



ACBL PROGRAM



acbl.org

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Come Play Cards with Us Overview



What is Come Play Cards with Us?

Come Play Cards with Us is a community outreach event that can be hosted by a bridge club or a unit or district at a tournament. Bridge is not at the forefront of this event. Instead, attendees are encouraged to play other card games that will, in turn, become a gateway to learning and playing bridge.

With this event, you will connect with members of the community who already enjoy playing card games and are thus more likely to be interested in bridge. By capturing their contact information and following up personally, Come Play Cards with Us becomes an effective recruitment tactic.

Program Goals

- Capitalize on attendees' interest in card games to increase their awareness of bridge
- Gather contact information for personal outreach about upcoming bridge lessons and games
- Promote local opportunities to learn and play bridge

Benefits for the Units and Districts

Units and districts are encouraged to hold Come Play Cards with Us events at their sectional and regional tournaments and have unit and district volunteers personally reach out after the event.

- Increase awareness of bridge in the community
- Opportunity to gain new unit/district members
- Increase recruitment numbers for the 5/5/5 Unit Recruitment and Retention Program (units only)



Tracking Success

These metrics will be evaluated to show the strength of the events:

- Number of event attendees
- Amount of attendee contact information gathered through the [sign-in sheet](#)
- Number of personal connections made with attendees following the event
- Number of attendees interested in learning more about bridge

Conclusion

Come Play Cards with us provides an effective opportunity to funnel players of other card games into the world of bridge. Clubs, units and districts can capitalize on an engaged group already enthusiastic about card games. Through follow-up communication, attendees will gain further awareness of bridge and ways to learn more about the game.

Come Play with Us:

Hosting Come Play with Us



Event Description

Imagine an event that invites the community to play any and all card games – spades, hearts, euchre, even social bridge. Card games the player is already familiar with, already enjoys. The environment is friendly and casual, and ideally there would be refreshments.

About 30 to 45 minutes after play, the host introduces to the opportunity to learn and play another trick-taking card game, called 1 Notrump War.

Note: 1NT War is like bridge but does not have a trump suit, and the first partnership to take 7 tricks wins. Bidding is not part of the game.

Those who are interested move to a separate set of tables where a volunteer explains the rules of the game and invites attendees to play. (Remaining attendees may continue to play other card games.)

Following a period of playing 1 NT War, a volunteer emphasizes how it is similar to bridge – a more exciting, more challenging card game – and shares opportunities for them to learn more (upcoming lessons and workshops, contact information of teachers and clubs in the area, etc.).

While this step is valuable and will help promote the club, unit or district, the key to the event's success is capturing these attendees' contact information and [survey responses](#).

With this, the host now has a list of people already enthusiastic about card games, making them more likely to become bridge players. Come Play Cards with Us is then an effective way to generate leads for lessons and other events. A few days after the event, volunteers can then reach out personally with a phone call or email – a proven tactic for lead conversion.

Come Play with Us:

Proposed Event Schedule



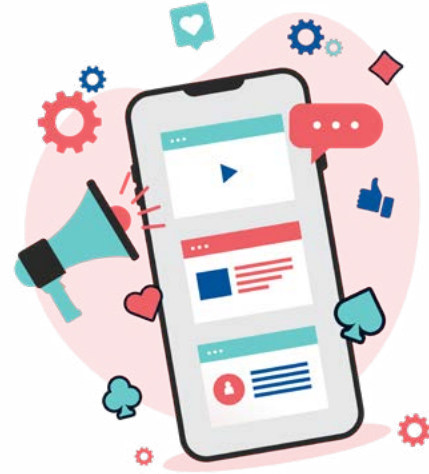
- Register attendees on arrival and assign them to a table based on the card game they want to play. **Tip:** Intermingle volunteering bridge players with the attendees.
- Take a formal break after 30-45 minutes of play. Include refreshments.
- During the break, ask if any attendees would like to learn a similar card game that's a precursor to bridge called 1 Notrump War.
- After 30-45 minutes of play, share that bridge takes this game a step further in excitement and challenge and let them know about future lessons available.
- Pass out [surveys](#) to attendees and ensure you have their contact information.
- Thank all attendees and volunteers for coming.

Come Play with Us: Promoting the Event



There are several ways that will spread the word in your local community.

- **Post on social media.** In addition to the club, unit or district's account, recruit your members to share the information on their personal accounts.
- **Send an email to your contact list.** Encourage your members to do the same.
- **Add to digital bulletin boards.** You can find neighborhood-related community groups and pages on Facebook. Also, Nextdoor serves as a message board for neighbors based on zip code.
- **Hang and pass out fliers.** Some effective places are libraries, community centers, coffee shops and other local businesses.
- **Advertise with local news outlets.** A small ad in a local publication or a short ad on a local radio station can be effective.



To help, we've created a flier template along with a few other resources.

- [Come Play Cards with Us flier](#)
- [Come Play Cards with Us logo](#)
- [Bridge Ambassador packet](#)

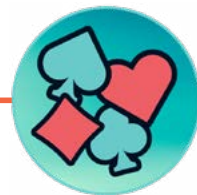
Flier instructions:

1. **Open the flier:** Click on the [flier link](#) to view it in your browser.
2. **Download the flier:** Look for a download button, usually represented by a downward arrow icon, in the browser's PDF viewer toolbar. Click it to download the flier to your computer. Remember the folder where you save it!
3. **Open the saved flier:** Locate the flier in your downloads folder or wherever you saved it, and double-click to open it in your PDF reader.
4. **Click on a field:** Click on the first field you want to fill. These fields might highlight when you hover over them.
5. **Enter your information:** Type your details into the field. Press Tab to move to the next field, making it quick and easy to fill out the form.
6. **Choose "Save As":** Once you've filled out the form, go to the "File" menu in your PDF reader, and select "Save As" to save a new copy with your entered information.
7. **Pick a save location:** Choose a location on your computer where you want to save the filled-out form.
8. **Name your file:** Give your file a name that will help you remember it. It's helpful to use specific details in the file name for easy identification later.
9. **Click save:** Hit the "Save" button to save your completed PDF form on your computer.

Logo instructions:

1. **Right-click the image:** This will show a menu.
2. **Click "Save image as...":** You'll see this option in the menu.
3. **Pick where to save it:** A box will pop up; choose a folder for the image.
4. **Rename the image (if you want):** You can change the file's name.
5. **Hit "Save":** This saves the image to your chosen spot on your computer

Come Play with Us: Following Up with Attendees



One of the key elements of Come Play Cards with Us is capturing the contact information of attendees, especially those who participate in the 1NT War game. This can be done through a [simple sign-up sheet](#).

Soon after the event, have volunteers reach out via phone and email to each attendee with these steps:

- Thank them for attending.
- Ask if they were able to try 1NT War, and if so, what they liked about it.
 - If they did not try 1NT War, ask what they liked about the card game they did play
- Emphasize that bridge takes the excitement and challenge a step further.
- Describe upcoming lessons or educational events and invite them to attend.
- Ask if they have any questions about bridge.
- Let them know that you are available for more information about learning or playing bridge.

If the player doesn't initially show interest, that's okay! Check in with them in a few months to remind them of upcoming opportunities to learn more about bridge while reinforcing that bridge takes it up a notch above other card games.