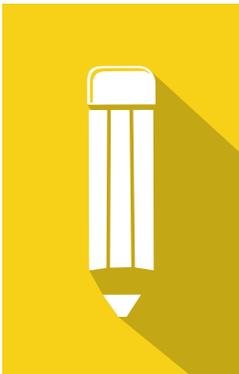
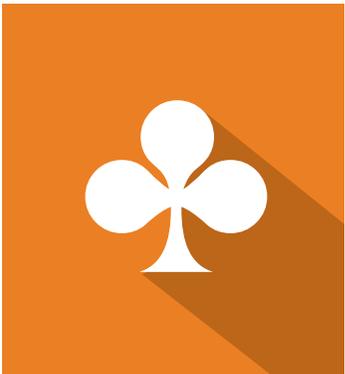




# College Bridge Club Guide

How to develop a bridge presence on your school's campus.





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## Mouse Icon

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The mouse icon indicates a link you can click. Some of these links lead you to attachments to interactive PDF documents and Microsoft Word documents.

In the PDF documents, customizable portions are highlighted in pale blue. If you open these files and there are no fields highlighted, please follow the directions below.

1. Select the top right purple button that says Highlight Fields.
2. Once the button is selected, you should see the editable fields in pale blue.

Note: The pale blue fields will not be visible when printed.



## Overview

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Teaching bridge to your peers is a rewarding experience, especially when you are a Junior player. It provides an opportunity to introduce the game of bridge to the next generation of players and connect with your community — all while earning money for school. You don't have to be a Life Master to be an effective bridge teacher. You just need to understand the basic concepts of bridge and have a desire to share your passion for the game with others. The ACBL will help you with the rest!

The easiest way to establish a student-base for your bridge classes, while receiving university support and resources, is to form a Recognized Student Organization (RSO). This process will be unique to each school, but the following elements will help to create a successful, and eventually competitive, bridge presence at your college that lasts long after its founder graduates.



## Join the Community

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Let the Education Department know you want to start a bridge RSO on your campus. Send an email to [education@acbl.org](mailto:education@acbl.org) and include:

- Your first and last name
- Address
- Phone number
- University or School
- Any questions

A member of the Education team will contact you within a few days to answer questions and assist you with the next steps.



## Find a Faculty Advisor

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Schools typically require organizations to have a faculty advisor. A faculty advisor can be very useful to you, even if that advisor is not a bridge player (though you may find it more helpful if he or she is). On most campuses, advisors sign off on the organization's requests for money or room reservations. They can also be a great resource when working with other departments or offices to gain publicity to grow membership.



## Become a Student Organization

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While organizations can exist informally, those that are recognized by their school's administration are usually more successful at encouraging a greater number of students to participate. Official registration of the club typically gives you the opportunity to acquire funds for activities, post a listing on the school's student organization website and invite bridge professionals to speak at meeting and on the campus at large.

Every school has a unique list of guidelines for student organizations, but there are a few that are common. As mentioned above, you can expect the school to require a faculty advisor. It will likely need a statement of purpose and eventual constitution. Finally, the signatures of a few students are often asked for. Obtaining these signatures serves a similar purpose to that of acquiring a faculty adviser: they demonstrate why the organization should exist. Students who sign are not required to be bridge players or join.

Check with your school's Student Leadership and Involvement Department for specific requirements.



### Sample Constitution Template



## **Establish a Time and a Place**

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First, select a day and time for the organization to meet. Meeting once a week for a couple of hours is perfect at first because it doesn't overwhelm anyone who is just beginning. Next, find a location on campus to hold your meetings and choose your start date. Most schools provide rooms students can reserve (typically in the University Center) at no cost. Schedule the first meeting six weeks out to give yourself enough time to advertise and build interest on campus.



## **Publicize Your Club**

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It isn't necessary for you to already have a core group of interested students when forming your bridge RSO. The next several sections of the Guide provide you with a variety of marketing, advertising and publicity templates to promote membership. The posters, fliers and advertisements were specifically designed for the college-aged audience to increase your success rate.



# Marketing Templates

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Fliers and newspaper ads are a great way to draw attention to your lessons and games. You can find [customizable templates](#) of these in the Resource Center.

Once you've added your information to the fliers, pass them out before classes and in high-traffic areas or hang them on a bulletin board at the University Center and building lobbies. Don't forget to run one of the ads in the school newspaper. Each ad template comes in multiple sizes allowing you to pick one that fits your budget.

Fliers and ads on the Resource Center are pre-approved for partial reimbursement through the [Cooperative Advertising Program](#).



# Press Release

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A press release can never be underestimated. Included is a press release template to send to the school or local newspaper. College newspapers require a certain amount of tailoring beyond what is normally included in press releases and to whom press releases are sent.

## **Who to Contact**

There are two key editors at most college newspapers – the managing editor and the editor in chief. Depending on the size of the paper, there may be some additional department editors, but typically they are for sports or design.

The managing editors are often the primary contacts for story ideas. They oversee the staff writers and assign articles to those who don't come into the newsroom with ideas of their own. They usually mine press releases sent to the newspaper's general email address (in addition to reading their own emails).

## **How to Contact**

Individual staff members might have their own email addresses, but usually there is one main newspaper address where press releases, announcements and similar emails are sent. Because managing editors patrol these emails looking for story ideas, this is the best address for sending in your press release.

The newspaper's twitter and Facebook accounts will also be monitored, so a brief, personalized tweet or Facebook post may also be useful.



## **Press Release Template**



## Play the Game

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Thanks to a solid advertising campaign for the RSO, there are now student members ready to learn and play. Send an email to the Education Department and let them know how many members you expect to have. They will send you a teacher packet with materials for instruction and giveaway items.



## Earn Money

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For every 16 hours of bridge instruction you provide to the RSO the ACBL will award you with a \$350 teaching stipend. You are eligible for the stipend 10 times per calendar year.

The ACBL requires a W-9 on file in order to receive payment. To submit for your stipend, scan the [stipend request form](#) and [W-9](#), then email them to [education@acbl.org](mailto:education@acbl.org). Or you may mail the documents to:

American Contract Bridge League  
Attn: Education Department  
6575 Windchase Blvd.  
Horn Lake, MS 38637



## Grow Your Bridge Presence

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Plan trips to ACBL-sanctioned regional and sectional tournaments. Use the ACBL [Tournament Calendar](#) to find tournaments near you. The best way to grow as a player is to compete. And don't be afraid to enter your bridge RSO in the [Collegiate Bridge Bowl](#). Beginning in 2015, the winning squad will receive \$20,000 in scholarships!

Market your organization annually, or even each semester, on campus so that you always have new players. This improves the odds your school's bridge community will live long after your graduation and gives you the opportunity to receive stipends and scholarships as you continue to teach.

As you grow, you can begin to stratify play and even enter multiple teams into competitions.



## Stay in Touch

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The ACBL will provide you with guidance in your journey as a Junior teacher and leader of a bridge RSO. Make sure the ACBL has an email address on file that you regularly check.

If you ever need us, we are here. Simply email [Education@acbl.org](mailto:Education@acbl.org) with the subject line "College Bridge" and let us know how we can help. We applaud you on your decision to form a bridge presence on your campus and look forward to helping you grow.