

MARC OVERVIEW

Learn to Play Bridge

- In the beta testing stage and plan to roll out to membership in Q1. Once all the kinks are worked out and everything is fully up to speed, we will release it to the public.
- Tentatively around Q3-Q4 we will do a full marketing and PR launch around it, including investment in online advertising.
- Contact Bryan if you would like to start testing the program

Osher Lifelong Learning Institute (OLLI) – Partnering with individually run university membership programs around the country, in all 50 states, that offers unlimited courses to people age 50+.

- We will offer a \$350 stipend to teachers (like the School Bridge)
- We will make the CAP available for teachers to get ad reimbursement
- We will need help from all board members who may know people in your district who may be interested in teaching the classes or may know university officials at any of the 117 universities. Please contact Alex for a list of participants.

College Bridge Program – Offer Jr. college players the opportunity to develop campus bridge programs and teaching bridge to their friends on campus.

- College kit supplied including resources will be provided to help them work with the individual universities to create official bridge clubs.
- \$350 scholarship/stipend for those who meet criteria (like School Bridge)
- Free Jr. Tap program
- Offer CAP reimbursement for advertising
- Jr specific toolbox marketing collateral and templates
- We will need help from all board members who may know of university officials that could be of such assistance.

Club Kit Toolboxes – Toolkits with all kinds of marketing, PR, samples, and creative material to help clubs help themselves.

- Directions and pictures with prepackaged materials for simple construction of ACBL branded player information boards and signage.
- Included will be the flash drive containing all marketing materials
- Free to clubs
- Any expenses for supplies can be recouped through the CAP program

Unit Facebook Campaign – Toolkits to help units create their own ACBL branded presence on Facebook.

- Sent to all unit presidents
- Free to units

- Flash drive toolkit with step by step guidance on creation, management, creative content and resources needed
- Two fold purpose to assist in unit promotion as well as feeder for ACBL content on Facebook and the website.

Website – 3000 page redesign underway.

- Cleaning outdated, unnecessary, duplicate listings, and mismatched content
- Brand consistent style and messaging
- Upgraded capabilities which are long overdue
- Created with present users in mind for ease of use transition

Membership Incentive Program – creation of a program for all individual members (excludes employees, clubs and units) to grow membership.

- \$5 for new members first year. \$10 for the second and third years.
- Winner of the most recruited members annually wins a trip to a Regional at Sea
- Amounts will be banked by the ACBL each year and total paid out in check to the member in the following January.
- Also offer the opportunity to donate their amounts to one of our foundations.
- New member must acknowledge the member who recruited them.
- Working on ways to check your bank status through My ACBL

Rank Recognition Program – a way to consistently recognize active participants in the ACBL based on their masterpoint rank and years of activity.

- Survey to be taken of members to decide ways to best show tokens of appreciation at each masterpoint achievement (ie – certificate, luggage tag, lapel pin signifying level, etc)
- Especially aimed at lower level players who are most at risk of dropping out of the game and need most to feel valued and recognized.
- Larger rewards as the masterpoint levels and years of membership increase