



Bingo Charity Relations Training Manual



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“Odds are... You Might Get Lucky!”

www.saskbingo.com

Vision: To continually exceed member expectations by becoming an integral piece of the gaming community.

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Program Outline

1. Introduction

What And Why – To explain to charities how they can best carry out their function of providing the best service possible to our patrons. We hope that this manual is helpful for everyone so we can get the best return to our charities who work very hard as volunteers.

2. Role Of Manager

- Ensures that charity is properly licensed for the session
- Accurately issues paper to charity
- Provides charity with the float and checks float received from charity
- Provides charity with all promotion and program information
- Deals with any and all customer complaints
- Ensures best customer service is provided by staff and charity
- Ensures program runs smoothly and is completed on time
- Completes close-out accurately and collects all monies owed by charity
- Instructs charity in required clean up needs
- Writes up report on performance of charity, signs it and has charity sign it also
- Supervises caller/concession

3. Role Of Caller

- Trains charity member to check bingos and keep a running payout sheet
- With charity present, posts numbers for all pre-posted games
- Checks for the accuracy of the pre-posted games
- Ensures that all bingo boards and equipment are working properly
- Ensures all jackpot signage in bingo venues is correct
- Promotes the sale of upcoming games and promotions
- Confirms and has final say in verifying bingos, and explains reason for non-bingo, subject to confirmation by manager
- Assumes responsibility for integrity of the bingo games
- Keeps record of all payouts which must match checker and paymaster records

4. Role Of The Association – Amalgamated Charities Inc.

5. Role Of The Charities

6. Role Of The Volunteer Workers

- Coordinator (supervisor)
- Counter operator
- Floor paper seller
- Checker
- Runner – count out money to winner and offer congratulations
- Nevada/Seal ticket seller

Course Outline

As a volunteer worker, you are important to your charity;

- a) To make your organization a strong group, and
- b) To support your charity's field of interest.

Your group has chosen bingo as a way of raising funds. Being a member of Amalgamated Charities Inc. and an operator of bingo at Amalgamated Charities Inc.'s bingo venues entail requirements that each volunteer must possess to ensure success for the individual charities. Some of these requirements are:

1. Knowledge Of Program

- a) Recognize distinctions between Pack, Combo Pack, Book and any other type of game.
- b) Since specials vary with the programs, workers must take time to find out from manager or coordinator the type of games for that session
- c) Understand the games well enough to be able to explain to the player any game being played that session. If in doubt, check with the coordinator or manager, or read explanations where they are available
- d) Understand what a standard start is (any 4 corners or any straight line) and if in doubt refer to the game board for confirmation.

2. Expediency Of Service

- a) Handling line at the counter – be efficient, smile, be ready for any question asked by the player and if you do not know the answer, refer the query to charity coordinator or hall manager. Listen to coordinator and manager. Cooperate rather than confront.
- b) Selling on the floor – when a hand goes up, respond as quickly as possible to the needs of that player.
- c) Responding to bingo being called – this requires immediate response; pick up the card and proceed to nearest telephone or to caller desk with card if appropriate. The caller will indicate when he is ready to hear you. When speaking into the telephone do so in a loud clear tone and not too fast. After bingo is confirmed, return to player and await presentation of money

3. Positive Attitude Of Volunteer Worker

- a) Desire to raise funds for your organization
- b) Pleasant demeanor
- c) Make customer feel welcome (customer oriented)
- d) Neat in appearance and dress
- e) When going on break, ensure that your group has enough volunteers to handle the demand for paper. If going to the bathroom, leave your apron with person in charge at counter
- f) Keep social activity between charity members at same level as in regular workplace
- g) Cell phone use on floor is prohibited, if you need to take a call please hand in your apron to your coordinator and go off to the side where you will not be disturbing patrons.

4. Knowledge Of Product And Game

- a) Know what game is being played and when it is being played; carry a program or check with a player who has a program. All game sheets are color-coded.
- b) Be able to explain the game being played or get someone who can explain it.
- c) When selling paper on the floor, carry the paper in your hand and display the various game sheets prominently.

5. Customer Service Key Expectations

- a) Honesty of charity and volunteer worker – Do not argue with player even if you know you are right. If player honestly made a mistake, give the player the benefit of the doubt.
- b) Dependability of your organization by ensuring that you have the required number of workers:

Centennial Bingo – 2311 2nd Avenue, Regina

Matinee Session:

Number of workers: Monday to Sunday – 8 minimum

Worker time frames:

2 paper counters by 10:30 a.m.

The remainder present by 11:15 a.m. and ready to sell by 11:30 a.m.

Evening Session:

Number of workers: Sunday to Thursday – 12 minimum

Friday to Saturday – 16 minimum

Worker time frames:

2 paper counters by 4:00 p.m.

All remaining workers on Sunday to Thursday by 5:15 p.m. and ready to sell by 5:30 p.m.

All remaining workers on Friday to Saturday by 5:00 p.m. and ready to sell by 5:15 p.m.

Late Night Session:

Number of workers: Friday to Saturday - 8 minimum

Worker time frames:

2 paper counters by 8:30 p.m.

The remainder present by 9:15 p.m. and ready to sell by 9:30 p.m.

****** Increase in number of workers may be needed if management notifies charity of the additional required.**

Fantasyland Bingo – 2029 Park Street, Regina

Session One– 12:00 p.m. to 6:00 p.m

Number of workers for each day session – 4 minimum

Worker time frames:

1 – 2 paper counters by 11:00 a.m.

The remainder present by 11:15 a.m. and at least 3 ready to sell by 11:30 a.m.

Session Two– 6:00 p.m. to 12:00 a.m.

Number of workers for each night session – 4 minimum

Worker time frames:

1 – 2 counters by 5:00 p.m.

The remainder present by 5:15 p.m. and ready to sell by 5:30 p.m.

****** Increase in number of workers may be needed if management notifies charity of the additional required.**

Clubwest Bingo – 20-15 Worobetz Place, Saskatoon

Session One – 12:00 p.m. to 6:00 p.m.

Number of workers – 5-6 minimum

Worker time frames:

All workers present 1 hour before bingo starts, and ready to sell ½ hour before session starts

Session Two – 6:00 p.m. to 12:00 a.m.

Number of workers – 5-6 minimum

Worker time frames:

All workers present 1 hour before bingo starts, and ready to sell ½ hour before the session starts

****** Increase in number of workers may be needed if management notifies charity of the additional required.**

- c) Ability and willingness of workers to follow the directions of Charity coordinator and hall manager (through the coordinator).
- d) Program and product knowledge ability for that session.
- e) Ability of worker to verify bingo.
- f) Suggestions by Charities for game improvements. Management will provide a form for Charity evaluation of games, manager and hall appointments. If something needs improvement, we appreciate your suggestions on how it could be done.

6. Commitment To Service

In order to achieve the winning combination for customer service, the following must be provided by the Charity:

- a) Worker must want to be present to work the bingo session for the Charity.
- b) Worker must be ready to provide service to the customer with bingo, Nevada and break open or seal ticket requirements
- c) Worker must have sufficient paper on hand, and at Program Sessions, should stock up on extra paper, especially Bonanza, before, rather than during, intermission. Charity coordinator should remind worker at the appropriate time.
- d) There must be commitment to keep the customer satisfied; handle any problems immediately and if unable to resolve an issue, consult with Charity coordinator and/or the hall manager
- e) Do the little extras like helping a customer get a cup of coffee, reporting thermostat requests or procuring a card not on your person. But never volunteer to play bingo cards for any player. This is illegal.
- f) Show interest; listen to what the customer is saying. As the attitude toward customer service improves, the selling of the product increases and therefore also the revenues.
- g) Moment of truth – ask yourself: Did I provide the customer with a level of service which will ensure that the customer’s needs are completely met? Would I have been satisfied with the service?

7. Paper Management

- a) Float system
- b) Paper manager
- c) Paper counter
- d) Security insurance

8. Nevada Sales/Seal Ticket Sales

Nevada /Seal ticket workers are part of overall project and participate in all aspects of bingo session.

9. Special Events Bingo

10. Challenges Facing Amalgamated Charities Inc.

- a) Meet customer expectations successfully
- b) Provide quality service in a quality facility
- c) Nurture feeling of fairness in pricing of product
- d) Develop loyalty of player and worker to Amalgamated Charities Inc.
- e) Develop evaluation by Charity vis-à-vis:
 - i. Does bingo hall give good value to the customer in the program prize offered and service rendered? If not, what is wrong and what is the solution?
 - ii. Are the games we are playing and the service being provided the reason the customer is choosing to do business with us?
 - iii. Does our level of service lead to return business? Although our focus must be twofold,
 - i. Retaining present customers and
 - ii. Recruiting new customers, the prime focus remains customer retention.

11. Standards

We need to establish standards to run a bingo operation effectively. Some of these are:
Acknowledge each player with a smile, eye contact and greeting.

- a) Serve customers on a first come first served basis.
- b) Maintain a neat and clean facility
- c) Maintain employees in neat and clean appearance.
- d) Keep table surfaces neat and clean and remove all litter.
- e) Apologize if a customer has to wait.
- f) Send customer away with a 'thank you, we'll see you again'.

12. Common Service Complaints

- a) Don't ask – worker seems unwilling to make any extra effort to help customer or seems put out by requests for assistance
- b) Automatic Pilot – worker is impersonal and emotionless, with no eye contact.
- c) Lights on, no one home – Worker will not take time to learn anything about game and does not want to give answers to common customer questions.
- d) Misplaced priorities – workers visit with each other or conduct personal business while customer waits, or refuse to assist customer because they are on a break.
- e) Red alert – worker assumes customers are stupid and treats them disrespectfully.
- f) As a volunteer you never say:
 - i. I don't know
 - ii. No!!
 - iii. That's not my job.
 - iv. You need to talk to my manager.
 - v. You're right; this is a poorly run hall
 - vi. Calm down.
- g) Workers walking together, talking, not paying attention to needs of customers

Contrast the above statements with these points:

- a) Welcoming customers – when customers arrive we greet them. They are here and we have only a few seconds to make them feel welcome. All they need is a smile or nod.
- b) Using customer's name – if you know the customer's name, use it. The customer will feel wanted and welcome at the bingo sessions.
- c) Taking care of customer's needs – by taking care of their needs, we'll have customers enjoying their time with us and returning another time
- d) Thanking customers – they give us their business and what do they expect in return? A THANK YOU! It's kind of embarrassing to admit, but we tend to stick to places that say thank you and those happen to be the people we remember the next time we're selecting a place to go
- e) Inviting a customer to return – how do we get customers to come back? If we've made them feel welcome, if we've taken care of their needs and if we've thanked them for their business, all we really need to do is invite them back.

13. Role Of Supervisor (Coordinator)

- a) Ensure workers arrive on time
- b) Instruct workers where to park
- c) Ensure worker requirements are met
- d) Ensure proper distribution of workers
- e) Ensure workers are of age
 - i. ACI's policy is 14 yrs of age to work bingo
 - ii. SLGA policy is 16, to sell seal tickets or nevasdas)
- f) Promote positive attitude in worker
- g) Explain up selling to worker
- h) Explain program and games to workers
- i) Sign and complete assignment report

14. Violence Policy

Management is to handle all incidents of verbal or physical violence, not the worker. However, the volunteer worker should be prepared to support the manager when necessary.

Finally:

Volunteer workers are raising funds for the Charity. Every dollar in sales nets the Charity profit. Volunteer workers are members of a Charity and Charities are partners in the business at Amalgamated Charities Inc. venues. It is important to provide the atmosphere and service that will induce customers to return to our halls to play bingo. To achieve this, our service must be extraordinary.