

ADVISORY COUNCIL
MARCH 2024
BRONIA JENKINS



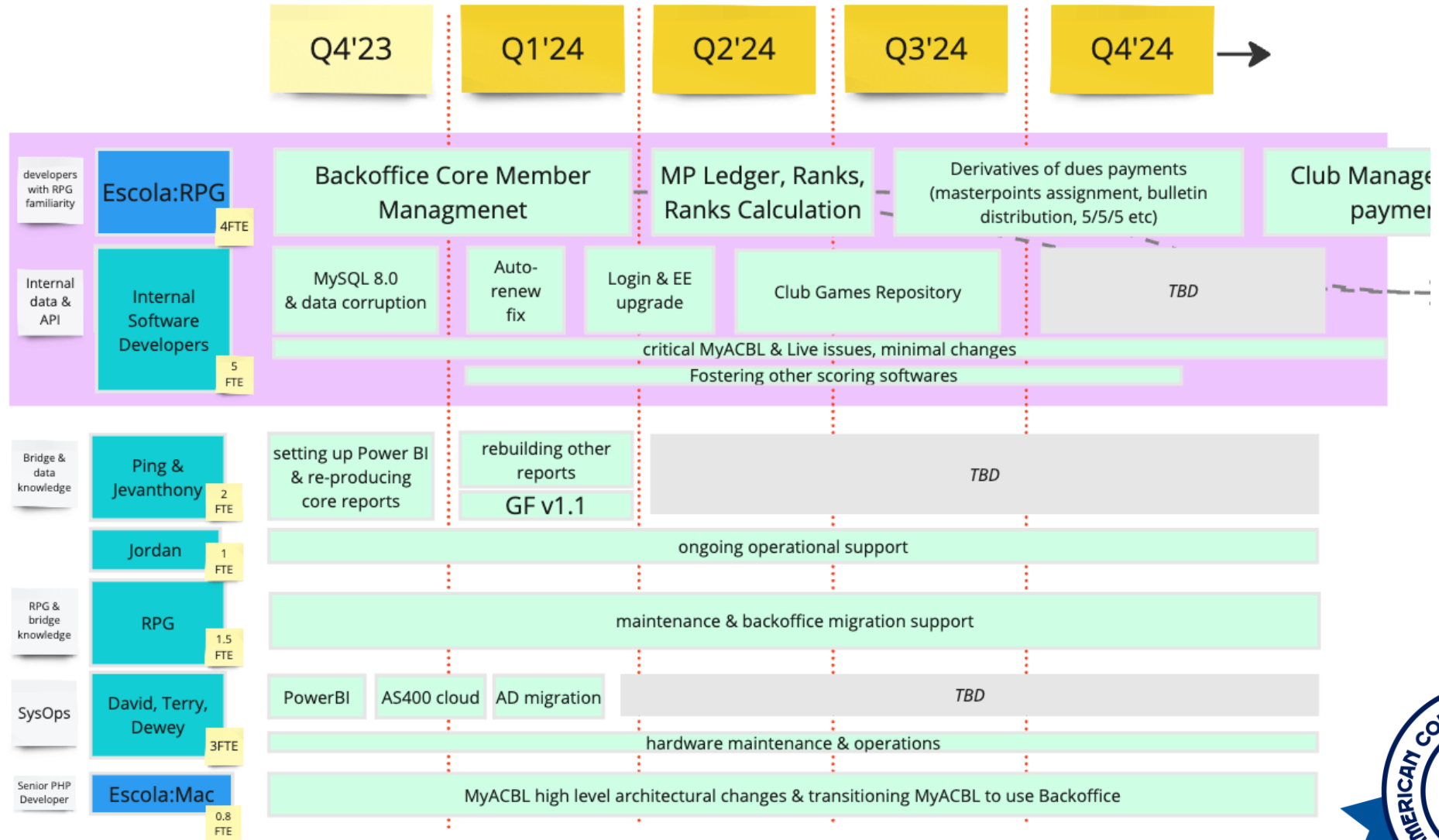
AGENDA

IT Roadmap

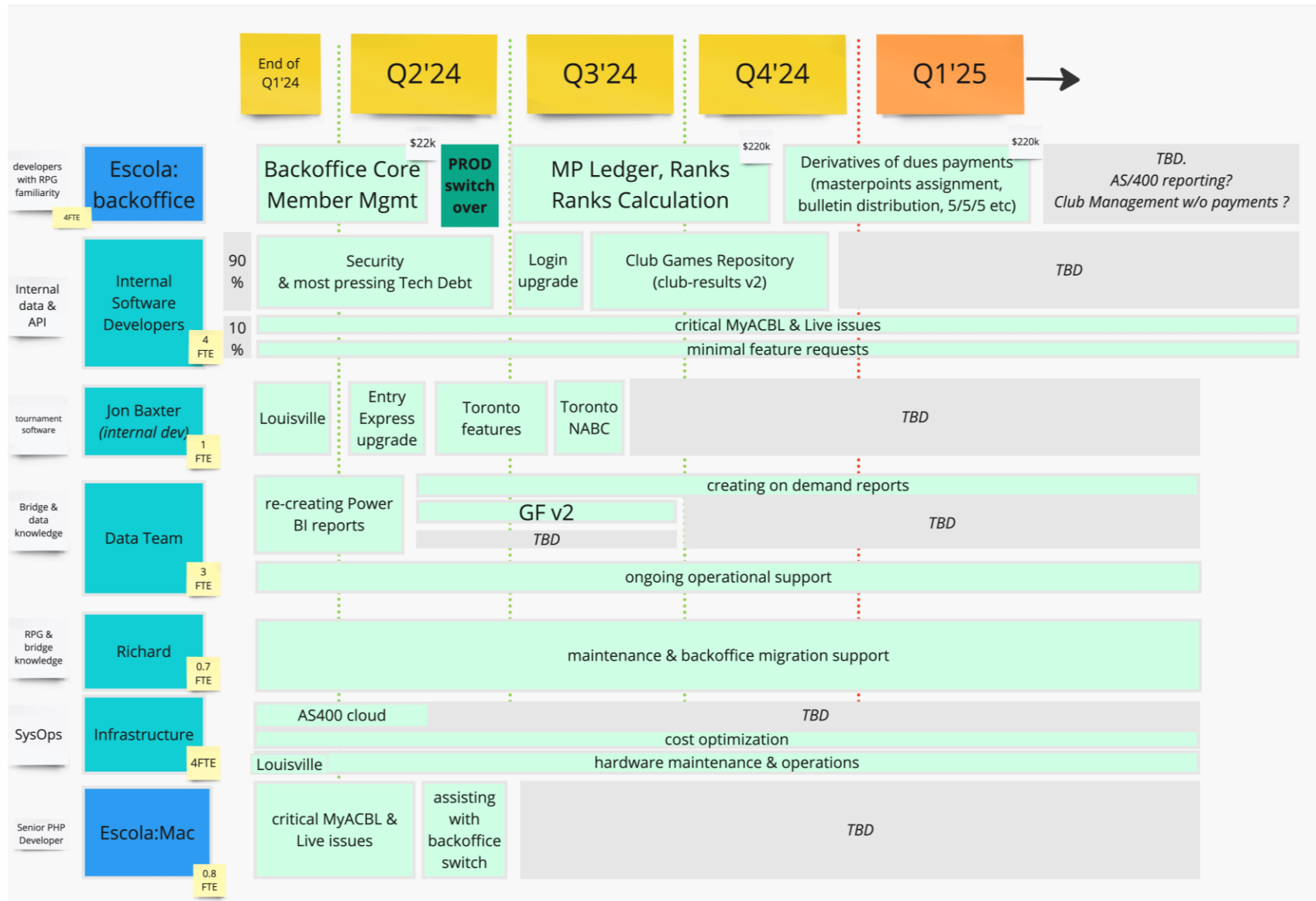
Marketing Roadmap



IT ROADMAP (2023)



IT ROADMAP (2024)



Recent wins

transition from Tableau

RDS upgrade to 8.0

coupons in Entry Express

good progress on backoffice

significant cloud cost reduction

N/18 for special games

good progress on AS400 cloud migration

overall stability



Work for the future

MyACBL upgrade (code & infra.)

Live infrastructure upgrade

MyACBL v2 profile

MyACBLv2 member payments

TRAX cloud migration

Active Directory cloud migration

MyACBLv2 club management & payments

Rethink NAP & GNT qual.



Marketing Roadmap 2023/2024

Existing Initiatives



~8 FTE Including Mgmt & Volunteers		2023	Q1'24	Q2'24	Q3'24	Q4'24
Outreach Programs	BBO Campaigns (1/4 FTE)	Lapsed Member \$20 Coupon 1400 Rejoined		Pop Up Campaign		Pop Up Campaign
	Guest Membership (1 FTE)	YM → ACBL 4627 GM 807 Active 1563 converted	30 day grace period to 365// 875 New GM	Market & Convert to full member \$29 introductory 1 yr membership		
	Lapsed Postcards (2019-2023) (1 FTE)	-\$14,800 for 1501 rejoined 112 redeemed	218 rejoined	Led to 5/5/5 recognizing data and communication link deficit		
	Boost (1/2 FTE)	\$55k 120 teachers 9000 leads	\$6.42/Lead 760 students 996 future	Refined Boost Group/Area Marketing		
	CAP (1/2 FTE)	\$28k spent \$60k budget	\$28.20/student 985 students	50% cost of advertising up to \$500		
	Youth NABC College Bowls (1/2 FTE)	\$42k	Media, School Bridge, Future			
Educational Programs	LBIAD (1/2 FTE)	\$11k	Planting seeds at each NABC			
	Intro to Bridge (1/2 FTE)	3 Classes 153 students (\$13k)	Revenue +, good feedback, still in development Materials available to teachers			
	Lifelong Learning (1/2 FTE)	\$14k	Student materials and teacher stipend for universities			
	TAPS (1/2 FTE)	\$17.5k NABC \$9 Regionals	Best Practices Workshops (Teacher Certification) at NABC and Regionals			
Engagement Programs	Longest Day (1/4 FTE)	\$2k	5700 tables \$1,087,000	Community visibility & member engagement		
	Grouper (1.5 FTE)	E3H SETUP 1500 Members	E3H → Grouper	1/2 FTE	Grouper = Marketing Partnership	
	Support (1 FTE)	\$74k	Recruitment incentives, Postage, Printing, Supplies, Advertising			



Marketing Roadmap 2023/2024 New Initiatives



Program	2023	Q1'24	Q2'24	Q3'24	Q4'24
5/5/5	1.5 FTE	SETUP Better retention rate	Practice & Training	1 FTE	Start of Program Q2
Ambassador Program	1/2 FTE	VISIONING		4-6 Pilots \$2,500	12 Events Country Clubs, Retirement Communities, Community Centers
PickleBridge	1/2 FTE	VISIONING		4-6 Pilots \$2,500	12 Events Large Pickleball Clubs
Come play cards with us	1/2 FTE	1 Event Atlanta \$6000 Grant EF	1 Event Louisville	4-6 Pilots \$2,500	12 Events Nationals, Regionals, Clubs



Education & Recruiting

New! Programs to Introduce Your Community to Bridge

Recruiting Incentives



ACBL Bridge Ambassador Program

Use this helpful packet to create your club's Bridge Ambassador, a volunteer eager to introduce neighbors to bridge. Packet includes detailed information and templates.

Download



Come Play Cards with Us/Come Play Spades with Us

Capitalize on your community's interest in card games and funnel them into the world of bridge with this unique event. Packet includes detailed information and templates.

Download



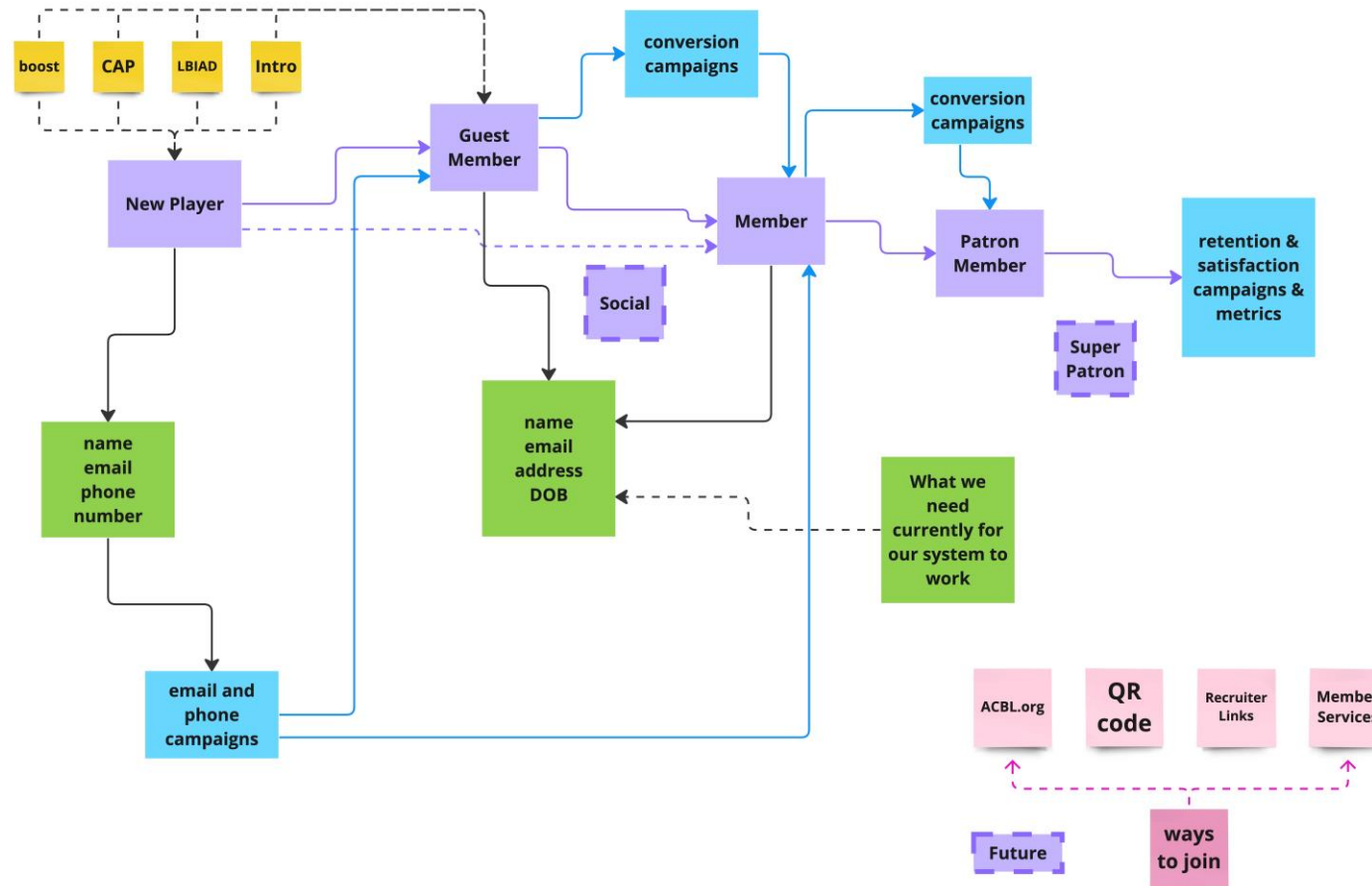
PickleBridge

Combine a pickleball clinic and a simple trick-taking game to take advantage of a popular worldwide trend. Packet includes detailed information and templates.

Download

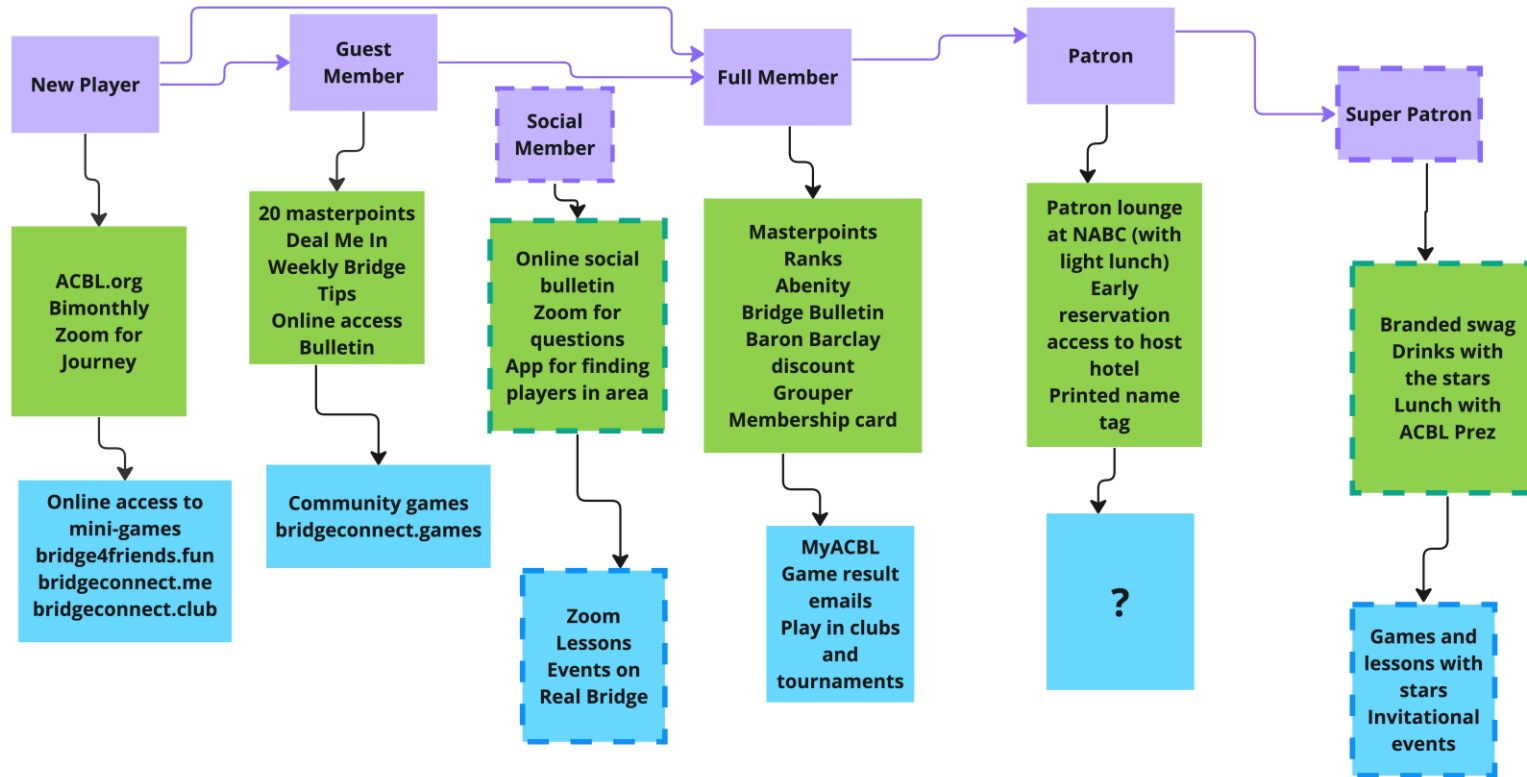


Membership Journey





Membership Benefits



3/01/24

Membership Trend Report For the Period Ended February 29, 2024



12 Months Ended:	Membership	New Members During Year	Recovered During Year	Deceased During Year	Deleted During Year	Marked Unpaid During Year	12 Month Net Change
12/31/2014	167,726	11,555	7,173	1,591	131	17,091	-85
12/31/2015	168,443	11,540	8,934	1,645	115	17,997	717
12/31/2016	168,075	11,521	7,538	1,585	172	17,670	-368
12/31/2017	166,793	11,209	6,792	1,792	181	17,310	-1,282
12/31/2018	164,485	11,294	6,759	1,870	195	18,296	-2,308
12/31/2019	162,488	10,654	6,389	1,598	172	17,270	-1,997
12/31/2020	154,069	8,278	4,601	1,527	154	19,617	-8,419
12/31/2021	142,905	4,401	4,050	1,411	97	18,107	-11,164
12/31/2022	133,373	5,315	3,457	1,398	73	16,833	-9,532
12/31/2023	130,996	7,125	7,790	1,691	70	15,531	-2,377
2 Months Ended:	Membership	New Members During Period	Recovered During Period	Deceased During Period	Deleted During Period	Marked Unpaid During Period	2 Month Net Change
February 2021	151,309	878	383	222	21	3,778	-2,760
February 2022	141,532	883	685	264	8	2,669	-1,373
February 2023	132,213	1,187	1,044	255	10	3,126	-1,160
February 2024	130,615	1,199	914	299	122	2,073	-381
Month Ended	Membership	New Members During Month	Recovered During Month	Deceased During Month	Deleted During Month	Marked Unpaid End of Month	1 Month Net Change
February 2021	151,309	505	161	103	13	2,005	-1,455
February 2022	141,532	409	429	113	5	1,454	-734
February 2023	132,213	625	608	125	5	1,559	-456
February 2024	130,615	563	370	139	5	1,212	-423

**THANK YOU
SEE YOU
AT THE TABLES**

