

MARKETING (CONTINUED)

NATIONAL DIRECTORS REPORT -- DECEMBER 2021

Online Teacher Certification Program

Since the program launched in August 2020, over 205 teachers have completed the workshop and 125 have earned the certification.

This highly interactive online workshop introduces teachers to apps/websites that offer unique teaching capabilities and uses each to demonstrate creative lesson dynamics. It is supplemented by a monthly Teacher Roundtable. <https://www.acbl.org/portfolio/online-teacher-certification/>

Reimbursements Through CAP

The Cooperative Advertising Program (CAP) partially reimburses bridge teachers, club, Units and Districts for advertising expenses as long as they promote programs and lessons designed for bridge newcomers and/or to recruit ACBL members.

CAP will refund 50 percent of eligible advertising costs with a maximum amount of \$500. Qualifying advertisements must be date-specific and use approved ACBL logos.

2021 year-to-date, over \$6,900 has been reimbursed. This is still much less than what would be reimbursed in a non-pandemic year, and it is due to the lack of face-to-face teaching programs and club games. The ACBL is seeing an increase in ad approvals as clubs start to reopen.

Launching a Successful Social Media Campaign

The ACBL offered a free webinar on the fundamentals of running a successful social media campaign. On November 15, attendees learned how to set up an ad for a class or event, create audiences that fit target demographics and evaluate campaign success. This webinar will be repeated in 2022.

Supporting Alzheimer's Research

The ACBL has raised \$7.8 million for Alzheimer's patient care and research through participation in The Alzheimer's Association's The Longest Day Fundraising event. During 2021, about 300 Units and Clubs raised \$917,000. All Virtual Club Games held the weekend of June 19 and 20 were considered Alzheimer's Association games, and the ACBL sanction fees were donated to the Alzheimer's Association. Clubs that had returned to face-to-face play were able to choose a day during the week of June 20-27 to hold their events and offer upgraded games.