

Field trips provide an excellent opportunity to showcase your bowling center and all that you offer while providing a fun and educational experience for the kids.

Objectives

1. To show kids how a bowling center operates.
2. To provide kids with bowling instruction.
3. To interest kids in other youth programs at your center, generating repeat business and lifelong bowlers.

Action Plan

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

Before the Field Trip

1. Obtain the names and shoe sizes of all of the children that will be attending.
2. If required, ensure that the group leader obtains a consent form from every child attending. Most groups have a standard form that they use.
3. Plan the field trip. The activities you include during the field trip may depend largely on the amount of time the kids will spend at your center and how many 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, snack bar or restaurant, and birthday party facilities. If you have a pro shop, video game room, laser tag or other activities, take the kids to those areas. Also explain the parts of the lane, the ball return, the automated scoring system, and the pinsetter.
 - b. Providing basic bowling instruction. This will be the first time many of them have ever visited a bowling center. 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, contact BPAA at 1-800-343-1329 or log onto www.CoachItUp.com.
 - 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.

- d. For large groups, it may be necessary to divide them into two 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 the kids 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.

Two Days Before the Field Trip (or during a weekly staff meeting)

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. Have the appropriate shoes ready.
5. Ensure that you have enough balls at the appropriate weight.

During the Field Trip

1. Be enthusiastic! Remember that this may be their first time in the bowling center, so ensure that all of your staff members are energetic and ready to make each child feel special.
2. Have someone serve as the greeter to welcome everyone 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 group is using the automated scoring system, explain how it works. If not, an explanation of manual scoring might be necessary. In fact, the leader may want you to turn off the automated scoring system so that the kids 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. Ask some trivia questions and give prizes for correct answers. Some questions to ask are, "How long is a bowling lane?" "How many pins does a pinsetter hold?" "What is the maximum weight of a bowling ball?" "How much does a pinsetter cost?" "Why do you have to wear special shoes when you go bowling?" "Which fingers do you use to hold the ball?"
13. Once all of the kids have taken a tour and bowled, gather them together. Take this opportunity to explain birthday parties, leagues, and other fun programs.
14. To ensure repeat business, hold a contest or drawing and provide the kids 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.

Successful Programs

Don Carter Lanes, Rockford, IL. Don Carter Lanes hosts field trips for scouting groups, church groups and students of the Bowler's ed In-School Bowling program. Field trips are scheduled for one hour and include bowling, shoes and prizes for \$5.

The field trip begins with some safety tips, presented in a manner that is both fun and positive for the kids. Safety tips include not crossing the foul line, keeping hands away from the ball return, and most importantly, having fun!

Students then bowl, and while they are bowling, they register to win prizes. This is not only fun for the kids, it provides a way for the bowling center to capture names and addresses to market additional youth programs in the future.

Prizes are given for spares, for teachers or chaperones who knock down 8 or more pins, and for other contests. The center ensures that, before the group leaves, everyone has some type of coupon for a return visit.

Don Carter recently tracked the income received from field trips held throughout the school year. They hosted 20 field trips, with approximately 2,200 kids attending. Income from the field trips alone was just under \$11,000! Additional income was generated from food, beverage, and video game revenue. In addition, they tracked the kids' names and phone numbers, and by doing so, they were able to increase their database of new customers, increase birthday party reservations, increase youth and family leagues, increase food and beverage sales, and create a positive relationship with their local schools.

Marketing Materials

The following full sized examples of these Marketing Materials can also be found on the CD-ROM located in the Youth Toolbox.

Get Ahead With
BOWLERS
Get Ahead With

** In School Bowling **
Don Carter Lanes
FIELD TRIP

THIS FUN AND EXCITING LEARNING EXPERIENCE INCLUDES...

BOWLING (WITH BOWLING SHOES)

A COUPON BOOK FOR EACH CHILD

TREATS AWARDED FOR STRIKES AND SPARES

PRIZE DRAWINGS FOR OFFICIAL BOWLING PINS

AMAZING LIGHT SHOW (SUBJECT TO AVAILABILITY)

ONLY \$5 FOR 2 HOURS OF UNLIMITED BOWLING FUN!!
PER PERSON

CONTACT: KELLY OR STACY @ (815) 399-0314 M-F
WITH REQUEST TO RESERVE YOUR TIME TODAY!!

Get Ahead With
BOWLERS
Get Ahead With

FIELD TRIP **LANE ASSIGNMENT FORM**

School _____ Teacher _____
Day _____ Date _____ Time _____ Sheet _____ of _____

Lane _____	Lane _____	Lane _____
Student _____ Shoe Size _____	Student _____ Shoe Size _____	Student _____ Shoe Size _____
1 _____	1 _____	1 _____
2 _____	2 _____	2 _____
3 _____	3 _____	3 _____
4 _____	4 _____	4 _____
5 _____	5 _____	5 _____
6 _____	6 _____	6 _____
Chaperone _____	Chaperone _____	Chaperone _____

Lane _____	Lane _____	Lane _____
Student _____ Shoe Size _____	Student _____ Shoe Size _____	Student _____ Shoe Size _____
1 _____	1 _____	1 _____
2 _____	2 _____	2 _____
3 _____	3 _____	3 _____
4 _____	4 _____	4 _____
5 _____	5 _____	5 _____
6 _____	6 _____	6 _____
Chaperone _____	Chaperone _____	Chaperone _____

If there are any changes to your list, please fax them to us at least 24 hours before your field trip.

CONTACT STACY @
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