

<b>Subject Matter of Motion</b>	<b>ACBL Code Chapter 1 – Membership</b> <b>New Section L - Incentivize Recruiting Prospective New Members</b>
<b>Statement of Issue</b>	<p>Of the 165,000 active members, the majority of new member sponsors appear to be limited to high population areas (California, Florida, Atlanta, New York). Finding prospective members is a full time job often beyond the capability of smaller Units and Clubs. This establishes a permanent incentive for all members in good standing to engage in recruiting to attract new members to the ACBL.</p> <p>This motion rewards the referring member, and not the sponsor who writes the application for ACBL membership.</p>
<b>The motion:</b>	<p>The ACBL shall reward the member in good standing who <b>refers</b> prospects to teachers, clubs, Units, District, or ACBL, when these prospects either:</p> <ol style="list-style-type: none"> <li>1) Sign up for multiple year membership, or</li> <li>2) Renew a one-year membership</li> </ol> <p>Temporary memberships do not count, nor does updating the temporary membership to a full one year membership. The focus is on years 2 and 3.</p> <p>For every referral or prospect who becomes a new member and meets the continuing membership criteria outlined above, the referring member shall receive \$10 credit toward renewing their own membership in the ACBL.</p> <ol style="list-style-type: none"> <li>1) This credit shall apply for a maximum of two years if the new member renews for years 2 and 3.</li> <li>2) The referring party may not earn more than \$50 in a given year regardless of the number of successful referrals they create.</li> <li>3) The maximum award is \$20 per new member based on three years membership dues. The credit is payable in the year earned.</li> </ol>
<b>Conditions:</b>	<ol style="list-style-type: none"> <li>1) The “referring member” shall be any member in good standing that puts a prospect in touch with a bridge teacher, club owner, director, unit official, district official, or ACBL official.</li> <li>2) New members will be asked to identify who <b>referred</b> them to these people when applying for membership.</li> <li>3) Sponsors are individuals who sign the new member to a membership application.</li> <li>4) Club owners and teachers can be referring members if and only if the prospect came to them without reference from another member. Responses to advertising campaigns and community outreach events sponsored by teachers and club managers are evidence they are the referring party.</li> <li>5) Lapsed members are not eligible and may not count toward a referring member’s compensation, regardless of the amount of time lapsed.</li> </ol>

<p><b>Material impacts</b></p>	<p><u>Short term</u>  A new member paying three years membership creates \$150 membership income. This \$20 credit will reduce membership income by 13.33% for the two years in question. However we expect an increase in the number of members brought in by this program. An increase in membership of 16.66% would cover the cost for the first two years. The total impact requires actuarial data regarding expected membership duration – we expect that to be more than 10 years at full membership cost and expect a sizable increase of income at all levels (memberships, sanction fees, tables, classes).</p> <p><u>Near Term</u>  Over a 10 year membership, the \$20 reimbursement is only 4% of the total dues collected. This deficit is made up by a growth of only 0.16% in 10 year members over that time period.</p> <p>We are convinced that the short term impact is tangible, but the long term risk is miniscule.</p> <p>On-line and paper applications for membership shall distinguish between sponsors and referring members for the purpose of this incentive.</p>
<p><b>Reasons why the Board of Governors should adopt the motion</b></p>	<ol style="list-style-type: none"> <li>1) There is a strong need for more prospective members. Depending on clubs and teachers alone to find and recruit prospects is insufficient. Look at our current results today. Engaging all of our 165,000 members creates a large sales force promoting our game.</li> <li>2) Recruiting requires identifying prospects and matching them with their nearby teacher or club depending on what help they need. This is best managed locally. Not all Units/Clubs/Teachers are equally equipped to train and engage prospective bridge players.</li> <li>3) Rewarding the clubs and teachers alone ignores the impact that our membership has on identifying and attracting prospects.</li> <li>4) Given that word of mouth and personal networks/families are the largest source of prospective members, this provides an incentive for members at all levels to actively recruit prospects.</li> <li>5) This award is limited but material, and creates a broad incentive for members to engage in referring people to classes and clubs.</li> <li>6) Classes and Clubs are pleading for support finding new prospects. They will do the work of training and engaging these prospects in membership.</li> <li>7) Classes and clubs are fee for service businesses so prospects pay them to be trained as bridge players and future members. They benefit from the income stream as prospects become members – referring members receive no such benefit.</li> <li>8) In some limited cases clubs and teachers are both the referring party and the sponsor. These cases must be clear cut. We give the benefit of the doubt to the referring member.</li> </ol>
<p><b>Risk if the motion is not approved</b></p>	<p>There is real risk that the decline in tables and sanction fees will accelerate without active intervention in improving how we identify and recruit new prospects to bridge. There is no basis for general advertising and promotion having equal impact on improving membership growth. This puts money where the real engagement occurs.</p>

	By turning our members into ambassadors for Bridge, we can expect tangible growth near term.
<b>Principle of Severability</b>	<p>We recognize that the Board of Directors might choose to modify the proposal as stated by</p> <ol style="list-style-type: none"> <li>1) adjusting the size of the referring member's compensation</li> <li>2) the number of years counting toward compensating the new member</li> <li>3) and when referring members may receive the award.</li> </ol> <p>These good faith modifications to this motion will not require additional Board of Governor's approval.</p>

Respectfully Submitted,  
Steve Moese K082411  
D11 2<sup>nd</sup> Alternate to the Board of Directors  
BoG Teacher & Club Manager Committee