

Subject Matter of Motion	Build Clubs and Teachers New Member Recruiting and Retention Skills
Audience: Type:	<input type="checkbox"/> Board of Directors <input checked="" type="checkbox"/> ACBL Management <input type="checkbox"/> Advisory Council <input type="checkbox"/> Bylaws <input type="checkbox"/> Codification <input checked="" type="checkbox"/> Work Process <input type="checkbox"/> Business Proposal
Statement of Issues/ Opportunities	Current ACBL Best Practices Teacher Training focuses on getting beginners to play quickly. How to recruit and retain members is a different skill set. Clubs and teachers have a broad range of interest and capability when it comes to attracting and retaining new ACBL members. Peer to peer training helps all Teachers and Club Managers develop and use key member creation and retention skills. The ACBL provides actionable forward-looking business information that enables new member recruiting and retention by clubs.
The motion:	The ACBL will provide Teachers and Clubs with training and support for new member retention. The scope includes and is not limited to: 1) Collect, curate and offer success stories to Teachers and Clubs. 2) Publish success stories and business tips in the ACBL Bulletin monthly. 3) Provide clubs and teachers business data to maximize recruiting and retention. 4) Encourage peer to peer learning among Teaching Clubs and Teaching Centers. 5) Match clubs and teachers looking to collaborate to grow members.
Discussion	Being an effective bridge teacher does not make someone an effective recruiter. The best business practices that maximize growth today are different than they were 5 or 10 years ago and continue to evolve. The ACBL, Teachers and Clubs all benefit if all Teachers and Clubs are equipped with the best skills and capabilities. Best practices are likely different by target age group (15–30 year-olds want bridge for different reasons than empty nesters and recent retirees). Examples of forward-looking business data and training: <ul style="list-style-type: none"> • Contact information and play frequency for players within 25-50 miles who play online or at other clubs but not at the teaching club. • Clubs offering supervised play, 0-50 novice games, and teaching programs. • Help starting an online VACB. • Help starting a bridge class that uses online tools to complement in-person learning • Monthly reports on players who are playing less (P6Mo Running average). • Monthly information about lapsed members who played at their club or were taught by them (relationship maps). • Monthly report on prospects yet to be served in their geography. • How to advertise effectively online. • How to build the ACBL prospects data base.
Material impacts	A small group of skilled teachers and club managers can create the appropriate content. How best to deliver that content will define the total cost of the project. Seminars at NABCs and online information are virtually cost free, as are YouTube videos. This can be done on a modest budget with an empowered team supporting ACBL Management.
Reasons why the Advisory Council should adopt the motion	Knowing how to manage prospects and new members effectively will improve both Teachers and Clubs business results, and the ACBL membership rolls. Make stakeholders more capable to strengthen the organization.

Risk if the motion is not approved	Without training and best in class membership management skills, effort to recruit and retain new members will be uneven, inefficient, and ineffective.
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Respectfully Submitted,
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Chair, Advisory Council Teacher and Club Committee