

## What day is best to run an Open Day

When choosing what day your club will be holding your Open Day it's important to remember we want to hold this on a day and time that will attract as many people as we can.

If your club are choosing to run this program during the week it must be after work hours to cater for workers, children and families. You could tie this in with a night your club's restaurant is open as this can raise some extra revenue for the night.

Weekends are usually the choice for clubs to run such events but it's important to remember Saturday's is traditionally a day for sport and can limit the number of participants. If you were looking at a Saturday it would be important to hold this late afternoon/ evening. Sundays traditional work best to hold an open day and maximise your participants.

Days we recommend- Tuesday through to Thursday after 4pm, Saturday after 2pm and Sundays anytime.

## How to advertise your Open Day

For a day like this to be successful it's very important to advertise this in your community. The following ways are best to advertise your event: -

- Social Media (Facebook)- through posts, shares and paid boosts for your club page advertising the upcoming event.
- Local Radio
- Local Newspaper
- Club Website
- Clubs social membership database
- Local community and council websites
- Community groups and sports clubs.
- Letter Box Drop
- Advertisement in local shop fronts.
- Your own members- Important for your own members to bring family, friends or work colleagues along to try bowls.
- Advertisement inside your club- TV screens, during raffles or badge draws, flyers on tables and bars.

## What to do on the day

**Step 1-** When participants arrive to the club they are to be directed to the function sign in desk. This is where all participants will have to fill out their details i.e. name, email, phone number etc. This will help your club connect with these players once the day has finished. Volunteers needed (1)

**Step 2-** Once players have signed in they will be designated a rink to play on where they will be greeted by a volunteer. It's important to choose your volunteers carefully as we want the participants to have fun and enjoy them self without overwhelming them with rules and tips. Volunteers needed (1 per rink)

**Step 3-** Have all your bowls placed out on the rinks you will be using. Make sure you have an array of sizes that can cater to women and children. If possible, encourage your volunteers to bring their coloured bowls along for people to use as this will add some more appeal to the day.

**Step 4-** We suggest to run a BBQ on the day to help attract people to the club and to stay longer. How you charge for this can be at the discretion of the club. Volunteers needed (2-3)

**Step 5-** Once the participants are finished bowling it's very important to not let them walk away empty handed. If clubs could produce a brochure with information about their club for all participants to take home. This should include but not limited to: -

- How much is a Bowling membership
- How much is a social membership of the club.
- What days does the club play social bowls and what is the cost.
- When is barefoot bowls run and what is the cost.
- What time of the year is pennants/ championships run.
- Restaurant opening hours.
- Club trading hours
- What nights are raffles/ badge draws run.
- Who to contact at the club for information regarding bowls
- Email address
- Phone number

## Equipment to use on the day

- Coloured bowls if not regular bowls
- Junior Jack Attack Set with scoring wedge- Perfect to keep the younger kids entertained while their parents try their hand at bowls.
- Mats and Jacks
- Bowlers Arms- If the club has these at its disposal please make them available. Their might be some participants who like the game but are struggling to bend over. We can encourage them to use the arm.

## Important points to remember

- Encourage your own club members to bring their family, friends or work colleagues down. This will guarantee you participants on the day.
- Ensure you do not run your open day for too long. This will give you a better chance to gain more volunteers as they won't be giving up their whole day. a suitable time during the week could be from 4pm- 7pm or a Sunday could be 11am- 2pm.
- Everyone in attendance is to sign the function sheet. This is how we can communicate to the participants to get them back to the club. Also this can be used for feedback to gather ideas on what we did well and other areas we can improve on.
- Encourage members to bring their own coloured bowls down for participants to use instead of the 50-year-old sets. This will make it more appealing for the players and at the same time easier to handle the bowls.
- Make sure all participants don't go home empty handed. Develop a club brochure to take home. Other ideas to get them back could include 5% their next meal at the club, free barefoot bowls, free drink when next at the club, half price social membership.
- Other games or activities that can be run on the day to make it more exciting could be: -
  1. Corner to corner challenge
  2. Spiders
  3. Next toucher wins a drink
  4. Jack attack format
  5. Jnr Jack Attack activities for the kids

6. Face painting
  7. Jumping castle
  8. Music to played out over the green throughout the day
- Have a planned follow up day to get the interested participants back to the club. Ideas could include: -
    1. Free coaching
    2. Jack Attack season starting soon.
    3. Twilight Social bowls
    4. Jnr Jack Attack family day
    5. Barefoot Bowls