

Conducting Effective Outreach With Limited Resources

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The question that has plagued me as I have worked to bring new people into the membership of U117 is ***how can I do this with no contributions of time or money.*** When I was asked to serve on the U117 BoD as Outreach and Education Chair, the answer to this question became my responsibility. My presentation today will focus on how I answered this question.

Building Relationships with Outside Organizations

- Judy Banks and I have entered into a relationship with the Elizabethtown Country Club (ECC). (Elizabethtown is a city an hour south of Louisville.) In exchange for discounts on Education, the ECC is advertising bridge as a perk of ECC membership. Further, they have donated a fair size room for the exclusive use of bridge activities. In May, Elizabethtown will begin holding its first sanctioned game ever.
- Terri Chandler is a member of The Homemakers Association in the Campbellsville area. (Campbellsville is about two hours south of Louisville.) Terri has petitioned the Homemaker's Association to offer a discounted LBIAD event as a social function for its members. The

Homemaker's Association is thrilled with the idea. We are in the process of firming up the particulars (Date, Location, and Follow-up Lessons).

- In the past, U117 has worked with Louisville area Boys and Girls Clubs to provide free bridge lessons. This program largely failed. The people involved did a commendable job, yet the approach they took was not pragmatic to the particulars of their population. I am a big believer in mini-bridge. Mini-bridge is simple and easily disseminated to others. The biggest factor in the lack of success of the original program was that they were unable to overcome the inconsistent participation of their population. Mini-bridge, largely, solves that. Further, once someone learns mini-bridge they can teach parents, siblings, and friends to play very easily.

- We are missing out on the greatest Outreach vehicle we have at our disposal--television. We do not really think about this vehicle because we think it is too expensive to utilize. What if we could get free publicity? Every local channel in every city now has fluffy morning shows. There are large amounts of time on these programs donated each day to community events and activities. There are many ways we can do this: for example, : Inter-Unit Charity Contests or Charity open house galas.

In summation, we do not have to do it alone. We can find creative vehicles that do not require a large investment of resources to conduct Outreach.