

MARKETING COMMITTEE REPORT

Attachment C

New Orleans, July 2010

Goal: Aggressively promote the ACBL to Baby Boomers and "Empty Nesters" —bridge players and non bridge players who are not presently ACBL members (purpose: increase membership)

2011 strategy highlights:

- Develop community partnerships (country clubs; community centers; retirement homes)
- Build leadership at local level (provide materials; marketing tips; share success stories and lessons learned)
- Enhance communications (resource kits; apps for phones; facebook; twitter)
- Prepare budget to incorporate key strategies
- Develop education tips and tools

Goal: Promote bridge and the ACBL to young people (purpose: sustain ACBL)

2011 strategy highlights:

- Provide resources for staffing/facilitation
- Enhance communications (phone app; section of web board for young members; section in ACBL bulletin written by youth)
- Build partnerships (talented & gifted teachers; home school organizations)
- Build relationships with young people
- Produce events (college for kids camps; incorporate into camping programs; internet bridge)
- Build education/curriculum

Goal: Provide marketing support for ACBL sales force (purpose: enhance partnerships with clubs, bridge teachers, educators, and volunteers)

2011 strategy highlights:

- Provide staffing (partner with and support work of Carol and staff)
- Education (tell success stories and provide tips; make TAP more accessible)
- Provide resources/incentives (in smaller markets; for new member recruitment)
- Improve communications (clearly defined website section; twitter feed for teachers/clubs)

**What We Can Be Best
In The World At:**

- Run competitions with people of all bridge abilities from all over the world
- Recruit and inspire volunteers
- Provide system to measure achievement

**What We Are Deeply
Passionate About:**

- The game of bridge
- Competition/
intellectual challenge
- Social aspect of the
game/good times

**What Drives Our
Economic Engine:**

- Memberships and
fees (\$)
- Volunteers (time)
- ACBL Brand