



ACBL PROGRAM



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PickleBridge Overview



What is PickleBridge?

PickleBridge combines one of the world's fastest-growing sports, pickleball, with bridge, the world's best card game. They have a lot in common! Both have four players divided into two partnerships, and both are socially engaging. Both feature play and competition, and both challenge the mind. In short, this overlap creates a great opportunity for pickleball players to become bridge players and vice versa.

With PickleBridge, your club partners with a local pickleball group for a daylong event showcasing both games.

Program Goals

- Capitalize on common interests with pickleball players 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

- Greater visibility of the club and its educational resources
- Opportunity to gain new players and students at the club
- Potential to earn recruiter incentives by encouraging incoming students and players to join the ACBL as a guest or regular member

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

With a PickleBridge outreach event, bridge clubs can potentially grow their profile in their community. Pickleball and bridge have several similarities that a club can capitalize on to increase participation at lessons and other events.

PickleBridge: Hosting PickleBridge



Event Description

PickleBridge is an event held at a pickleball facility where a special day is divided into pickleball lesson/play and bridge lesson/play. (Light refreshments could be included between the two sessions.) The lesson and gameplay for the bridge session are for absolute beginners; the lesson and gameplay for the pickleball session could be either beginner (to include bridge players) or more advanced (to entice pickleball players).

Proposed Event Schedule

Either half of the event, bridge or pickleball, can be held in the morning with the other in afternoon. However, we recommend bridge in the morning as it is less physically strenuous.

While you can structure your bridge session however you'd like, we have a specific breakdown featured below that begins with simple instruction on trick-taking and moves to playing with trump suits (bidding is not part of the featured schedule).

Additional resources, like a list of materials needed and a suggested script, are included in the [Bridge Ambassador packet](#). Note: There should be a short hospitality break between Hands 4 and 5.

Begin with an overview of tricks and how to win a trick.

Hands 1-3: One Notrump (1NT) War. This is trick-taking game without a trump suit where the first partnership who takes seven tricks wins.

Hand 4: Introduce a trump suit with hearts as trump. Every hand should include some hearts.

Hands 5-8: Created so that one partnership has the most high-card points and has a trump suit fit. Dealer is also the Declarer.

After Hand 8, distribute any club promotional fliers and the [survey](#) included in this packet.

The ACBL wants to help you succeed and grow your club! To help, we've created a flier template along with a few other resources. There are additional resources for organizing the bridge part of PickleBridge in the Bridge Ambassador packet.

- [PickleBridge flier](#)
- [PickleBridge 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

PickleBridge: Partnering with the Pickleball Organization



PickleBridge is certainly a win for your club – new students and players! – but the pickleball facility will want to see “what’s in it for them.” We have some general talking points when reaching out to local organizations (included in this packet), but here are some useful additions just for PickleBridge:

- Pickleball organization promotion. The pickleball facility and events will be promoted at the club, on the club’s social media and in club emails.
- Inclusion of the pickleball organization’s logo and website in your promotional materials.
- Strong overlap of people looking to socialize and challenge themselves (especially seniors) with different physical demands. This event would increa

Promoting the Event

There are several ways that will spread the word in your local community. In addition to your club’s efforts, request that the pickleball organization hang fliers or post on their social media accounts.

- **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.



Following Up with Event Attendees

One of the key elements of PickleBridge is capturing the contact information of attendees. 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 what they liked about playing the card games.
- Emphasize that bridge is both fun and challenging and can be played as a partnership or foursome – just like pickleball!
- 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 is a fun, social game.

PickleBridge: PickleBridge Talking Points



Generally, you will need to hold a PickleBridge event at a place with a neighborhood center with a pickleball court. Start by reaching out to your local pickleball organization or a facility with a pickleball court.

Be sure to have practiced these talking points along with the others previously mentioned in this packet and bring a suggested event schedule or outline.

- Their patrons will be introduced to bridge's amazing mental and social benefits, helping them lead more active, healthier lives.
- The event will be a fun activity that will generate attendance from their patrons.
- With a partnership, the facility will make a significant positive contribution to an engaged, inclusive community.
- The club will provide refreshments.
- The club can provide tables and chairs.
- The club can further promote the facility in many ways
 - The facility can be temporarily featured in future club emails, social media and in the club itself.
 - An information session on the facility's offerings could be presented at the club.
 - The facility's logo and other information can be included on fliers the club uses to promote the events, which will be spread locally to places like coffee shops and libraries.

If the facility says no, don't give up! Regularly try again, tweaking your tactics. Persistence can be a great asset.