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# BOWLS AWARENESS CAMPAIGN PACK

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14th June-14th July



## Campaign Brief

The COVID-19 pandemic has hit communities across Wales hard and as a result, sport in the community has never been more important.

The National Governing Body Development and Communication Group have developed a National Campaign aimed to help clubs retain and attract interest in the club during the pandemic and in the aftermath.

**BOWLS AWARENESS CAMPAIGN is a month-long campaign which will take place between the 14<sup>th</sup> June-14<sup>th</sup> July.** The aim of the National initiative is to **showcase** and **celebrate existing engagement** with the bowls community and to **promote new and exciting opportunities to help attract new members.**

During the campaign we hope to see clubs opening their doors to people who want to try bowls through club open day/s or taster sessions. Bowls Awareness Campaign is open to clubs from all codes of the game, Lawn, Crown Green, Indoor and Short Mat. It takes place over a month allowing clubs to organise event/s that best fits within their club's calendar.

Clubs who sign up will be able to access FREE resources, including a bowls-specific workshop to help run an open day/taster session. In addition, a club action plan, marketing material and creative resources for social media channels.

## Target Audience

As many people as possible, the campaign aims to **building the Bowls Profile within local communities** and helping **Grow club membership.**

## Campaign Objectives

1. Showcase and celebrate existing engagement
2. Increase awareness of local bowls clubs/activity within Wales and local communities.
3. Promote opportunities for people to try bowls



## Timelines

19th May	Launch
W/C 31st May	Host 'Open day/taster day workshop/s'
By 4th June	Calendar of events In addition to the calendar NGB's to send through, photos, information, fun facts and other information they would like to promote
By 11th June	All social media to be scheduled for the month

## Supporting the Campaign from an NGB P.O.V.

Clubs that are already a part of the NGB's close network will learn about the Bowls Awareness Campaign fairly quickly, though we must raise awareness of the Campaign with this network, we must work harder to reach and engage with the clubs who are less likely to learn about the Campaign through traditional means of communication. To do this, it's really important that we work together to learn about what clubs need our help.

- Do we know who are the clubs who are struggling the most with drop in membership?

- Where are they located?

Social media posts:

- Support new bowls activities and promote existing activities. Tag @BowlsWales & NGB Accounts and #BowlsAwarenessCampaign
- Include @BowlsWales & NGB Accounts in social media post & pictures and use the #BowlsAwarenessCampaign



## Promotional Materials

A collection of assets has been created to help you to promote the Bowls Awareness Campaign, including:

- Logo
- Social media graphics
- Email footer


## Social Media Posts

On the day of launch, here are a few social media posts that you could use to start promoting the Bowls Awareness Campaign.

BOWLSWALES/NGB/GROUP MEMBERS
<p>Twitter:</p> <p>Exciting News! The NGBs (All NGB's listed) and BowlsWales have develop a National Campaign called <b>BOWLS AWARENESS CAMPAIGN, this is a month-long campaign which will take place between the 14<sup>th</sup> June-14<sup>th</sup> July.</b></p> <p>Read more here: (Press Release)</p> <p>Facebook:</p> <p>Exciting News! The NGBs (All NGB's listed) and BowlsWales have develop a National Campaign called <b>BOWLS AWARENESS CAMPAIGN, this is a month-long campaign which will take place between the 14<sup>th</sup> June-14<sup>th</sup> July.</b></p> <p>The aim of the National initiative is to <b>showcase</b> and <b>celebrate existing engagement</b> with the bowls community and to <b>promote new and exciting opportunities to help attract new members.</b></p> <p>Read more here: (Press Release)</p>




Today we are launching our  
#BowlsAwarenessCampaign

Want to find out more, click here 

Do you need help in hosting a club  
Open day/Taster session? If so, register  
your club now 

#BowlsAwarenessCampaign

Great be involved in developing this  
Campaign. Sign your club up now 

#BowlsAwarenessCampaign

Club

Just registered our club for the Bowls  
Awareness Campaign 

Click here to find out more:

#BowlsAwarenessCampaign



Welsh Bowling Association



W.L.I.B.A



Welsh Women's  
Bowling Association



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**BOWLS AWARENESS CAMPAIGN is a month-long campaign which will take place between the 14<sup>th</sup> June-14<sup>th</sup> July.** The aim of the National initiative is to **showcase** and **celebrate existing engagement** with the bowls community and to **promote new and exciting opportunities to help attract new members.**

The groups mission for the Campaign is to drive forward in **building the Bowls Profile within local communities** and helping **Grow club membership.**

During the campaign we hope to see clubs opening their doors to people who want to try bowls through club open day/s or taster sessions. Bowls Awareness Campaign is open to clubs from all codes of the game, Lawn, Crown Green, Indoor and Short Mat. It takes place over a month allowing clubs to organise event/s that best fits within their club's calendar.

Clubs who sign up will be able to access FREE resources, including bowls-specific workshops to help run an open day/taster session. In addition, club action plan, marketing material and creative resources for social media channels.

This a fantastic opportunity for us showcase bowls and encourage people join the bowls community. We hope as many clubs as possible will get involved, sign up [here](#).



Email correspondents (BowlsWales to Send)

Dear LA/Partner,

In partnership with the six Bowls National Governing bodies (Welsh Bowling Association, Welsh Women's Bowling Association, Welsh Indoor Bowls Association, Welsh Ladies Bowls Association, Welsh Crown Green Bowls Association and Welsh Short Mat bowling Association) we would like to share our National Campaign with you.

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During the campaign we hope to see clubs opening their doors to people who want to try bowls through club open day/s or taster sessions.

We would love you to have you involved and here are some ideas how you can:

- Support new bowls activities and promote existing activities. Tag @BowlsWales and #BowlsAwarenessCampaign
- Help organise taster session/s for school/Charity Group/Care Home/Other.
- Include @BowlsWales in social media posts & pictures and use the #BowlsAwarenessCampaign

If you have any idea's on how you and your team can support this campaign and the clubs, please don't hesitate to contact me.

Thanks

Claire



Email correspondents (NGB's to send on behalf of BowlsWales)

Dear Club,

In partnership with the six Bowls National Governing bodies (Welsh Bowling Association, Welsh Women's Bowling Association, Welsh Indoor Bowls Association, Welsh Ladies Bowls Association, Welsh Crown Green Bowls Association and Welsh Short Mat bowling Association) we today are announcing our Bowls Awareness campaign.

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During the campaign we hope to see clubs opening their doors to people who want to try bowls through club open day/s or taster sessions. Clubs who sign up will be able to access FREE resources, including bowls-specific workshops to help run an open day/taster session. In addition, club action plan, marketing material and creative resources for social media channels.

We would love you to get involved and this is how:

- Include @BowlsWales in social media post & pictures and use the #BowlsAwarenessCampaign
- Tweet good luck message to clubs and #BowlsAwarenessCampaign
- Tweet RESULTS and #BowlsAwarenessCampaign
- Promote open days/taster sessions, tag @BowlsWales and #BowlsAwarenessCampaign
- Promote new age groups/programmes such as social bowls or family sessions and tag @BowlsWales and #BowlsAwarenessCampaign

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Thanks

Claire

