



Bowling Night with Elected Officials

Bowling nights are a great recruitment event to engage Next Wave members and local elected officials. The event consists of a couple hours of bowling some frames with local elected officials. Folks come, they chat about issues close to their hearts and they bowl. What's not to love? Here are some of goals for this event:

- The first is to show younger members that they can have access to the political process through their Union. We are the best avenue for young members to get involved politically and express their concerns to their elected officials.
- The second goal is to have something to invite a young members to that isn't a meeting. This event should be a gateway to further participation.
- The final goal is of course to have fun and build bonds between members.

This event doesn't have to involve bowling, per se. It could be a softball game or some other activity. One reason to have an activity like bowling is that has an "all ages" feel! Members are encouraged to bring their families, but they can also partake in an adult beverage (or two) if they like!

Your Bowling Night Planning Calendar

> Two Months Out

- Make the decision to do event
- Pull together group of 5-6 members to be on the Planning Committee
- Make list of possible local political figures you want to invite
- Compile list of possible locations
- Compile list of members that you want to invite

> 6 Weeks out

- Contact the local elected officials and ask them to attend.
- Lock down a location that is centrally located and be clear that you are bringing a group,
- Set the time for the event.
- Send a "Save the Date" e-mail or an e-vite.

> One Month Out

- Set up phone banks or a phone tree for recruitment calls.
- Determine if the event will have a program
- Who will speak and for how long?

> 3 Weeks Out

- Make targeted recruitment calls to members.
- Make sure that all the roles on the day-of are filled.
- Decide on food and decorations.

> 2 Weeks Out

- Make more targeted recruitment calls to members.
- Prepare a one pager on the elected officials that are attending.
- Make sure you have enough PEOPLE information and cards
- Check in with the venue to make sure they understand your needs.

> The Week Of

- Make reminder calls to members who said they would attend
- Prepare a box of all the stuff you want to bring to the event
- Make an agenda for the day. [Click here for a sample agenda!](#)

> The Day-of

- Sign Folks in (and don't forge email addresses)
- Hand out agendas.
- Hand out PEOPLE and elected officials information
- Assign one person to coordinate and make sure the event runs smoothly.

> The Week-After

- Make follow-up calls to all of the attendees for next Next Wave event!

Tips for Your Bowling Night

1. Make sure the Bowling Alley knows you are a group. Beforehand, discuss how the shoe rental and renting the lanes will work.
2. Be conservative about how many members are likely to show when you talk to the elected officials. You don't want them to show up expecting 50 members and there are only 10. (Oh! Please try and do better than 10!)
3. When you estimate turn-out, do this recruitment math: you can count on half of the people you invite to say "yes" and half of those who say "yes" to show up.
4. While the essence of this event is relaxed, it is still good idea to assign roles, so the event runs smoothly. Here are some suggested roles:
 - Greeters: Someone should welcome new members and facilitate mingling. It's a great idea to switch up teams after a couple frames.
 - PEOPLE Pitchers: A Next Wave member should do a PEOPLE pitch before the elected officials speak. Also, have some helpers circulate around the group with PEOPLE cards.
5. Here is a sample agenda:
 - Allow first half hour for folks to arrive (put on those infamous bowling shoes, buy a beer, sign-in, check the wall for highest score).
 - Then, the official program should start. This should consist of an AFSCME Next Wave member welcoming the group, a PEOPLE pitch and speeches from the elected officials. *Note: The officials should be given 1-2 minutes to speak. It can be loud in the Bowling Alley, which does not lend itself to long-winded speeches. Make sure that the elected officials mention supporting PEOPLE.*
 - Now you bowl and socialize! This is when members have some fun, enjoy conversations with their elected officials and hopefully build a stronger bond with AFSCME.
 - When the party is winding down, check in with folks one-on-one, especially the potential Next Wave members about getting more actively involved.
6. Let AFSCME members talk to elected folks about what ever issues are important to them. It is important to be clear with both the elected officials and the members that the opinions stated may not be official AFSCME positions. It is a good idea to brief the members in attendance on several AFSCME official positions.
7. Again, keep the official program short. Hosting an event in a bowling alley with union members and elected officials is a bit untraditional, which is exactly why it has been so successful! Everyone is able to discuss issues in a light atmosphere, hang out with friends and family while building a stronger sense of union community! Let's just say a bunch of long-winded, pontificating speeches tends to strip away some of the fun of the event!
8. Have fun!



Your Box o tricks:

- Voter registration cards
- PEOPLE cards and lit
- Sign In Sheet with email addresses

