

Use the Internet creatively to communicate with your audience

Extensive use of the Internet is essential to grow the game of Bowls. Even though most current members of lawn bowling clubs are from a generation before the Internet and email, most of them are able to receive and send basic emails. Some learned on their own, others were set-up by their children and a few took lessons at their senior centre. Consequently, some clubs use basic email to communicate as more than 50% of members are online. Unfortunately, most clubs don't use email and the Internet effectively. Most don't even have proper websites and none use blogs or social websites yet.

I believe that most members have sons, daughters and grand children who are very Internet savvy. Teach them the joy of volunteering; it's becoming very popular among the young. Recruit them to help you create a club website and possibly show others how to maintain it. Again, among the same ready-made audience, recruit those involved in graphic design, marketing and sales. Some members must have access to such individuals. You only need a few good-hearted individuals, with a sense of purpose, to get started. Using samples found on this website and your guidance as a club/sport expert resource, I'm sure your club can have a very appealing presentation.

Use images. Make posters that look like posters. Incorporate posters into the body of your emails and email your members frequently. Encourage them to read their emails twice a day. Create your own club photo bank, but stop taking photos of behinds or winners photos without reference to the sport. Take action photos. Make the photos tell a story and incorporate them into a Newsletter, which you can place in the body of an email when you distribute it.

Make videos stories. Play reporter and post your videos on You Tube or other social networking website. It's free! Your kids can show you how to do this. It's fun!

Use these same techniques when recruiting for your Prime Time league. A cleverly done poster in an email is as close as you're going to get to a prospect without being therein person – you'll be in his/her own space on their desk. This enables you to follow-up by phone to make an appointment to discuss or do a demo. At least these will be pre-qualified prospects.

The possibilities are endless in the use of the Internet for the development of Lawn Bowling (Bowls) in Canada and America. Look for more in future Memos...