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**TO: EXECUTIVE COMMITTEE
DISTRICT SECRETARIES
MEDIA**

CIRCULAR 64/2018

MEMBERSHIP & MARKETING – INITIATIVES

The NSC M&M would like to take this opportunity of thanking all the Clubs that took the “challenge” to host Women’s Month events. We have only had positive feedback from clubs/participants with many indicating that this would now become an annual activity.

We would also appreciate it if the Clubs could show the same enthusiasm and host events in November for the BSA “Disability Month” – see BSA Circular 40/2018. Please remember that this is an initiative to inter-alia introduce the sport of bowls to persons with disabilities and as such Clubs are requested not to enforce the regulations pertaining to wheelchairs at these events and again make it **FUN....**

The NSC M&M furthermore would appreciate it if Clubs could keep at date open for the following initiatives:

Cancer Month – February 2019. These events will be hosted in conjunction with CANSA. More information in this regard will be distributed within the next two weeks.

Bowls Awareness Month – May 2019. This will be the big event of the year. Clubs are to look at ways of getting people from the local community to come and enjoy our sport. Please use your National/Provincial players/administrators as marketing tools. The multi-sport clubs have a big advantage in that they can challenge other sport codes to enter teams in an event. This initiative will require clubs to work together – Clubs in close proximity to one another should ensure they have their events on different dates. Let’s go big and make this initiative one that will be remembered for a long time.

It would be appreciated if clubs would provide the NSC M&M with the dates and feedback, with photos, of such events. This information can be sent to David Hamer at mmw.bsa.david@gmail.com.

**JOHN RAVENSCROFT
OPERATIONS MANAGER**