

How to Get New Players to Your Shuffleboard Club (For Public Clubs – see next sheet below for In-Park-Only Clubs)

The interest in shuffleboard can seem limited to a small group of dedicated players. But there are plenty of people that would find it as fun and challenging as you do. It takes outreach to the general public to make them aware of your club to get new players participating. Here is a guide on how to do it.

1. Create a regularly scheduled activity open to the public which is targeted to new and novice players.

A “Friday Night Fun Shuffle” or similar regularly scheduled event for the public is a great way to get new people in the door. Make it an evening or weekend event, outside of normal working hours. It should be free, but you can have a donation jar at the registration table. If the people attending have a good time, most will donate. For every new player who comes, provide an orientation to start them off. See attachment for a 15-minute patter for the orientation.

2. Promote this activity through social media.

Create a graphic to use with Social Media posts, and in-house printed advertising flyers. (Sample attached. Ask if you need help with creating a graphic for your club.)

There are several ways to reach the general public through calendar listings that are vital to success:

- Facebook.com Event Posts (add as Events, in addition to any regular posts to groups).
- Nextdoor.com Event Posts (need an account for each city to post for free).
- Local online newspaper calendars (e.g. TBT Weekly and The Patch for Tampa Bay area).

Some Facebook groups you can join to make posts, in addition to your own group(s):

Florida Shufflers

Save Our Shuffleboard

3. Make sure that the new players have a fun time when they come, but they also become aware that shuffleboard isn't just a fun game, it's also a competitive sport.

Make sure that every new player gets a schedule of club activities, tournaments and information on becoming a member.

Provide a descriptive brochure on the sport which introduces the game and the sports organizations. (The “Welcome to Shuffleboard” booklet is available for this purpose, free for download or minimal charge for printed copies in folded booklet form. It can be customized to your needs by request.)

4. Capture the email address of every player to send regular (at least once a month) email blasts.

Have every player fill out a registration form the first time they participate (sample attached).

Include a schedule of all of that month's scheduled events in email blasts.

Keep tags for players on the email list for their status (e.g. Member), their level of play (e.g. Newbie/Amateur/Pro) and their participation (Friday Fun Night, Lessons, FSA Tournaments, etc.)

Send targeted email blasts for special events.

5. Hold scheduled events good for Newbies other than the Friday Fun Night

Free Lessons or Boot Camps for new players.

League Nights.

Morning Mingles

Monthly weekend tournament.

6. Sign them up as club members.

For more info: Martin Shapiro, Martin.X.Social@gmail.com

How to Get New Players to Your Shuffleboard Club (For In-Park-Only Clubs)

The interest in shuffleboard can seem limited to a small group of dedicated players. But there are plenty of park residents that would find it as fun and challenging as you do. It takes outreach to your friends and neighbors to get them to try out the game and join in the fun. Here is a guide on how to do it.

1. Create a regularly scheduled activity which is targeted to new and novice players.

A “Friday Night Fun Shuffle” or similar regularly scheduled event (weekly or bi-monthly) for your residents is a great way to get new players. Pick a time that would make sense to attract the most active residents that doesn’t conflict with other park activities. Make sure it is at an easy and fun level that doesn’t confuse or frustrate the new players. For every new player who comes, provide an orientation to start them off. See attachment for a 15-minute patter for the orientation.

2. Promote this activity through park media.

Create a graphic to use with Social Media posts, and in-house printed advertising flyers. (Sample attached. Ask if you need help with creating a graphic for your club.)

There are several ways to reach your residents that are vital to success:

- Post flyers on notice boards.
- Make announcements and pass out flyers at any park weekly social meeting.
- Add the events to the community calendar and any monthly magazine.
- If possible, distribute the flyer to all park addresses.

3. Make sure that the new players have a fun time when they come, but also become aware that shuffleboard isn’t just a fun game, it’s also a competitive sport.

Make sure that every new player gets information on becoming a shuffleboard club member (if you have membership) and any other regular shuffleboard activities (such as in-park or inter-park leagues). Also provide information about any popular and active public shuffleboard clubs in your area where players can advance to higher levels of play and competition.

Provide a descriptive brochure on the sport which introduces the game and the sports organizations. (The “Welcome to Shuffleboard” booklet is available for this purpose, free for download or minimal charge for printed copies. It can be customized to your needs by request.)

5. Hold occasional special events good for Newbies

These can be held during holiday periods or if you have enough interest on a monthly basis. Make them formal but fun events that last at least two or three hours. You can have a small entry fee that goes to a prize pool for the top winners.

Horse Collar Tournament (play three games, accumulate points for each player to determine winners)

Mingles Tournament (play three games, accumulate number of wins and points total to determine winners)

Singles or Doubles Tournament (8-frame games, 4/4 format, one game is a match)

6. Sign them up as club members or, if you have them, to play in regular league.

For more info: Martin Shapiro, Martin.X.Social@gmail.com

How to Get New Players to Your Shuffleboard Club

NEWBIE ORIENTATION TO SHUFFLEBOARD

- Give the terms for Cue Stick (Cue Stick, Cue, Stick, Tang) and Discs (Discs, Biscuits)
- Explain beads on the court – reason for “Do Not Walk on Court” for safety.
- Line up discs in starting area. Define “Head” and “Foot” of court. Show yellow on right at head, left at foot.
- Opponent is person next to you; partner is person on same color at other end of court.
- Yellow is “out” at beginning of every game – shoots first.
- Yellow shoots first disc, then black, then yellow, black, etc. to last disc, called “Hammer”. Hammer is most important shot because your opponent has no discs left to knock it out when scoring.
- Scores are counted at the end of the eight discs of the “frame”. Show scoring boxes on court – 10, 8, 7, - 10 (“kitchen”).
- Show that discs must be completely within the boxes, not touching any lines, to count for scoring. Show how to check a disc if close – emphasize must walk down the alley, not down the court.
- Show that kitchens count even if touching “separation triangle”.
- Show how scores are recorded on scoreboard, and added together with partner going down the board. Use small numbers on the board, not the large.
- Say that one side is completed on the board and then continue down other side – game is done when both sides of board are full (i.e. 16 frames).
- Yellow out first frame, then yellow out at foot, then black out at head, then black at foot, and so on.
- Dead discs: don’t reach deadline; go past baseline at opposite end (pull back if too close); touching alley at corner of kitchen – pull off the dead discs right away.
- When shooting, opponent stands with stick vertical in air (to prevent interference and injury), handle end on the ground. Players at other end stay seated with sticks vertical.
- Use only the handle end of cue to gather the discs, to prevent damage to the shooting end.
- Teach and demonstrate how to shoot:
 - Set disc in position for shooting.
 - Bring runners of cue against disc.
 - Show correct handhold – lay grip end of cue on fingers, steady it with thumb, don’t grip tight.
 - Set body in position: arm and hand limp by side of hip, elbow straight, relaxed, weight evenly distributed on feet, feet and shoulders square to aiming.
 - All aiming before the shot by aiming where the body is facing, keeping hand and stick to side of hip.
 - Take small step with right foot, shift all weight to right foot, don’t move disc yet, move hip forward of hand.
 - Larger step with left foot, shift all weight to left foot.
 - Pendulum swing to push disc down the court during or at end of large step.
 - Don’t bend elbow during push, to bring hand or stick to one side or other. Push straight out from body in direction of aim you did before the shot. All the aiming done before the shot.
 - Continue pendulum swing from behind the hip all the way out to as far as they arm can reach. Don’t lift stick from court.
 - Slow swing to go slower, shorter. Fast swing to go faster, further. Don’t punch for speed, don’t stop swing short to go shorter.
- Take questions. Help them start a game.

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SAMPLES: Please ask if you need help creating these for your club.

Sample graphic for “Friday Fun Night”:



Sample player registration:

Non-Member Player Registration

*I hereby register for play at **** Shuffleboard Club (*SBC). I agree that pictures or movies taken during programs or events may be used by the Club in publications, social media and ads. I voluntarily assume full responsibility for any risks of loss, property damage or personal injury that may be sustained by me, my family members or my guests as a result of my or their participation in the activities of *SBC or anytime while on the *SBC premises, whether caused by the negligence of *SBC or otherwise.*

First and Last Name		Phone		
Full Address (street, city, zip)				
Email		Okay to send our emails notices?		
Names of Accompanying Minors:		How did you hear about us?		
Signature		Date		
	**** Shuffleboard Club			
	STREET ADDRESS			
	CITY, FL ZIP			
	PHONE			
EMAIL ADDRESS			Office Use Only	
			☐ Lesson ☐ Fri. ☐ Sat. ☐ Other:	
			Club Officer	

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