

MEMO FROM ABF MARKETING COORDINATOR

Attracting New Members

With most clubs scheduling beginner lessons early in the New Year, I thought it may be timely to outline what is available to assist them in attracting newcomers to our sport.

The ABF web site (*under Marketing*) contains information on how to attract members and how to promote bridge. This can be viewed at <http://www.abf.com.au/marketing/tips.htm#clubs> . Also, as I understand that many clubs do letter box drops as part of their campaign to promote their beginner classes, I have enclosed an example of a flyer which they may care to use. If a club would like one, just let me know the details and I'll put one together for them. (*Two flyers per A4 page.*)

Making Newcomers Welcome

Early in the New Year the ABF will be providing all new members with an Information Kit together with a welcome letter from our President. This will provide them with, amongst other things, a brief history of the sport, an outline of our administrative structure, information about how to improve their bidding and play of the cards, information about our code of behaviour and an outline of the ranking and masterpoints system.

At a club level, they should make sure to create a friendly and welcoming environment for new players. Perhaps consider a newcomer policy for their club which could include finding them a partner, providing a mentor, celebrating their completion of beginner classes etc. You will also find tips on retaining members at the above website.

For any assistance you may need please contact marketing@abf.com.au .

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