MDA and NALC

Bowlathon

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DELIVER THE CURE

Delivering a successful branch bowl requires MORE....

M – motivation

O – organization

R – recruitment

E – enthusiasm
MOTIVATION

- Create a lasting local partnership with a national sponsor
- Implement a new program
- Tap into new market
- “Fun”d-raising and “Friend”-raising

I could go for some bowling!
ORGANIZATION

- Set a date
  (provided by NALC – Nov. 7, 2010)
- Begin looking for potential coordinators
- Begin meeting with the coordinator(s) and recruit committee members
- Create a timeline and designate responsibility
ORGANIZATION (CONT’D)...

- June – find a local bowling center that donates or discounts lanes, shoe fees, etc.; reserve lanes and arrange payment
- July – designate a head coach of the bowlathon and begin recruiting team captains
- August – continue to recruit team captains; create forms and packets for individual teams; create the incentive structure; begin recruiting lane sponsors
- September and October – begin bi-weekly team captain meetings; finalizing sponsors and prizes
RECRUITMENT

- Promote and publicize within the branch
- Set a team captain goal
- Recruit strong team captains
- Station visits and pitch at branch meeting
- Advertise at local bowling center and invite local league bowlers
- Ask “Love Network” to promote the event with a PSA
ENTHUSIASM

- Pump up the volume at the station
- Create buzz about door prizes and awards
PROCEDURES

- **Accounting**
  - MDA staff sets up night deposit prior to the event
  - Set up check-in/check-out area
  - Team captains are responsible for collecting all of team’s money and waivers and turning them in one hour prior to the bowlathon
  - MDA staff/trusted volunteers count money and prepare bank deposit

- **Incentives**
  - Collect team incentive log
  - Have a volunteer disseminate prizes to each lane during the tournament

- **Scoring**
  - Determine scoring method prior to the event – work with bowling center
  - Make sure all scores can be promptly tallied and submitted
WHAT HAPPENS ON NOV. 8?

Thank them—and then... plan year-round NALC activities!!