- Week 6: 1 Practice, 1 Competition
- Week 7: 1 Practice, 1 Competition
- Week 8: 1 Practice, 1 Position Round, Awards Presentation, Party



Features

- **Similar to other youth sports programs**
 - More attractive to non-bowlers who don't understand our longer season
 - Trained coaches and instruction per team
 - No more than one team need to practice at the same time
 - No more then two teams need to compete at the same time
 - A benefit for lane availability and team play
- **Program led by a league commissioner**



Bowling

- Did we address the issues?
 - Visibility
 - No
 - Shorter seasons
 - Yes, 8 week schedule
 - Physical activity
 - Yes, added practice time
 - Team/social effect
 - Yes, team based format
 - Easy to understand format
 - Yes, NO handicap – simplified scoring
 - Skill development
 - Yes, practice separate from competition
 - Coaches
 - Yes, one per team
 - Training program for coaches
 - Stay tuned



Success Stories

- West Acres Bowl – Wichita, KS
 - Pioneer
- Rab's Country Lanes – Staten Island, NY
 - First year, 130+ bowlers
- Red Apple Sports Center – Bartlesville, OK
 - First try, 50+ bowlers
- Vestavia Lanes – Vestavia, AL
 - Parent Involvement
- Pla Mor Bowl – Iowa Falls, IA
 - Initiated "the draft"
- Alley Cats – Arlington, TX
 - FEC



Getting Started

How To?



How To?

- Familiarize yourself with the program
- Design your center's model
 - We offer a basic model that you can modify to fit your center and youth's needs!
- Set goals
- Create and execute your marketing plan
- Train your coaches, volunteers and staff



Getting Started: Step 1

- Familiarize yourself with the program
 - Understand the basic format and rules
 - Understand your target audience
 - Develop your strategy for using the program and how your center and youth could benefit
 - Identify potential commissioners and select one
 - Someone who is open minded and passionate about the game



Getting Started: Step 2

- Design your center's model
 - Feel free to use the basic format **OR**
 - ***Make it fit for you!***
 - What is your team format (trios or doubles)?
 - When are they going to practice (lane availability)?
 - How many coaches per child (key)?



Getting Started: Step 3

- **Set goals**
 - Aggressive but attainable
 - Existing kids
 - New kids
 - Coaches
- **Target and plan timing**
 - September or October followed by a January second season?



Getting Started: Step 4

- Create and execute marketing plan
 - Check out the Youth Resource Center for help
 - www.bowl.com/YouthResourcecenter



Getting Started: Step 4

- Create and execute marketing plan
 - At 8 weeks prior to launch
 - Post in-center materials like counter cards, posters, web-based ads and email blasts



Getting Started: Step 4

- **Create and execute marketing plan**
 - At 6 weeks prior to launch
 - Distribute flyers in the community including partners, information boards, restaurants, grocery stores, etc.
 - Build advocates
 - YMCA partners
 - Parks and recreational groups
 - » 20 Kids – B&B



Getting Started: Step 4



SIGN UP TODAY!
ADD YOUR LOGO AND TEXT HERE

USA BOWLING IS FOR YOU!
FEATURING 1 COACH PER TEAM AND A SHORTER SEASON!
JOIN A TEAM. COMPETE WITH FRIENDS. LEARN TO BOWL.

SIGN UP FORM

Bowler's Name _____ Birthday _____ Gender MALE FEMALE

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Bowler's School Name _____ Grade _____

Medical Conditions (if any) _____

Has the bowler ever participated in a league? YES NO Shirt Size _____

Parent or Legal Guardian Information

Parent/Guardian Name(s) _____

Work Phone _____ Cell Phone _____

Email _____ Emergency Contact Information _____

CONSENT AND RELEASE: I certify that to the best of my knowledge that I, or my child, is in good health and is capable of participating in USA Bowling developmental leagues. I, as the parent or guardian of the player listed on this form, hereby for myself, my heirs, executors, and assigns do make and release any and all claims and rights for damages, liability, actions, and losses of various nature including but not limited to any kind, damages or injury, including death, that may be sustained while participating in the USA Bowling developmental league. I agree to indemnify and hold harmless USA Bowling, the bowling proprietor, coaches, and all other volunteers from any and all legal action arising from my, or my child's participation in the developmental bowling league. I, the undersigned, am duly aware of the risks and hazards inherent upon participating in said events. I hereby certify that I have read and understand this consent and release form.

Signed _____





Getting Started: Step 4

- Create and execute marketing plan
 - Don't want to do it yourself?
 - Call US!
 - \$129 – USA Bowling Marketing Kit
 - Posters
 - Counter Cards
 - Fliers
 - Printed, Shipped to You and ready to go!



Getting Started: Step 5

- **Training**
 - Staff (front counter, snack bar, redemption counter)
 - Explain the concept
 - Set expectations and specific scripting
 - Make sure everyone has a complete understanding and can recruit
 - Coaches and volunteers
 - Enroll in USA bowling coaching program



Kids/Coaches



Attracting Youth to the Program

- **Schools**
 - Understand the policy for submitting flyers to school districts – IT IS POSSIBLE
- **Local family magazines**
 - Free placement
 - Ad placement
 - Pitch a possible feature placement
- **Newspapers**
 - Popular columnists
 - Family section
 - Sports section



Attracting Youth to the Program

- **Signage in-ground stakes**
 - Outside your center – “sign up’s now!”
 - Busy intersections
- **Flyer placement/community partners**
 - Information boards
 - Restaurants
 - Grocery stores



Recruiting Coaches

- **Be on the look out for the right fit!**
 - Good communication skills a must
 - Good time management skills
- **Potential Candidate Pool**
 - Parents
 - Graduating youth league players
 - Local college bowling team members
 - Interested adult league players



Who's going to do
all this?



Youth Sports

- The backbone of youth sports is volunteers
 - AYSO
 - 750,000 kids
 - 32 paid employees



Responsibilities

- Center
- Commissioner
- Coaches



Center's Responsibilities

- Sales, marketing and sign ups
- Recruiting players
 - Taking payments
 - Making lanes available at workable time
- Recruiting coaches
- Gathering feedback
 - Execute surveys at beginning and end of program



Commissioner's Responsibilities

- **Creates entire competition schedule**
 - Executes to coaches – first meeting
- **Manages coaches**
 - Obtains sign-ups from center and distributes to coaches
 - Players/parents contact info
- **Be readily available for support**
 - Coaches, parents, players
 - Possibly sub-in as coach if needed



Coaches Duties

- **Manage everything for the players**
 - Communicate with parents
 - Practice times/pre booked schedule
 - Changes in scheduling
 - Manage the kids
 - Plan/execute practice time
 - Skill instruction mixed with FUN
 - Manage the competition
 - Positive reinforcement



Coaching



USA Bowling Coaching

- **Mission Statement**

- We will teach the game, sport and activity of bowling in a way that passes on the knowledge of the game

- Instructors
- Volunteers
- Youth of today





What is USA Bowling Coaching?

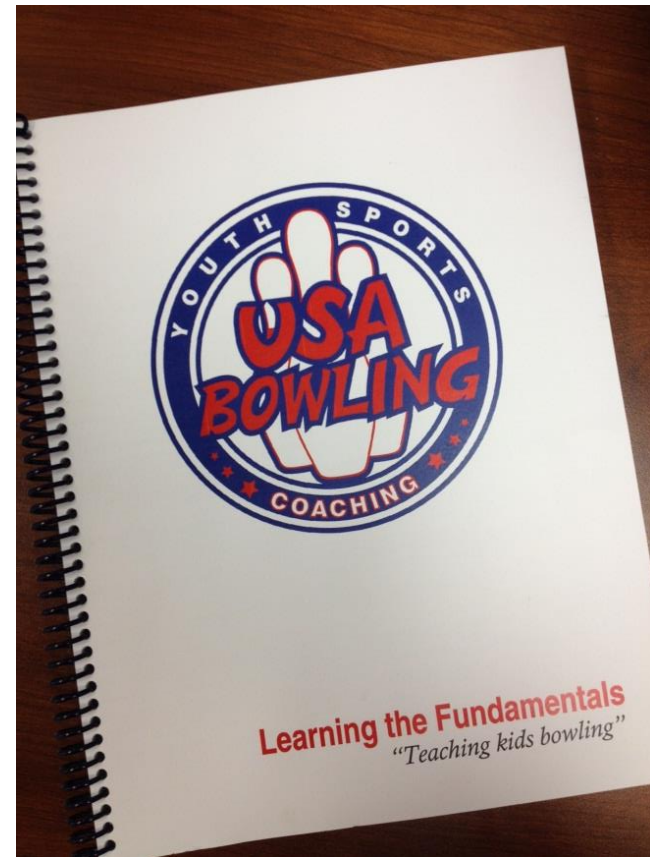
- *Grass Roots* seminar program
- Delivered to youth volunteer instructors through seminars across the country
 - Seminars are FREE to BPAA member centers or USBC Association Leaders
 - YES Fund





What You'll Get

- **Benefits include:**
 - 140-page USA Bowling Coaching Manual
 - 8-week Lesson Plan
 - Option to receive Level I USBC Coaching certification (must be RVP)





Want to hold a seminar?

- **YES! We will provide the materials**
 - Curriculum, presentation - \$200
 - Enough for 25 volunteer coaches
 - You provide the Instructor *Or*
- **We can also provide the Instructor**
 - Curriculum, presentation, instructor - \$500



Summary

- **USA Bowling Competition**
 - Turn key program ready to execute
 - Youth Resource Center
- **USA Bowling Coaching**
 - Send your volunteers today!
 - Hold your own!



- Questions?
- We Are Here To Help!

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