

## FINANCE COMMITTEE

Lodge (C)

Goodgold, Heth, Liddy, Munoz, Overby, Steinberg

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### DI232-FN02: Proposed Membership Fee Increase

#### Discussion:

Management has been granted the authority to raise fees. The following are proposed to be effective January 1, 2024.

#### Member Dues

Member dues were last raised in 2017. The following changes are proposed:

Type	Current		January 1, 2024	
	\$US	\$CAD	\$US	\$CAD*
Member 1 yr.	49	66.65	59	80.25
Member 3 yr.	117	159.15	137	186.35
Life Member 1 yr.	46	62.60	56	76.20
Life Member 3 yr.	108	146.90	<del>157</del> <b>130</b>	<del>213.55</del> <b>176.20</b>
Patron Member 1 yr.	275	374	325	442
Patron Member 3 yr.	750	1020	900	1225
Household (2) 1 yr.	82	111.60	99	134.65
Household (2) 3 yr.	216	293.80	267	363.20

Will a \$10 increase from \$49 to \$59 generate too much anger? It is just over 20%.

#### Club Sanction Fees

Club annual sanction fees have been constant since at least 2009. The cost of serving clubs is tied to wages which have increased significantly.

Per session (annual)	11.50	15.64	25	34.00
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#### Both F2F and VACB sessions require the fee

Table fees - Full	1.10	1.50	1.15	1.58
Short	.64	.87	.67	.71

#### Club Championship and Special Game fees increase by 5%

No increase to the \$4/table additional for "fund" or NAP club games.

All Tournament fees increase by 5%.

**Annual Cruise ship fee increases to \$250 US and \$340 CAD (applies to land cruises too)**

Cruise and Land cruise sanction fees increase to:

Up to 3 days - \$100US - \$136CAD

4 to 7 days - \$150US - \$305CAD

8+ days - \$250US - \$340CAD

**NABC Entry Fees increase to**

I/N - \$17.50US - \$24CAD

Regional - \$22.00 - \$30CAD

NABC - \$25.00 - \$34CAD

NABC+ - \$35 - \$48CAD

The proposed fee increases will increase membership income by approximately \$1 million/year, the club fee increases by \$300,000, and tournament fees by \$80,000.

NABC entry fees should increase by \$100,000.

Effective date: January 1, 2024

Estimated cost/savings

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**DI232-FN03: Patron Member Levels**

**Discussion:**

Management proposes to establish a tiered structure for Patron members:

Patron - \$325US effective 1/1/24

Exclusive benefits at all NABCs:

- Guaranteed reservations at the host hotel when reserved by the deadline provided with patron reservation materials (Must be a Patron Member before reservations open)
- Express service for purchasing event entries
- Access to the Patron Lounge at the NABC
- 50% discount on the price of a ticket to the Hall of Fame Banquet, held annually at the Summer NABC

Other Patron Member benefits:

- \$50 merchandise credit (\$75 for household patron members) to be used at Baron Barclay Bridge Supply
- Annual listing in the Bridge Bulletin
- Upon request, personalized Patron Member badges

Silver Patron - \$800US effective 1/1/24

- All Patron benefits
- Invitation to Silver Patron dinner at the NABCs with alcoholic beverages provided (2 tickets).

Gold Patron - \$1200US effective 1/1/24

- All Silver Patron benefits
- 1 online single session play with a Professional player selected from a list of volunteers

Effective date: 1/1/24

Estimated cost/savings

### **DI232-FN04: Tiered and Flexible Membership**

Tiered Membership and Flexible Membership

Currently ACBL has Guest Membership, Regular Membership and Life Members. The proposal is to create a Social Membership for people who are primarily interested in the social aspects of the game of bridge. Proposed features:

- \$29/yr. membership fee or \$2.99/mo. with continuous auto renewal
- Online access to the Bridge Bulletin
- Monthly email supplement focusing on social aspects with bridge tips to help social players.
- Maximum of 100 recorded masterpoints allowed

### **Discussion**

Our new member retention rate has fallen to 46% from over 60% 10 years ago while the average age of new members has risen to 65 from 59. Many new members cannot see themselves attaining Life Master status. Offering a social membership gives ACBL an opportunity to keep these people interested in bridge and to become integrated into the clubs and enjoy the game.

Many people prefer monthly billing for activities and the Social Membership would allow that. We could also implement \$4.99/month for regular memberships.

## **BRIDGE COMMITTEE**

Carman (C)

Aquino, Belford, Heller, Sealy, Steinberg, Zayac

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### **DI232-BR06: Pigmented Points**

This plan outlines the implementation of pigmented masterpoints for face-to-face bridge clubs and Virtual Bridge Clubs (VACBs) during the fall of 2023. By introducing differentiated masterpoints based on specific game formats and occasions, we aim to enhance engagement, foster a sense of achievement, and provide additional benefits to players. Additionally, we propose soliciting ideas from club managers and players to encourage their active involvement in shaping future pigmented events.

Plan for Fall 2023:

1. "8 is Enough" Game for Silver Points:
  - Schedule an "8 is Enough" game once a month on a weekend exclusively for face-to-face clubs.
  - Provide an opportunity for players to earn silver masterpoints.
  - Encourage friendly competition, team play, and social interaction.
2. Stardust Weeks with 25% Gold Points:
  - Designate specific weeks during the fall season as "Stardust Weeks" for both face-to-face clubs and VACBs.
  - Increase the points awarded in regular club games during these weeks by 25%.
  - Strategically schedule Stardust Weeks to align with special events or holidays.
  - Create a festive atmosphere and boost excitement and participation among players.
3. Club Appreciation Week with 10% Gold Points:
  - Continue annual "Club Appreciation Week" to express gratitude to face-to-face clubs and VACBs.
  - During this week, award players from both formats 10% gold points.
  - Recognize and reward their continued support and dedication to the bridge community.
4. Soliciting Ideas for Pigmented Events:
  - Create a platform for club managers and players to submit their ideas for future pigmented events.
  - Establish an online form, dedicated email address, or hold in-person meetings to gather suggestions.
  - Encourage players' creativity and involvement in shaping the pigmented events program.
  - Review and consider the submitted ideas for potential implementation in future seasons.

#### Benefits and Impact:

- Increased player engagement and motivation to participate in bridge activities.
- Enhanced recognition of players' achievements through silver and additional gold points.
- Strengthened sense of camaraderie and community within face-to-face clubs and VACBs.
- Opportunity for players to actively contribute to the development of pigmented events.

#### Implementation Considerations:

- Collaborate with face-to-face clubs and VACBs to ensure their support and cooperation.
- Communicate the details of the pigmented masterpoints plan through various channels.
- Establish a system to track and report the different types of masterpoints awarded.
- Gather feedback from players and club administrators to evaluate the effectiveness of the initiatives.

#### Conclusion:

The Fall 2023 Plan for pigmented masterpoints aims to enhance engagement, recognition, and player involvement within face-to-face bridge clubs and VACBs. By implementing the "8 is Enough" game, Stardust Weeks, Club Appreciation Weeks, and soliciting ideas from players, we aim to create a dynamic and exciting bridge environment. This plan encourages players to participate actively, celebrates their achievements, and fosters a strong sense of community in both face-to-face and virtual settings.

#### **DI232-BR07: Come Play Cards with Us**

Proposal for the "Come Play Cards with Us" campaign and Social Division.

The approach includes pilot initiatives at clubs with various marketing techniques to identify the most effective strategies. Below, we outline the key components, pricing structures, and marketing strategies for each stage of the campaign.

- "Come Play Cards with Us" Campaign:

To encourage participation, we propose reimbursing clubs \$5/person for the first three times prospective members attend the "Come Play Cards with Us" activities. This arrangement eliminates sanction fees imposed by the ACBL and enables clubs to introduce new players to the game. After the initial three times, clubs will have the freedom to set their own fees based on their individual policies. The focus of this initiative is to create a welcoming and enjoyable environment for newcomers to learn and engage in card games.

- The Social Division offers a monthly membership fee of \$2.99 or \$29 annually. In this division, players will experience a non-ranked playing environment where they can earn badges for achievements and active participation. These badges can be accumulated to unlock various rewards and progress through different levels of achievement. Clubs will have the ability to distribute badges to players, fostering engagement and a sense of accomplishment. Players in the Social Division may participate in sanctioned games and accumulate up to 100 masterpoints.
- The Masterpoint Division, which follows the existing ACBL membership structure, will be available at a monthly fee of \$5.99 or \$59/yr. Members in this division can participate in duplicate bridge games and earn traditional masterpoints based on their performance. This division is ideal for players seeking a competitive environment and recognition through the ACBL's established masterpoint system.

#### Pilot Marketing Initiatives:

To identify the most effective marketing techniques for promoting the campaign, we propose implementing pilot initiatives at various clubs. This approach allows us to test and evaluate different strategies, optimizing our efforts for each club's unique context. Here are the suggested marketing techniques:

##### a. Targeted Outreach:

Tailor outreach efforts to individual clubs, players, and teachers. Customize the messaging and approach based on the characteristics of each club. This may include organizing introductory games, offering special incentives, or partnering with trusted volunteers to generate interest.

##### b. Personalized Engagement:

Develop personalized engagement strategies for different clubs. Focus on building relationships and providing ongoing support to participants. Connect with club members individually, offer mentorship opportunities, and organize social events to foster a sense of community.

##### c. Collaborative Partnerships:

Explore collaborations with local organizations or businesses that share an interest in card games. Joint promotional efforts, cross-promotion of events, or hosting games in non-traditional venues can attract new players and expand the reach of the campaign.

##### d. Online Presence:

Establish a strong online presence through social media platforms, dedicated websites, and online forums. Utilize targeted online advertising, engaging content, and interactive discussions to reach a wider audience and encourage participation.

##### e. Data Analysis and Evaluation:

Collect and analyze data from the pilot marketing initiatives to assess the effectiveness of each strategy. Track participant engagement, attendance rates, and gather feedback to understand the impact of different marketing approaches. Use this data to refine and adapt marketing strategies for optimal results.

By incorporating these pilot marketing initiatives and effective marketing techniques, we can maximize engagement and participation in the campaign while creating a sense of community and enjoyment among card game enthusiasts.

In conclusion, our revised proposal for the "Come Play Cards with Us" campaign, Social Division, and Flexible Membership Structure aligns with the requirements for pilot initiatives and effective marketing techniques.

The revised approach emphasizes reimbursement for club attendance, clear pricing structures, and targeted marketing strategies. We believe that these adjustments will effectively communicate the value of the campaign, encourage active participation, and attract new players to the bridge community.