

Board of Governors Management Proposal Sheet – 192- Las Vegas

Subject Matter	Management Action: Create ACBL Marketing Center of Excellence with coaching and tool kits for Teachers and Clubs
Statement of Issue	<p>Membership has begun to decline faster than we recruit. New members are older than ever. Important target audiences are underserved today. Word of mouth has not been able to keep up with the demographic decline of ACBL membership. Mass media approaches are ineffective. Mass marketing and broadcast advertising are beyond the scope what of the ACBL and the ecosystem can afford to do. There simply aren't enough funds for sustaining broadcast spends.</p> <p>Pockets of success exist where an integrated program starting with social media advertising, low risk/fee beginner classes, friendly peer play environments, and peer-to-peer best practice sharing drives substantial superior new player/member growth.</p> <p>The following needs exist:</p> <ol style="list-style-type: none"> 1) Make social media tools accessible to current teachers and club managers. 2) Promote best practice approaches for identifying and onboarding new players and members. 3) Provide for Peer-to-Peer coaching on member growth strategies. 4) Equip all existing members (and prospects) to be more effective prospectors and recruiters.
Management Proposal	ACBL Management led by Marketing will create an on-line Center of Marketing Excellence (CME) with plans and approaches that have proven success recruiting new people to bridge. The support program will emphasize using social media to create interest in bridge among major target audiences. Participants will receive instruction, tools and support to create their own campaigns and manage their target audiences to maximize results.
Material impacts	<p>This requests management identify resources to collect, codify, simplify and share best recruiting practices in training videos and documents for instant reapplication by anyone who teaches or runs a sanctioned ACBL bridge game. Web pages and document libraries will require support. A forum for CoE peer to peer coaching is recommended.</p> <p>Key elements of the CoE include but are not limited to:</p> <ol style="list-style-type: none"> 1) Free Guest membership for prospects in exchange for current contact information 2) Access to data base of Guest members info within 50 miles of every club and teacher 3) Best Practices library with relevant training and "How To" instruction for Clubs and Teachers 4) Hall of Fame – success stories, annual reports and results from the top recruiters across the ACBL. 5) Ways members can be more effective when engaging potential new players and new members.
Reasons why Management should adopt the motion	Recent pockets of success abound in the ACBL. For example, Sylvana Morici has built the Sagamore Bridge Club on Long Island NY with Facebook advertising, a well-defined low-cost, low-risk learning glide path for newcomers to the game, and a friendly environment that captures continued attendance over time. We need more of these creative recruiting approaches to identify prospects, capture their contact information for the ecosystem, engage them in their learning journey to emphasize fun and play. We should help teachers and club owners to encourage the curious to explore the world of bridge.
Risk if the motion is not approved	Board of Governors members will not fulfill their purpose for communication with their district members. Communication will not improve.