



KIDS BOWL FREE QUICK PROGRAM STEPS & TIPS



Quick tips to help you get the most out of your Kids Bowl Free Program

1. Conduct a staff meeting and cover the following topics:

- ✓ **Overview of the Kids Bowl Free Program** – what it is, how it works, how families can register, your centers terms and conditions (hours available, age range)
- ✓ **Family Pass** – Explain the Family Pass option– the cost, the process to sign up for a Family Pass and the terms and conditions (note: the Family Pass is only valid when bowling with one’s registered Kids Bowl Free children during your Kids Bowl Free program times)

IMPORTANT NOTE: Family Pass purchases result in more adults in your database which results in a greater opportunity for your center to grow its adult customer base year round. Encourage desk attendants to explain the Family Pass option to adults with kids in the program who haven’t purchased one yet

- ✓ **Rental Shoe Pass** – decide if your center will be offering a summer shoe pass and if so determine the cost (shoe pass cards are available for purchase, or shoe pass card art is available free on the KBF promo items site – accessible through your KBF dashboard page)
 - ✓ **Food & Beverage Specials** – if applicable, decide if your center will offer KBF Food & Beverage Specials and if so determine what the specials will be and how you will promote them. (Food & Beverage specials can be added to your Kids Bowl Free coupons, contact our office for additional information)
 - ✓ Familiarize employees with the **Kids Bowl Free promo cards and coupons and encourage employees to register** at www.kidsbowlfree.com
 - ✓ Promote the **KBF app** – like a “Go Bowling” billboard on customer’s devices ... today’s customers love them!
 - ✓ Review the procedure for **redeeming KBF coupons on mobile devices** with your staff. Consumers are able to register for KBF and access their coupons and/or Family Passes via their mobile device. Make sure to inform your staff that a PIN number is needed to redeem the mobile coupons. (Contact us at 1-877-841-4590 if you need your PIN number). **There is a 24 hour delay on the mobile coupons available.**
 - ✓ Provide a **supply of promo cards** to be given out in center.
2. **Enter your center’s KBF terms and conditions by going to your KBF admin page at <http://www.kidsbowlfree.com/dashboard> and entering your center’s password** (call us at 1-877-841-4590 if you do not have your password). Familiarize yourself with this site, which contains your database, registration numbers, Family Pass sales, mobile coupon redemption

information, Hot Leads generated from birthday emails, youth league emails and survey responses and your Bowling To Schools nomination form.

- 3. Register yourself as a KBF customer with your center.** This is important so that you can see what emails are being sent to your customers and you are familiar with the marketing efforts that are being made on behalf of your center.
- 4. Before launching KBF, display banners and posters in a prominent place. Banners and other in center promotional items are available in our optional In Center Promo Kit, or you can download the art for free using the promo items tab available on your KBF dashboard page.**
- 5. Refer to the timeline attached for tips on distributing Kids Bowl Free cards.**

Kids Bowl Free Timeline

Feb – April **➔** **Bowling To Schools Grant Program**

Nominate Elementary and Middle Schools

- ✓ Go to your center dashboard page at <http://www.kidsbowlfree.com/dashboard>, click on the “Nominate” tab and enter up to 30 elementary and/or middle schools from your area.
- ✓ We will contact schools to let them know of your nomination of them.
- ✓ Too busy to take the time to nominate schools? Call our office and we will nominate them for you!

NOTE: Centers that have previously nominated schools do not have to nominate them again each year. Each year, we will automatically re-nominate the schools your center has nominated.

Distribution

March – May **➔** Distribute Kids Bowl Free cards to schools, churches, libraries, local businesses, community groups, sports groups, etc... keep distributing cards through July...cards in an office do little good!

Consider using local newspaper inserts (8 ½” KBF Flyers, or KBF 4X6 promo cards)

Informing Customers

June – Sept **➔** Make sure all in center promotional items are displayed (banners, posters, etc...) and cards are continuing to be distributed throughout the community – at summer festivals, fairs, parades, etc...

In Center Promotion

Ongoing **➔** Continue to encourage your staff to promote the Family Pass option throughout the program – families that buy in mid to late summer are usually Fall prospects

Monitor Your Program

Ongoing **➔** Check your KBF Internet Dashboard (www.kidsbowlfree.com/dashboard) for:

- Database info
- Family Passes sold
- Number of kids registered
- Mobile coupon redemption information
- Leads generated from birthday emails (monthly – year round) , youth league emails (centers may opt out of these emails – contact the BBBI office) and survey emails (Fall/Winter)

Additional Questions?

Contact us at 1-877-841-4590 or email Lori@KidsBowlFree.com