



The M&M Toolkit

(version 1.2)



Since the launch of the M&M Toolkit at the 2016 AGM, it has been further refined and now comprises the items below. The Toolkit is best described as an unusual tubular plastic toolbox that contains samples of all M&M materials designed for clubs.

M&M TOOLS 1 to 5 (bound manual)

Five printed documents covering:

1. The M&M approach to bowls growth.
2. Newspaper advertising made simple.
3. How to set up a business league.
4. How to set up a schools programme.
5. Creating a welcoming club culture.

Also included in the bound manual are the following to further assist clubs with membership growth and stability:

- Coaching vouchers.
- Template letter for welcoming prospective members.
- Standard BSA membership application form.
- Template letter for welcoming new members (hand this to all new members together with a copy of your club's constitution and by-laws, as well as a copies of the BSA etiquette, markers and intro booklets).



SIX PROMO Items that you can use to market bowls, for new member welcome gifts or as promo gifts at events:

1. General marketing pamphlet for handing out at events or distributing in waiting rooms.
2. Business league pamphlet to launch a new league.
3. Small 1Sport4Life button badge.
4. Large 1Sport4Life button badge.
5. Re-usable 1Sport4Life licence disk holder.
6. Round 1Sport4Life sticker / licence disk holder.



Full-colour A2-sized POSTERS which you can customise with your own club's details:

- "Have you tried bowls" a - general marketing poster for promoting bowls as a sport. Put it up in malls, libraries and public places.
- "What is lawn bowls" - an infographic explaining WHY bowls is truly 1Sport4Life. Ideal for medical waiting rooms and schools.
- Business league launch poster.

The "What is lawn bowls" infographic is also supplied in both A3 and laminated-A4 formats for use in smaller waiting rooms and for one-to-one marketing situations.



Districts and clubs have the option to either order complete Toolkits containing one of each of these items, ordering individual items, or to arrange for their own printing. The required files can be downloaded from the Bowls SA website www.bowlssa.co.za under the "Marketing" tab.

Any enquiries can be emailed to the Bowls SA Marketing Officer at mandm@bowlssa.co.za