



## TryBowls : Club Frequently Asked Questions

### ***What is TryBowls?***

TryBowls is the national campaign to get more people playing bowls in clubs.

It is a joint programme between Bowls Scotland and your club to introduce new people to the sport

### ***How would TryBowls help our club?***

Is your club is looking for new members?

Are you looking for ways to promote your club to your community?

Want to generate additional club income?

Wondering what can be done to introduce the next generation to bowls?

If your club answers 'yes' to any of the above then TryBowls is an ideal initiative to sign up to.

### ***Does TryBowls actually work – how do we know it will be successful?***

More than 250 clubs across Scotland have delivered a Trybowls activity of some kind.

In 2017 the average number of new members recruited by a club running TryBowls was 12! Some clubs have greater success than others – one club recruited nearly 50 people, others are more modest and have recruited a small handful of new people who want to learn how to play at the club.

### ***What does our club do as part of TryBowls?***

The majority of clubs register with TryBowls and then deliver a recruitment event.

This can take the form of:

- An **TryBowls Open Day** – a special day in your club calendar where you open up the club for new and prospective bowlers to visit and try playing bowls.
- A **TryBowls Coaching Programme** – a number of evenings or weekends where new people come to learn how to play bowls.
- A **TryBowls Community Event** – taking bowls to a bigger community event like a fair, market or festival and promoting your club there.
- Linking with **Schools & Community Groups** – connecting your club with other community organisations and allowing them to visit the club, or bringing bowls to them.

TryBowls is flexible to suit your own club's plans, so if you have a unique idea then we encourage you to register and we can discuss how Bowls Scotland can support you.

### ***What support does our club get?***

When you register with TryBowls you will receive:

- A print & poster resource pack – with small medium and large poster for you to use to promote your TryBowls event.
- An electronic resource pack – with editable poster templates, guides and ideas to deliver a great TryBowls event
- Support to promote your event nationwide – Bowls Scotland will promote your event on social media, our websites, and with our media partners across Scotland.
- A support call or visit from our development team – the opportunity to discuss your event and how we can help you further.
- The opportunity to borrow equipment for your TryBowls event (\*subject to availability – advance booking is strongly recommended\*).

### ***What does it cost?***

TryBowls costs nothing to register with – all Bowls Scotland affiliated clubs get the resource pack FREE of charge!

We recommend that clubs plan for some small costs which will be associated with running a TryBowls event – i.e. coffee & cakes, BBQ, printing membership forms, additional signage, maybe some additional advertising.

It can be very cheap to run a TryBowls event, and in many cases your club can get grant funding assistance.

### ***How do we get involved?***

To register your interest in TryBowls go to the webpage – [www.bowlsscotland.com/clubs/club-support/try-bowls](http://www.bowlsscotland.com/clubs/club-support/try-bowls) - download, complete and return the registration form.

### ***Our club registered in previous years, do we need to register again?***

Yes! We won't know when your event(s) is if you don't register your club with TryBowls... download the form and send it to us, or have a conversation with your contact in the Bowls Scotland Development team.

### ***In previous years there was a national TryBowls day. Is this planned again?***

Feedback from clubs was that having a specific national day didn't always suit their busy club calendars and that they preferred to pick a date (or dates) to suit their own circumstance. With that in mind Trybowls will be a season-long promotion, and your club can promote its event no matter when it takes place by registering.

**Got more questions?**

Email [development@bowlsscotland.com](mailto:development@bowlsscotland.com)