BuildIT.

Summer 2013 Bowling Promotion Guidelines

You have the unique opportunity to build your own summer bowling promotion to increase participation, sales, lineage, and revenue.

The Air Force Personnel Center Services Directorate has earmarked up to $1,500 for each bowling center to use for a summer program. Air Force Bowling Center Managers have the flexibility to create– or supplement – a summer program/ promotion/event to fit their market.

At the end of the promotion, AFPC/SVPCR will reimburse up to $1500.00 (NAF transfer), IAW AFI 34-201 guidelines. *See "A Note from Finance [Expenditures Reimbursement] for details.*

TOC

BuildIT. [4 easy Steps] **3**

A Note from Finance [Expenditure Reimbursement] **4**

The Top 4 Ways to Increase Sales **6**

Promotion Plan **7**

TAB A. After-Action Report Requirements **9**

TAB B. Funding Certification Memorandum **10**

TAB C. Expense Reimbursement Report **11**

Contacts

Bowling Program **AFPC/SVPCR**	**Don Freund** **Bowling Program Manager** DSN 696-7239 COM: 210-395-7239 donald.freund.1@us.af.mil **Susan Lear** **Bowling Specialist** DSN: 969-7233 COM : 210-395-7233 susan.lear@us.af.mil
Marketing **AFPC/SVPCM**	**Julie Tinseth** **Marketing Specialist** DSN: 969-7502 Comm: 210-395-7502 julie.tinseth@us.af.mil
Finance **AFPC/SVFAA**	**Finance** Com: 210-395-7100 or 7168 DSN: 969-7100 or 7168

BuildIT. [4 easy Steps]

Step	Description	Deadline
1.	Plan it.	15 FEB 2013

- Conduct promotion between the dates 1 May – 31 August (minimum 8 weeks). Meet with your marketing staff to set goals and desired results. Brainstorm creative ideas or consider a current or recurring promotion that you can apply $1,500.
- Use the Build IT Summer '13 Bowling Promotion Plan [P. 7] and the "The Top-4 Ways to Increase Sales" [P. 6] to identify action items and expectations for your promotion.
- Send your proposed promotion plan with authorized signatures [see p.8, Promotion Plan Authorization Signature Form] to **susan.lear@us.af.mil** and **donald.freund.1@us.af**.mil

2.	Approval.	1 MAR 2013

- AFPC/SVPCR representative will return authorization page marked either approved or not approved. If "not approved," note areas of improvement and/or required modifications and resubmit for approval.
- AFPC will not reimburse expenses if plan was not approved.
- Within 10 business days of receipt, an AFPC/SVPCR Bowling representative will send you an e-mail regarding promotion approval.

3.	Host Program.	1 MAY- 31 AUG

- After you receive AFPC/SVPCR approval, run your promotion!
- Remember, managers must work with the NAF AO/Base Liaison to ensure a complete record of all supporting documentation is being compiled throughout the promotion to substantiate the authorized expenditures (IAW AFI 34-201). Keep receipts!

4.	After-Action Report [AAR]	13 SEPT 2013

At the promotion's conclusion, submit After-Action Package with required supporting documentation and appropriate signatures. All *supporting documents must be submitted to receive funding. Packages submitted without the required signatures, including the Resource Manager's (RM) certification, will be returned unprocessed.*

After Action Requirements:

A. BuildIT Summer 2013 Bowling After-Action Report (see TAB A)
B. BuildIT Summer 2013 Funding Certification Memorandum (see sample TAB B)
C. BuildIT Summer 2013 Expense Reimbursement Report (Excel Spreadsheet, see sample TAB C, p. 11)

Documents and guidelines are available on the Marketing download site:
https://mil.afsv.net/MKT/05downloads.htm

Submit your package to susan.lear@us.af.mil and donald.freund.1@us.af.mil

Late submissions will not be reimbursed

A Note from Finance [Expenditure Reimbursement]

Below are the accounting and reporting instructions. These instructions are in two (2) parts:

Part 1. Program Overview
Part 2. Accounting and Reporting Requirements

1. Program overview:

AFPC/SVPCR will reimburse participating bowling centers up to $1,500.00 to offset expenses in direct support of the promotion.

The reimbursement will be determined by the **BuildIT After-Action Package** each participating Center is required to submit at the conclusion of the promotion.

At the promotion's conclusion, submit After-Action Package with required supporting documentation with appropriate signatures.

All *supporting documents must be submitted to receive funding. Packages submitted without the required signatures, including the Resource Manager's (RM) certification, will be returned unprocessed.*

After-Action Package Required Supporting Documentation:

A. BuildIT Summer 2013 Bowling After-Action Report (see TAB A)

B. BuildIT Summer 2013 Funding Certification Memorandum (see sample TAB B)

C. BuildIT Summer 2013 Expense Reimbursement Report (Excel Spreadsheet, see sample TAB C)

Managers must work with the NAF Accounting Office (AO)/Base Liaison to ensure a complete record of all supporting documentation is compiled throughout the promotion to substantiate the authorized expenditures (IAW AFI 34-201). Keep receipts!

Recommend an excel spreadsheet/subsidiary be maintained to track the amounts recorded as Accounts Receivable [A/R: See sample TAB C]. All entries must be substantiated (i.e., receiving report, proof of payment, TBCC, etc.). For P-Card transactions, use the Transaction Detail for transactions posted in PaymentNet. Use the transaction notes to describe and quantify the purchase.

Deadline for reimbursement: 13 September 2013.

A Note from Finance [Cont.]

2. Accounting and Reporting Requirements:

- Provide your NAF AO/Base Liaison a copy of your 2013 BuildIT Promotion Plan Authorization approval.
- Follow normal purchasing/receiving procedures to record all purchases/expenses to the appropriate expense GLAC 7200000/7540000/7590000/789000X, etc., in the applicable Bowling Center cost center.
- For authorized expenditures, process a GLAF to establish the A/R and record the reimbursement in the applicable Bowling Center cost center: Debit (DR) GLAC 1140000, NAFI Receivable, and credit (CR) GLAC 8330000, Special Grants Operating.

Note: Use of Special Operating Grant GLAC 8330000 is restricted to only those funds received from the appropriate higher echelon for an Air Force or MAJCOM directed or sponsored event or program, and accompanied by written accounting instructions specifically authorizing the use of GLAC 8330000. Do not use GLAC 8330000 for income from any other source. These instructions constitute your authority to use this GLAC for this Bowling BuildIT funding.

- At the promotion's conclusion, submit the required After-Action Report with supporting documentation [See page 4 for required documents]. Packages submitted without the required signatures, including the Resource Manager's (RM) certification, will be returned unprocessed.

- After certifying the After Action Report, the AFPC/SVF will post the reimbursement as a DR to Cash-in-Bank GLAC 1010000 and a CR to GLAC 1140016, NAFI Receivable - AF Central Fund Cash Pull/Reimbursement. **The Base Liaison must process a GLAF debiting GLAC 1140016 and crediting GLAC 1140000 to clear the A/R.**

Deadline for reimbursement: 13 September 2013.

The Top 4 Ways to Increase Sales

Sales-building is so much easier when you know how it works. And, fortunately, the methodology is much easier with the following definitions. Every effort you could make to build sales falls into one of just four categories. Every promotion, advertisement or offer will push one of the following four buttons:

1. New Trial: These are first-time customers buying from your bowling center for the first time. They will establish their opinion of your company during this first purchase and decide what percentage mindshare to award you in the future. New trial is the most expensive of the four sales-builders as acquisition costs are typically 7-10 more costly to execute than the other sales builders. However, it is impossible to increase frequency, check average or party size without customers to start with.

2. Frequency: Is how often-existing customers return to your bowling center for future purchases. Frequency is generated by developing enduring relationships and loyalty among customers. While it is rare to disagree that frequency is important, an alarming number of bowling centers fail to appropriate the needed mindshare and resources to developing successful programs. Consider that the average Pizza Hut loyalist purchases a pizza every 30 days. If Pizza Hut can get this group to purchase just one more pizza in those 30 days, they had double their sales.

3. Check Average: Often refers to the total purchase for each transaction. In this instance, however, we are referring primarily to per person check average – the amount each guest or customer spends at purchase. Check averages can be built through price increases, suggestive selling programs, effective internal merchandizing, and through add-ons or upgrades to name but a few techniques. You'll want to make sure that the increase in check average remains consistent with your overall positioning strategy.

4. Party Size: As the name would suggest, Party Size refers to the number of people in each party. Do customers primarily visit alone, in groups of 2, groups of 5 or more? Whatever the number, you'll want to devise programs that encourage customers to bring more of their friends with them for each visit. Examples of programs include birthday clubs, **leagues specials,** and refer-a-friend tactics. Encouraging party size turns customers into advocates and enlists them as part of your sales-building team.

TIP: ***Fall to Summer Retention:***

As your fall season winds down this would be a great opportunity, while you canvass your leagues, to sell your summer program. Imagine if you retain 30% to your summer program. What could that do for you? Remember this is your core enthusiasts and if anyone is going to "buy in" to your program, it will be your loyal customers. This is your last chance to attract your core players before they leave for the summer. Lead your customers to your event and even consider participating. *"If you play, they will too". Don*

Promotion Plan

Below is a sample promotion plan template you can use to formalize your summer bowling promotion. The plan is broken into five sections – use bullets to make the writing as brief as possible. The template format is for your convenience – you can submit your plan in a different format – but must provide the information identified in each of the sections.

Promotion Plan Authorization Signature Page [see p.8] must be submitted with plan.

Overview

Simply, an overview of your promotion. Write a short description and include the what, when, where, and how? For example:

- Name of promotion
- Timeframe
- Is it a new or recurring program?
- How will the funding support your program?

Target Audience(s)

Again, think bullets – a simple description of your target audience(s). Keeping your customer in mind will help prevent wasting your money and time on ineffective promotional activities. For example, it won't help to advertise in the newspaper if your target audience doesn't read it.

Promotion Objective

Indicate clearly written sales goals based on the identification of real opportunities. Every effort you make to build sales falls into one of just four categories [Reference the "The top-4 ways to Increase Sales"].

Four Sales Drivers:

- Increase new trial = new customers
- Increase frequency of current customers
- Increase average check
- Increase party size

Tactics

What are you going to do? The major component to your promotion plan is the description (or listing) of the promotional tactics you plan to use. Your tactics section should include all the actionable steps for advertising, public relations, direct mail, etc.

Budget

The final section of your proposed plan includes a brief breakdown of the costs associated with each of your tactics. Remember to include the costs for marketing materials.

2013 BuildIT Promotion Plan Authorization Signature Form	
Submit this page with your proposed promotion plan to Don Freund. It will be returned marked either approved or with suggested "modifications". Keep final approval for your files. Also provide your NAF AO/Base Liaison a copy.	
The undersigned accepts this BuildIT Summer '13 Bowling Promotion Plan as described herein.	
Bowling Center:	
Installation:	
Signature/Date	**Signature/Date**
Bowling Center Manager Signature	**Flight Chief Signature**
Date:	**Date:**

AFPC/SVP Promotion Plan Authorization Signature	
AFPC/SVP Bowling Program Manager	**Date**

	APPROVED. Promotion Plan approved as is
	DISAPPROVED. Must resubmit with the following changes

TAB A. After-Action Report Requirements

Deadline for reimbursement is 13 September 2013.

At the promotion's conclusion, submit your after-action package to include the following supporting documentation:

A. Build IT Summer 2013 Bowling After-Action Report
B. Build IT Summer 2013 Funding Certification Memorandum (see sample TAB B)
C. Build IT Summer 2013 Expense Reimbursement Report (Excel Spreadsheet, see sample TAB C)

Also available on the Marketing download site: https://mil.afsv.net/MKT/05downloads.htm

Packages submitted without the required signatures, including the Resource Manager's (RM) certification, will be returned unprocessed.

Managers must work with the NAF AO/Base Liaison to ensure a complete record of all supporting documentation is compiled throughout the promotion to substantiate the authorized expenditures (IAW AFI 34-201).

Recommend an excel spreadsheet/subsidiary be maintained to track the amounts recorded as Accounts Receivable (A/R). All entries must be substantiated (i.e., receiving report, proof of payment, TBCC, etc.). For Pcard transactions, use the Transaction Detail for transactions posted in PaymentNet. Use the transaction notes to describe and quantify the purchases.

After-Action Report

Overview of Results:

Did you achieve your objectives? Describe your return on your investment. For example

- Increase linage (how much)
- Increase bottom line
- Increase snack bar

Lessons Learned: What worked? Improvements?

Describe what worked well. Identify any improvements that you can make. For example, do you want to create a better message, add a new target audience, or determine how or where to cut costs?

Item: [tactic, marketing materials, etc]	What worked?	Improvement?
Example: Targeted parents +preschool	Great response from our target audience. Older children are also responding well to our offer	Expand our target market to include parents of 5- to 9-year-old children.

TAB B. Funding Certification Memorandum

DEPARTMENT OF THE AIR FORCE
HEADQUARTERS AIR FORCE PERSONNEL CENTER
RANDOLPH AIR FORCE BASE TEXAS

Submit on installation letterhead

MEMORANDUM FOR

FROM: AFPC/SV
2261 Hughes Avenue, Suite #156
Lackland AFB TX 78236-9854

SUBJECT: 2013 BuildIT Bowling Program Funding Certification

1. I certify that all expenditures reflected on the 2013 BuildIT Expense Reimbursement Report are valid and proper. Complete documentation is on file to support the expenditures, and the reported expenditures have been appropriately recorded in the general ledger.

2. All expenditures for this program have been completed and finalized. Request reimbursement to XXXXXXXX AFB for the expenditures(s) made from DDMMYY to DDMMYY. Please reimburse the amount of $X,XXX.XX to CMIP account number XXXXXXXX.

3. POC for this request is

Para 2: Include name of installation, dates event conducted , amount to reimburse, and CMIP account

//SIGNATURE//
(Name and Title)
Resource Manager

The RM must provide the expenditure certification .

4. Attachments:
- 2013 BuildIT Expense Reimbursement Report
- 2013 BuildIT After-Action Report

TAB C. Expense Reimbursement Report

2013 BuildIT Expense Reimbursement Report

Date Submitted:
MAJCOM:
Installation:

Purpose: 2013 BuildIT Program Expenses

1	2	3	4	5	6	7	8	9	10	11	13
Base	Activity	Date	Item	GLAC	Obligated Amt	Contract # or Payment Document #	Vendor paid or Individual Reimbursed	Date Items Received	Amt Paid	Date Paid	Expenditure total
											$0.00
											$0.00
											$0.00
											$0.00
											$0.00
											$0.00
											$0.00
											$0.00
											$0.00
											$0.00
											$0.00
											$0.00
											$0.00
											$0.00
											$0.00
											$0.00
											$0.00
											$0.00
											$0.00
											$0.00

To add rows, select Unprotect sheet under Tools on the menu bar, or under the Review Tab

Signature/Bowling Center Manager/Date	
Bowling Center Manager	Date:
Signature/Flight Chief/Date	
Flight Chief	Date:
Signature/Resource Manager/Date	
Resource Manager	Date:

12/11/2012