

Get Ahead With  
**BOWLER'S**  
*ed*  
In-School Bowling



**PROPRIETORS'**  
**"HOW TO"**  
**MANUAL**



## Introduction

**Congratulations!** By requesting this manual, you have taken the first step towards implementing the Bowler's ed In-School Bowling program in your center. This program is designed to introduce children to bowling in the classroom or gym. BPAA provides teachers with a free step-by-step curriculum and instructional video that explains the fundamentals of bowling along with etiquette, safety, scoring and fitness activities. In addition, the curriculum includes lessons that reinforce math, language arts, social studies, problem solving, geography, computer skills and more. The In-School Bowling program is ideal for students in grades 3-8. With some modification, it can also be used for K-2<sup>nd</sup> grade students as well as high school students.

There are many ways for you, the proprietor, to get involved in the in-school program and form a partnership with your local schools. This manual will provide you with everything you need to begin this partnership. If you have any questions about this program, please direct them to BPAA at 1-800-343-1329.

## Contents of the Proprietor Kit

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The following items are included in this Proprietor Kit:

1. Proprietor Manual
2. Teacher's curriculum and instructional DVD
3. Marketing brochure for teachers
4. One In-School Bowling poster
5. Equipment price sheet
6. Window decal

In addition to the tools provided in the manual, many marketing tools and ideas can be found by logging onto the Bowler's Ed website at [www.bowlersed.com](http://www.bowlersed.com). Click on "Proprietors" to find this additional information.

## Getting Started

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To get started with the In-School Bowling program, just follow these five easy steps:

1. Determine what your center will offer to the schools;
2. Contact the schools or districts in your area;
3. Set up a meeting and/or workshop to explain the program;
4. Help implement the program in the school; and
5. Track the success of the program.

The following pages will describe each of these steps in more detail.

## Determine What to Offer to Schools

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There are many ways that your center can get involved with schools to bring the In-School Bowling program to the classroom or gym. Before you contact them, decide what your center will offer, and be prepared to explain the offer to the teacher or administrator.

**Portable Bowling Equipment** – Your center can purchase portable bowling equipment and loan it to the schools. The official In-School Bowling equipment is available through Metro Ltd. Sports and can be ordered by calling them at 1-815-399-0655 or logging onto their website at [www.bowlersedsupply.com](http://www.bowlersedsupply.com).

There are several packages and options to choose from:

**Deluxe Package** – This package includes a 20' carpeted bowling lane, a set of 10 weighted pins, a 5 pound rubberized bowling ball, scoring sheets, and a carrying bag. The cost of this package is approximately \$200.\*

**Standard Package** – This package includes a 20' carpeted bowling lane, a set of 10 weighted pins, and a 4 pound rubberized bowling ball. The cost of this package is less than \$200.\*

**Economy Package** – This package includes a 4' carpeted pin deck, a set of 10 unweighted pins, and a 3 pound rubberized bowling ball. This package costs less than \$85.\*

**Balls and Pins** – A set of 10 unweighted pins and a ball will cost less than \$75.\*

**\* Prices are subject to change. Log on to [www.bowlersedsupply.com](http://www.bowlersedsupply.com) to view a current price sheet.**

These items can also be purchased separately. An equipment price sheet is included in the proprietor kit.

For most classrooms, the ideal number of sets is six. It's important to teachers that students are able to get involved. In other words, they don't want kids sitting around because there isn't enough equipment for all of them to participate. Six sets of equipment will accommodate a class size of 30-36 children.

If the cost of equipment seems prohibitive, there are several options available.

1. Consider contacting other nearby bowling centers and sharing the cost of equipment.



2. Contact your local USBC chapter. Many of them have funds available for youth programs, and the USBC is supporting youth as one of its primary strategic initiatives.
3. Solicit local Parks & Recs departments, YMCAs, or other youth organizations to share the cost. They can use the equipment during the summer months, when it will not be used in schools.

**Free Game Coupons** – Offering a free game coupon to the students is a great way to let them experience what they learned in the classroom at a real bowling center—YOURS! Research has shown that, on average, a free game coupon will yield \$4.00 or more in income to the center through the purchase of additional games, food, and video games. In addition, once kids are in your center, you can introduce them to leagues, birthday parties, and other youth events.

Free In-School Bowling coupons can be downloaded online at [www.bowlersed.com](http://www.bowlersed.com) under the “Proprietors’” section.

**Field Trips** – Field trips are not available at all schools, so check with your local school or district to see if this is a possibility. A field trip provides an excellent opportunity to showcase your center and all that you offer while providing a fun and educational experience for the students.

The following are important steps to follow to ensure that your field trip is a success.

### **Before the Field Trip**

1. If required, ensure that the group leader obtains a consent form from every child attending. Most groups have a standard form that they use.
2. Give the group leaders safety instructions. Provide them with basic center policies and safety instructions before they arrive so they can educate the kids on what is considered appropriate behavior. Kids do better if they know what is expected of them before they arrive.
3. Plan the field trip. The activities you include during the field trip may depend largely on the amount of time the students will spend at your center and how many students will be attending. In addition to bowling, activities to consider are:
  - a. Giving them a tour of the bowling center. At a minimum, you will want to show them the control desk, settee area, and explain the parts of the lane. If time allows, show them the “behind the scenes” operations, such as the pinsetter.
  - b. Providing basic bowling instruction. Although students have learned the fundamentals of bowling in the classroom, this will be the first time many of them have ever visited a bowling center, and bowling on a 60’ lane rather than a 20’ carpeted lane will be quite a challenge. Basic instruction, using the Coach it Up program provided by BPAA, is a great field trip activity and will ensure that students learn the correct techniques. Coach it Up explains how to help bowlers choose the correct ball, the proper starting position, setting up for the approach, beginning the approach, how to swing the ball, and the proper

release. For more information on Coach it Up, and to order your free CD-ROM, contact BPAA at 1-800-343-1329 or log onto [www.bpaa.com](http://www.bpaa.com) and click on "Coach it Up."

- c. Explaining other youth programs. If you want to ensure repeat business to your center, this is a great opportunity for you to showcase youth leagues, birthday parties, after school programs, summer bowling camps, lock-ins, and any other youth programs your center offers. If you have handouts or flyers, be sure to give them to the kids to take home to their parents. This is also a great time to encourage teachers to sign up for leagues, school competitions, or other programs.
  - d. For large classes, it may be necessary to divide them into groups and rotate them. For example, while one group is choosing a ball, getting their shoes and score sheets, and receiving Coach it Up instruction, another group can be taking a tour.
4. Ensure that your staff is well-trained and ready for the field trip. One of the best ways to impress your local school, and the students, is to make them feel welcome in your center. Ensure that your staff members are enthusiastic and that all of them understand their responsibilities during the field trip.

### **On the Day of the Field Trip**

1. Remind your staff of the time for the field trip and their responsibilities.
2. Ensure that handouts, flyers, free game passes, or other giveaways are ready.
3. Make sure that your center is clean and attractive.
4. Put shoes out in size categories and let kids help themselves; or, hand out the shoes as the kids come in.
5. Ensure that you have enough balls at the appropriate weight.

### **During the Field Trip**

1. Be enthusiastic! Remember that this may be the students' first time in the bowling center, so ensure that all of your staff members are energetic and ready to make each student feel special.
2. Have someone serve as the greeter to welcome students to your center.
3. If the group is large enough to be divided into smaller groups, divide the group and inform them of the activities they'll be participating in.
4. Take the group to the control desk to get their lane assignments and shoes.
5. Take the group that is bowling to the lanes.
6. Help them choose the appropriate ball.
7. Explain safety and etiquette.
8. Explain scoring. If the class is using the automated scoring system, explain how it works. If not, an explanation of manual scoring might be necessary. In fact, the teacher may want you to turn off the automated scoring system so that the students can practice their math skills.
9. Ensure that one or two employees are assigned to the bowling group to answer any questions and to provide the Coach it Up Quick Fix instruction to the students.

10. If a group is taking a tour, have one or two employees assigned to the group, along with the tour guide, to ensure that the group stays together, to answer any questions, and to watch for safety at all times.
11. Point out interesting facts and statistics about your center. For example, "more than 200,000 games have been bowled on this lane since it was installed over 18 years ago."
12. Once all of the students have taken a tour and bowled, gather them together. Take this opportunity to explain birthday parties, leagues, and other fun programs.
13. To ensure repeat business, hold a contest or drawing and provide the students with additional game passes. Another great way to get them back into the center is to offer a family pass that invites parents and siblings to bowl or a "bring a friend" pass.

### **After the Field Trip**

1. Send a thank you letter to the teacher and school administrator.

## **Contact the Schools or Districts in your Area**

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Once you've determined what type level of partnership you're ready to offer to the schools, the next step is to contact them. The easiest way to reach teachers is by email. If you do not know the name of the physical education teacher, either call the school and get the name and email address or do an Internet search to find the school. Many schools have websites, and they often include a roster of the teachers' names and a direct link to their email.

If you are planning to meet with an entire district rather than individual teachers, you can also find that information on the internet or by calling your school district's office. Most districts have an administrator, curriculum developer, or physical education director (titles vary by district). That person is responsible for determining which activities are taught in physical education classes for the entire school district.

The introductory email to the teacher or district administrator should focus on what you can provide to the school. Whether you are loaning free equipment to the school, providing free game passes, or another offer, your job is to get teachers excited about teaching bowling in their class--it's *not* about promoting your center! You're providing a free partnership to schools.

Follow up in a week to ten days to set up a meeting to explain the program in detail. Physical education teachers are very busy, and it may take several attempts before you contact them. Be persistent! Once you reach them and explain the In-School Bowling program to them, they will be excited! Below is a sample email that you can customize to meet your needs:

*Dear \_\_\_\_\_:*

*My name is \_\_\_\_\_, and I am the owner/youth director of \_\_\_\_\_ Bowling Center. I would like to introduce you to our Bowler's ed In-School Bowling*

*Program, which is provided free to teachers. This program is designed to teach 3<sup>rd</sup> – 8<sup>th</sup> grade students the fundamentals of bowling and includes additional lessons that incorporate bowling with cardiovascular exercise, spelling, math, history and many other subjects! \_\_\_\_\_ Bowling Center will provide you with a free teaching curriculum, instructional video, and equipment for use in your class. In addition, I am available to meet with you to do a hands-on workshop to show you how to teach bowling in your class. (Note: **Be sure that you are familiar with the curriculum and comfortable teaching it to the teacher before you include this offer. The instructional video provided in the proprietor kit is designed to help you learn the curriculum.**) Once your students have completed their bowling unit, they will each receive a free game coupon to \_\_\_\_\_ Bowling Center.*

*Bowling is a great lifetime sport that kids of all sizes, strength, and athletic ability can participate in. And, I can assure you that they will love it! I will follow up with you in 7-10 days, but feel free to contact me in the meantime. You can also learn more about this exciting program by logging on to our website at [www.bowlersed.com](http://www.bowlersed.com).*

BPAA also has a marketing brochure available for teachers. The professionally-designed four-color brochure explains the In-School Bowling program and has a tear-off reply card that teachers can send to BPAA to receive a free curriculum. A sample is provided in the proprietor kit, and you can order more by calling BPAA at 1-800-343-1329 and asking for item BI-305. The cost of the brochures is \$10 for a pack of 50. \*

\* Prices are subject to change.

## **Set up a Meeting to Explain the Program**

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Before you meet with the teacher or administrator, ensure that you are familiar with the teachers' curriculum. Read the curriculum thoroughly and watch the instructional DVD. The DVD will guide you step-by-step through the teaching progression and show you how easy it is for teachers to teach this program in their classroom. Also included on the DVD is a segment entitled "The Bowling Center." This segment shows a group of students visiting the center and learning how to get shoes, lane assignments, and pick out a ball. It also covers the parts of the bowling center and the lane as well as safety and etiquette. Teachers will want to show this segment to their students before they come to your center.

Take the following items with you to the meeting:

1. A copy of the teachers' curriculum and DVD so that you can explain it to the teacher. Curriculums and DVDs can be ordered free of charge from BPAA by calling 1-800-343-1329.
2. A set of equipment, if you are providing it to the schools.
3. A sample free game pass, if you are providing them to the schools.
4. A laptop and LCD projector, if available, so you can show some of the instructional DVD to the teacher. (If you are presenting to only a few

- teachers, an LCD projector probably isn't necessary. Just show the video from your laptop.)
5. A calendar so that you can schedule the date to deliver equipment or game passes to the teacher.
  6. Your business card. The curriculum guide contains a business card holder on the front inside cover.

When meeting with the teacher or administrator, it's important to stress the benefits of the program for both the teacher and the students (show the teacher page 3 "Why Teach Bowling?" in the curriculum guide). Physical education teachers are required to teach a lifetime sport, and bowling is a great lifetime sport. In addition, it is a sport that almost any child can participate in—even children with limited athletic ability or disabilities. Some teachers may not have taught bowling before because they aren't bowlers themselves. Our program is designed in easy step-by-step lessons that make it easy for teachers to teach bowling.

Another huge benefit to schools is that our program is offered for free with no strings attached—free curriculum, free equipment, free game passes. Do not present the program to the teachers from the perspective that you're doing it to increase your revenue. Once kids visit your center, your revenue will increase, but that's not the selling point you want to make!

## **Implement the Program in the School**

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Implementing the program in the school may be as easy as delivering and picking up the equipment and delivering free game passes to the teachers.

Teachers may, however, ask for hands-on assistance with the program. There are several things you can offer:

1. Go to the PE class and talk to the students about bowling. Be sure to talk to the teacher before your discussion, and ask if it is okay to talk about your bowling center. Remember that you don't want this to be a commercial about your center, but if the teacher allows it, you will want to mention youth leagues, scholarship opportunities, birthday parties, or other fun youth events that they can get involved with. The teacher may let you hand out flyers for a particular event, but get permission first! If your state has high school bowling, this is also a great time to tell kids about it; it's a natural starting point for kids who want to compete at the high school level.
2. Conduct a workshop to teach a teacher or district the In-School Bowling curriculum. Many districts offer an "in-service" day. Teachers from the district get together to learn about new programs. If your district conducts in-service days, this is a great way to teach the program to a lot of teachers at one time.

Several states have designated Youth Specialists that have been trained to conduct workshops in schools. To find out if your state has a Youth Specialist,



or for more information on conducting a workshop, go to the "Proprietors'" section of [www.bowlersed.com](http://www.bowlersed.com) or call BPAA at 1-800-343-1329.

## **Track the Success of the Program**

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As with any program, it's important to track the results. Tracking the success of the In-School Bowling program can be done simply. Here are some tips:

1. Keep track of the number of In-School Bowling coupons that you issue to schools.
2. Count the number of In-School Bowling coupons that are redeemed in your center. Compare this to the number of coupons that you issued to determine your redemption rate.
3. If you are hosting a field trip, keep track of the number of students that attend and the total revenue from fees, snack bar, video games, etc.
4. Be sure that the students complete their contact information on the back of the coupon. Enter this information into a database for future marketing opportunities. BPAA's BowlerTrac program is an excellent program designed specifically for bowling centers to track their customers.
5. Utilize the students' contact information to market your youth programs. Sign them up for a birthday club and offer a discount if they host their birthday party at your center, tell them about upcoming parties, lock-ins or Bowling Blast-Off events, and interest them in a beginner league or learn to bowl program. This is your opportunity to turn these students into lifetime bowlers!

Once you have established a relationship with your local schools through the In-School Bowling program, you have opened the door to after school programs, school leagues, fund raisers, hosting faculty meetings, and other programs.

You will find that the In-School Bowling program has the potential to reach thousands of kids in your area and expose them to the wonderful sport of bowling. You will also find that the initial investment you make in the In-School Bowling program will pay off quickly, and for many years to come!

For more information, or for assistance with the In-School Bowling program, contact BPAA at 1-800-343-1329 and check the website often for updates at [www.bowlersed.com](http://www.bowlersed.com).

## **Additional Tips**

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1. Ensure that everyone on your staff knows about the In-School Bowling program and can answer questions.
2. Appoint an In-School Bowling Coordinator (this could be your Youth Director) to oversee the program, ensure that it runs smoothly, and be a point person for teachers.