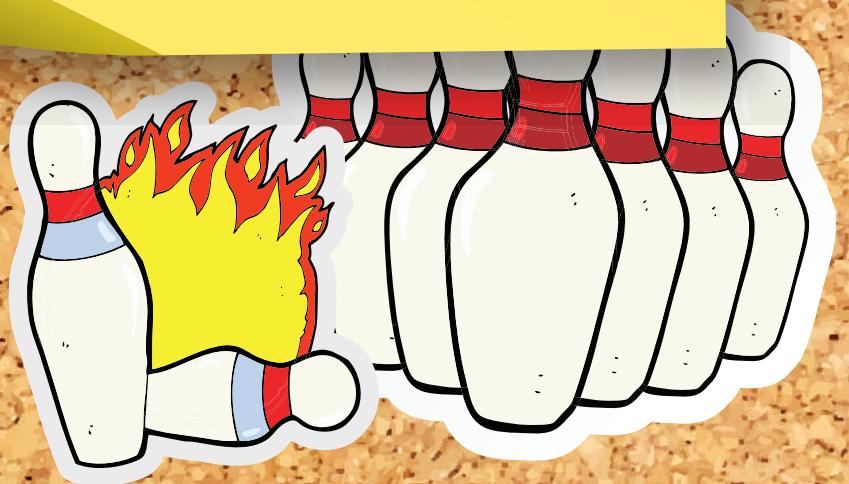




YOUTH RESOURCE GUIDE



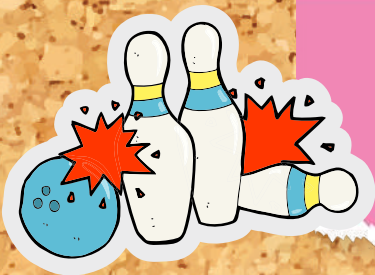


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HAVE-A-BALL

The **Have-a-Ball** program is an easy to understand and affordable introductory league program that introduces bowling to kids. Participants walk away from the league with their very own bowling ball.

Why it Works

Not only are new participants getting introduced to the sport, they are experiencing a personalization by receiving their own ball. Having their own equipment encourages them to commit to a future program, or just visit your center more often.

Best of all, the program can be adopted to fit your needs. Try \$8 per week for 8 weeks or maybe \$10 for 10 weeks. Centers can even increase opportunity by making the league an Adult/Youth league.

The 8 for 8 method provides centers an adaptable program that is marketable, easy to promote, and can generate increased activation opportunities.

Steps to Success

- Market your program inside and outside your center to new bowlers
- Order the bowling balls at the start of the program
- Encourage your bowlers to transition into a learn-to-bowl class
- Partner with your pro shop to secure pricing
- Have pro shop staff assist with weight selection and measurement
- Host a fun tournament/party event where participants can use new ball



SCOUTS AND CLUBS

Scouts are always looking for places to host their events. Get Scouts into your center by partnering with your local Scouting groups as a host for meetings or celebrations. These events provide a great opportunity to reach a new audience and increase youth participation by introducing them to your youth programming. The sky is the limit on programs to create connectivity, however there must be frequency and purpose to build this community.

Why it Works

With 2.9 million Boy Scouts and 3.1 million Girl Scouts, every bowling center globally has Scouting at its doorstep, and building a program using existing scouting requirements will broaden the reach for each center and improve the financial position of the industry.

Steps to Success

1. **Establish a meeting with the Scouting Executive** - Every major geographical area has a Boy and Girl Scout Council, and each Council has a developed database of all their members. Work with councils by using email newsletters, district monthly meetings and national scouting conventions to broaden awareness. Locate your local councils by visiting scouting.org and girlscouts.org.
2. **Develop a committee** at the bowling center and within Scouting. Two working committees strengthens clear communication and knowledge-sharing opportunities.
3. **Set the Target** (Boy Scouts, Cub Scouts, Girl Scouts and Brownies), the date, event and cost for participation
4. **Speak at District Meetings** - Every month scouting has district meetings. Call a district leader today and get on their schedule.
5. **Scouting Awards** - Boy Scouts has defined awards for Cub Scouts, and bowling fulfills a requirement of the merit badges of Sporting and Athletics. Content provided for the Cub Scout offering can be used in Girl Scouts.
6. **Additional Opportunities** - Use elite youth to help with the program by coaching Cub Scouts and Brownies. At the end of the Scout event, have the elite youth bowlers show scouts what a competitive bowler looks like and build connectivity. Hold a tournament to benefit scouting at the end with competitive bowlers on Cub and Brownie teams. Invite the council board of directors to a bowl with the elite youth for a day.
7. **Invite a Friend Day** - Have a bowling offer to bowl with a friend. Use a point system that rewards the packs that bring the most friends to the bowling offering.
8. **Help Scouting** - During the fall recruiting, use Scouting PSAs on video monitors and have scouting applications ready. Become a charter organization and have a pack or a troop meeting on a regular basis at a bowling center; help with Eagle projects to build a joint community between Scouting and bowling.



HOME SCHOOL BOWLING

Develop a program to help home-schooled students fulfill their physical education needs. Bring students into your center when you have open lanes during normal school hours.

Why it Works

There isn't a better time to get students on the lanes than when your business is in its slow time. Until now, home-schoolers are a relatively untapped market in the bowling community. Not only are they always looking for extracurricular activities, but often times they become longtime loyal customers and advocates.

Steps to Success

- Research your state's requirements and recommendations for physical education credit for home-schoolers.
- If credit is not available, bowling still offers a fun and affordable option for home-schoolers to participate in
- Determine your program's format and benefits, including cost
- Market your program
 - Work with home-school groups
 - Media placements in home-school magazines or other publications
 - Newsletters
 - Look out for kids and parents who come in during school hours when other youths are typically in school and provide them with program information
- Check in with your bowlers and parents throughout the program
- Follow up with your bowlers and parents about the next league kickoff
- Utilize the Bowler's Ed Curriculum



AFTER SCHOOL BOWLING

Offer parents the convenience of an After-School program at your bowling center. Pick up children from school and bring them to your center for an afternoon of homework help and fun.

Why it Works

Youth are in need of a place to go after school and centers have a lot to offer. The options are unlimited when it comes to delivering an after-school program. While there is a lot involved in an after-school program, it can pay big dividends if done well.

Steps to Success

- Research licensing and childcare standards for your state
- Research transportation options in your area and determine what works best for you
 - Purchase your own van/bus or rent transportation services
- Design your program
 - Determine the benefits, such as homework help or arcade games
 - Set up your program format
 - Determine costs
- Hire help
 - Counselors or employees are a key component
- Market your program
 - Get your flyers into local schools (research policies and procedures prior to delivering flyers)
 - Network with local churches and scout groups
 - Distribute information in the center
 - Place an ad in the local or family print communication
- Communicate other program opportunities with your after-school kids and their parents



USA BOWLING: Learn the Sport

USA Bowling: Learn the Sport is a short-season introductory program that focuses on teaching the fundamentals of bowling to youth athletes before graduating into a competitive league. The first seven weeks focus on learning everything from bowling etiquette to a four-step approach, while score is not kept at any point during the exercises. It is important for beginners to not allow results to dictate their progress.

Why it Works

Attracting youth to try a new sport can be a difficult task. Uncertainty in skill and performance make the experience stressful for the youth participant, sometimes resulting in the participant leaving the program.

USA Bowling: Learn the Sport serves as a prerequisite to a USA Bowling league, or other competitive youth league. Instead of youth learning the sport, while simultaneously competing, the Learn the Sport program focuses solely on the development aspect of bowling.

This allows new participants to learn, achieve success and have fun amongst a group of peers with a similar skill level. Incorporating a Learn the Sport program builds confidence in the youth as they move into the next competitive level offered by the center, increasing likelihood the bowler will continue their participation.

Steps to Success

- Assign your Learn the Sport Program's Lead Instructor
- Structure your program and decide on a program fee
- Recruit Team Leaders and distribute guides
- Market your program
 - Decorate your center
 - Create an online presence on your center's website
 - Get flyers into local schools, provide handouts to local day cares, church groups and scout groups in your community
- Graduate your bowlers into another program or league
- Develop a process to determine skill progression to best place bowlers on appropriate teams or leagues



USA BOWLING LEAGUE

USA Bowling is a mainstream youth sports model that shares a similar team-based structure to other youth sports. Children of the same age and skill level interact with a coach through instruction and regular practice and then compete with other teams on a short eight-to-12-week time frame with no handicap. Kids benefit from instruction by qualified coaches, learn important life skills, including sportsmanship and competitive play, and, most importantly, have fun!

Why it Works

Because of how other mainstream sports work, kids and parents are more prone to understand and commit to short-season programs. With this program's emphasis on skill development, you take the first steps to developing lifelong bowlers.

Additionally, USA Bowling is a great format to begin bowlers on their journey to becoming high school and collegiate bowlers.

Steps to Success

- Assign your Program Commissioner
- Design your model and schedule options
- Decide on program benefits and the program fee
- Recruit volunteer coaches
- Market your program
 - Decorate your center
 - Create an online presence on your center's website
 - Get flyers into local schools, provide handouts to local day cares, church groups and scout groups in your community
- Invest in a USA Bowling Coaching Seminar to train volunteers
- Develop a process to determine skill progression to best place bowlers on appropriate teams or leagues.



YOUTH

STANDARD YOUTH PROGRAM

A standard youth program typically runs on Saturday morning and consists of divisions based on age. These bowlers have gone through the program levels and are your more committed group that might participate in tournaments or multiple leagues outside of the Saturday program.

Why it Works

You have worked through the previous programs to build a successful youth program and now must work to maintain it. Your youth programs have been built in order to help your center ensure success well into the future by creating lifetime bowlers.

Steps to Success

- Determine where your youth will come from and explore potential sources beyond your other programs (ex. booster clubs, PTAs, local schools, customer data base, community groups, church groups, other youth sports programs)
- Assemble a strong team of coaches
- Host an open house to answer questions and meet parents and kids
 - Use this opportunity to poll parents and kids to find out what they want out of their youth bowling program
- Provide a season schedule
- Add fun to the program
 - Have theme days such as Beat the Coach Day!
 - Halloween costume competition
 - Holiday potlucks
 - Holiday tournaments
- Don't be afraid to incorporate a tier system into your program to encourage development, skill progression and achievement



BOWLER'S ED

Bowler's Ed takes the fun of bowling from the lanes to the classroom. In elementary schools across the country, students attend physical education classes where they experience a variety of sports and lifelong activities. Bowler's Ed provides a FREE lesson curriculum to educators so that they can teach bowling to their students from the comfort and ease of their own classroom.

Why it Works

- Obtaining and providing the resource is FREE.
- An excellent opportunity to develop a relationship with your local schools
- Bowling is a social and lifelong activity, an initiative championed by educators today.

Steps to Success

- Deliver a FREE curriculum to the schools in your community.
- Develop a relationship with your local school. Introduce yourself and ask, "How can we work together to provide a great experience for your kids?"
- Coordinate with your bowling community (association and centers) to develop a unique experience specific to educators and students.
- Consider funding a set of Bowler's Ed lane-carpets that can be loaned out to schools to enhance the curriculum lesson plan.
- Ask league bowlers who may work for the school, or have a relationship with someone involved in schools, to be part of your effort.
- Work with your local center to host fundraising events for your local schools and PTA .
- Obtain a schedule from your local schools about various events they operate. See how you can assist, whether it be donations or activations. Find a way to be involved.



USA BOWLING SUMMER CAMPS

Summer camps have served communities as an alternative for youth to spend their time off having fun and experiencing new activities. Summer bowling camps provide unique opportunities for bowling centers to reach youth in their community by offering an exciting and safe environment for parents to bring their kids while school is out. Summer camps can range in activities, both on and off the lanes, allowing any center the ability to provide this program. By offering summer bowling camp programs, centers can provide a needed service to parents and promote additional youth bowling opportunities for upcoming center leagues and programs.

Why it Works

- Parents still work in the summer, and those that don't work will need a break.
- Great for bowlers currently in your center or youth in your community looking to try a new activity
- Provides an opportunity to promote other youth bowling initiatives, like leagues
- Creates an opportunity to build community partnerships and obtain sponsorships
- Can be designed and formatted for any center to operate

Steps to Success

- Review the USA Bowling Summer Camp guides on BOWL.com/Youthresourcecenter.
- Talk to local organizations that work with families, like churches, schools, clubs, daycares, and recreation centers.
- Review other summer camps in your community. Look at marketing, format, timing and pricing.
- Poll parents involved in your leagues. Ask what would benefit them in a bowling summer camp.
- Look at ways to include additional activities and education that still involve bowling (STEM, healthy lifestyle, teamwork).
- Emphasize experience throughout the planning, promotion and execution processes.



ADULT/ YOUTH LEAGUE

Bowling has always been a generational sport and activity enjoyed by all ages. Adult/Youth leagues provide families in your community the opportunity to engage in a fun, social environment that not only delivers a competitive experience but also strengthens relationships. Adult/Youth leagues are the perfect way to introduce newcomers to bowling while providing you an additional opportunity to create new lifelong bowlers in your community.

Why it Works

- Cross-generational involvement
- Helps grow both the youth and adult sides of bowling
- A comfortable setting to encourage newcomers to give bowling a try
- With a large focus on fun, it makes for an excellent second-league alternative to existing bowlers.
- Can lead to more activation opportunities, such as Adult/Youth tournaments.

Steps to Success

- Ask adult league bowlers. They may be looking for a fun family activity to be involved in.
- Talk to local organizations that work with families, like churches, schools, clubs and recreation centers.
- Promote the league during peak open-play times, especially the weekends.
- Encourage leaders in your bowling community to join. Not only does it make the league more fun, but it also allows these advocates to welcome and encourage bowling newcomers.
- Provide coaching instruction and assistance, inviting participants of all skill levels.
- Incorporate a have-a-ball element through your local pro shop.

LOCAL & STATE TOURNAMENTS

LOCAL & STATE TOURNAMENTS

Tournaments are an important element to the growth and development of a youth bowler. Many view tournaments as a place for the highly competitive to participate. Instead, local and state tournaments should be encouraged for bowlers of all skill levels. Bowlers may never fully recognize where they need to improve their skills if they never test those skills in conditions outside of regular league play. Local and state tournaments offer bowlers a next-level experience that validates what they are doing right and helps them better understand what they have left to improve upon.

Why it Works

- Increased scholarship opportunities to participants
- Encourages development and skill enhancement
- Additional method to strengthen bowler retention
- Allows youth bowlers to develop new friendships
- Promotes further youth involvement in your local and state bowling community

Steps to Success

- Do research for them. Continuously provide information for upcoming tournaments and events to bowlers and their parents.
- Offer to assist in the tournament entry processes. Sometimes it can be intimidating, so bowlers/guardians may need help or encouragement to complete their entry.
- Encourage bowlers of all skill levels to try. Promote that tournaments are more than competition; they are learning and social experiences that can be a positive for all bowlers.
- Give travel recommendations, and even coordinate if needed.
- Provide coaching instruction and assistance leading up to tournament participation.
- Help lessen the financial burden to participate through center/program fundraising.
- Celebrate those who participated in the events, allowing them to share their experience and encourage their peers to join.



JUNIOR GOLD QUALIFIERS

Junior Gold is the premier youth singles championship in the nation. Not only are participants vying for life-changing scholarships, but also older athletes are competing for spots on Junior Team USA. The journey to a national championship begins locally through qualifying events. To participate in the Junior Gold national finals, athletes must first advance through an approved qualifying event. These events, operated by hundreds of local volunteers, provide the unique opportunity to advance bowlers from their community to the Junior Gold Championships.

Why it Works

- Provides increased opportunities for bowlers to get to Junior Gold
- Encourages more participation, leading to increased activation opportunities
- Gives bowlers additional levels to aspire, engage and excel both locally and nationally
- A great way to get high school bowlers involved outside of their season
- An introductory event to encourage bowlers to try more competitive bowling events
- Supported by national staff available to help you create the best qualifying event for your bowling community

Steps to Success

- Review the event handbooks and FAQ documents on BOWL.com/JuniorGold.
- Financial Investment. Provide the funds to donate one or two Junior Gold spots, allowing your tournament to offer a low-cost entry.
- Incorporate a Junior Gold qualifier as a side event to one of your existing tournaments or leagues.
- Look beyond the qualifier. Offer coaching clinics or equipment tune-ups designed to help those looking to compete at Junior Gold.
- If you cannot host a qualifier, help your bowlers find a qualifier near you. (Bowl.com/JuniorGold, under Upcoming Events).
- Encourage bowlers of all skill levels to try. The best way to improve one's game is through experience.
- Celebrate youth bowlers who advance and those who continue to try.



USA BOWLING TOURNAMENTS

The **USA Bowling Tournament Program** is designed to provide young bowlers with the opportunity to compete in a team-based setting. The program aims to promote sportsmanship, teamwork and skill development. The winning team in each division at each USA Bowling Regional Tournament advances to the USA Bowling National Championships.

Why it Works

- **Competition** – Tournament play offers a higher level of competition than casual bowling, pushing participants to improve their skills.
- **Teamwork** – USA Bowling Tournaments are unique in that they emphasize team-based competition. This allows bowlers to develop teamwork skills, communication and camaraderie with their teammates.
- **Scholarship Opportunities** – Scholarships are awarded to the top teams at each regional event. Plus, teams advancing to the national competition are guaranteed additional scholarships.
- **Fun and Enjoyment** – The thrill of competition, the support of teammates and the satisfaction of improving one's game are all rewarding aspects of this fun, team-based competition.
- **Representing Your Region** – Winning a USA Bowling Regional Tournament means representing your area at the national level. It's a chance to showcase the talent from your region and compete against the best from across the country.

Steps to Success

- **Recruit volunteer coaches** – No formal training is needed for coaches; however, all volunteers must be a part of the USBC Registered Volunteer Program.
- **Create your teams** – Have a qualifying event, ask athletes if they want to compete or select from the top bowlers in your community. The more teams representing your area, the better chance you will be represented at the national level.
- **Prepare your teams** – Host team practice sessions to prepare your teams. Focus on teamwork and skill development to ensure the bowlers have fun.
- **Fundraise** – Conduct fundraisers to help your bowlers attend the regional event. Host a bowl-a-thon, sell candy, or ask your adult members for donations.
- **Compete** – Encourage players, coaches and parents to have fun and compete for the win. Post about the youth bowlers' experiences and journeys through the event to encourage additional youth bowlers to form teams next year.



YRC



YOUTH RESOURCE CENTER

The Youth Resource Center is a centralized hub tailored for youth bowling programs. Located at BOWL.com/YRC, this platform houses a range of resources, including tournament flyers, certificates, creative services and educational materials. Moreover, it provides information on scholarships and specialized programs such as Bowler's Ed and USA Bowling. These resources are free of charge, offering valuable support to those supporting youth bowling initiatives.

Why it Works

Our platform serves as a centralized hub, offering a wealth of resources tailored to the needs of program organizers, coaches and young bowlers alike. Conveniently located at BOWL.com/YRC, this resource consolidates essential materials, ranging from tournament flyers to educational content, catering to the diverse requirements of the youth bowling community.

One of the key features of the Youth Resource Center is its commitment to promoting information on IBC Youth Development programs and scholarships, including Bowler's Ed and USA Bowling. These initiatives, which play a vital role in fostering skill development and providing opportunities for financial assistance and advancement within the sport, are spotlighted by the Youth Resource Center, actively supporting the growth and sustainability of youth bowling programs locally and nationally.

The Youth Resource Center's effectiveness lies in its comprehensive approach to supporting youth bowling endeavors. Offering essential resources and promoting vital programs and scholarships serves as a catalyst for the development and success of young bowlers across the board. Explore our platform today and discover how we can elevate your youth bowling program to new heights.



YOUTH LEADERS

The Youth Leaders Program is designed to provide young bowlers with opportunities to develop leadership skills and engage in activities that promote the sport of bowling. By implementing this program, centers and associations can enable youth bowlers to participate in and positively impact the direction of youth bowling.

Why it Works

- Leadership Development – The program helps young bowlers develop essential leadership skills such as communication, teamwork, problem-solving and decision-making. Developing these skills leads to a confidence boost for these youth bowlers, cultivating the next generation of leaders.
- Community – The program creates a sense of community among young bowlers, fostering friendships and connections that can last a lifetime.
- Promotion of the Sport – Youth leaders become ambassadors for the sport, promoting it among their peers and in their communities. Their enthusiasm can attract new youth bowlers to the sport, helping to grow the bowling community.
- Networking and Collaboration – Youth leadership programs provide a platform for young bowlers to connect with each other, share ideas and collaborate on initiatives to promote bowling.
- Personal Growth – In addition to leadership skills, the program can contribute to personal growth, teaching values such as responsibility, integrity and sportsmanship along with life skills that can be applied beyond the bowling center.
- Continuity and Legacy – Establishing a Youth Leaders program can allow your local community to mentor young bowlers, ensuring continuity and the passing on of knowledge and values.

Steps to Success

- Download the Youth Leaders Guide from BOWL.com/YRC.
- Conduct a survey to determine the interest and commitment from both youth and adult leaders.
- Establish a core of youth leaders in your community, and have them recruit more youth leaders.
- Visit youth leagues in the area to inform them of the Youth Leaders Program.
- Delegate and assign duties and responsibilities to all youth involved.



CREATIVE SERVICES

CREATIVE SERVICES

IBC Youth Development offers a range of invaluable resources to empower those seeking to ignite youth bowling programs. Among our array of benefits lies complimentary creative services. Whether you require the expertise of a graphic designer, a copywriter or some general assistance, our dedicated team is here to support you at every step.

Why it Works

Free creative services for youth bowling programs bring valuable resources within reach of all. Providing professional design, writing and assistance at no cost helps programs with limited resources create impactful marketing materials and guidance, provides support and ensures that youth bowling programs can thrive.

Steps to Success

- **Submit a Request:** Head to the Youth Resource Center section of BOWL.com or contact the IBC Youth Development team at contactus@ibcyouth.com. Fill out a Creative Services Request form detailing your needs and requirements.
- **Initial Contact:** Expect to hear from someone on our team within two to three days after submitting your request. Be prepared to provide any logos or specific program colors you want incorporated into your materials.
- **Drafting Process:** Once contact has been established, allow up to 30 days for our team to create a first draft of your requested materials. This draft will be based on the information you provided in your request form and during the initial conversation.
- **Feedback and Revisions:** Review the first draft and provide any feedback or edits that you deem necessary. Our team is committed to ensuring that the final product meets your expectations and accurately represents your youth bowling program.
- **Final Deliverables:** After incorporating your feedback, receive the finalized files from our teammate. These files will be ready for printing or any other uses you have in mind, helping to effectively promote and support your youth bowling initiatives.



USBC NATIONAL SCHOLARSHIPS

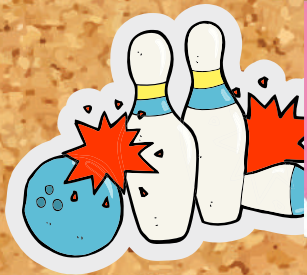
One of the great benefits of USBC Youth membership is the chance to earn college scholarships so you can pursue your dreams. Annual scholarships are awarded to youth bowlers each season based on academics, leadership and on-lane performances.

Why it Works

With the rising prices of continuing education, most students will need additional resources to further their education. Scholarships are an excellent way for students to gain those resources. With the multitude of scholarships offered, everyone who applies has the opportunity to lessen the financial responsibility that continued education can bear.

Steps to Success

- USBC Youth Scholarships are open from Aug. 1 – Dec. 1 every year.
- As leagues start in the fall, announce the different scholarships to eligible bowlers.
- Provide eligible bowlers with the flyer with details about how to apply.
- Speak with eligible bowlers and encourage them to apply.
- **Provide a Letter of Recommendation to bowlers wanting to apply.** As a required section of each application, it can be difficult for some bowlers to obtain multiple Letters of Recommendation.
- **Track progress.** As the holiday season approaches, some bowlers lose track of time and are unable to complete the application. By tracking the progress, you can guide them until they submit it.



YOUTH RESOURCE CONTACTS

GENERAL

Phone: 817.385.8426
Email: contactus@ibcyouth.com

COLLEGIATE

usbccollegiate@ibcyouth.com

BOWLER'S ED

bowlersed@ibcyouth.com

NATIONAL TOURNAMENTS

Junior Gold • USA Tournaments • Youth Open
tournaments@ibcyouth.com

HIGH SCHOOL

usbchighschool@ibcyouth.com

MEMBERSHIP

youthmembership@ibcyouth.com

MARKETING

marketing@ibcyouth.com

USA BOWLING

League Development • Coaching
usabowling@ibcyouth.com

PEPSI TOURNAMENTS

tournaments@ibcyouth.com
Inquiries regarding each state tournament should be directed to the Pepsi State Director.

IBC YOUTH HEADQUARTERS

621 Six Flags Drive • Arlington, TX 76011
BOWL.com/Youth