

KNOWLEDGE BOWL

Strategies for growing your program

Make it fun.

Make it rigorous.

Make it unique.

Invest yourself.

Be sure the program is about *them*.

How can I recruit?

1. Know your feeder program.
(Don't have one? Work to create one.)
2. Get the game front of kids.
(Play the game with kids. Use school curriculum.)
3. If possible, get access to data — or someone with access to data.
4. Parents and other volunteers are greatest resource.
(They'll wish they had done this when they were kids.)
5. Build a school culture that makes KB just something you do in your school.
6. Empower the kids to do the work finding the kids you *don't* have.
7. Grow in team multiples of three.
8. Remove barriers — cost, space, conflicts, etc.

Learn some marketing strategies.

1. Public relations is key.
Take photos.
Get them in the school.
Get them in the paper.
2. Get a logo.
3. Build a community.

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