

Membership Building Initiative National Directors Report Summer 2022

Between 50 to 75 beginning bridge teachers are being selected to participate in the pilot program. Selected teachers must have access to a face-to-face club where students will take lessons and can advance to in-person supervised play and to 0-5 masterpoint and to 0-20 masterpoint games.

The ACBL Educational Foundation and the ACBL will partner, each handling key program components to drive success. The ACBL will use digital marketing channels to generate leads or individuals interested in learning bridge. Leads will be funneled to participating teachers. The ACBL Educational Foundation will track program results and analyze the data to ensure efficiencies in lead acquisition/cost.

The task force includes Robert Todd, President, ACBL Educational Foundation; Kristen Fredrick, Executive Director, ACBL Educational Foundation; Joel Kramer, Vice President, ACBL Educational Foundation; Joann Glasson, President, ACBL Board of Directors; Paul Cuneo, Region 9, ACBL National Board Member; Cindy Shoemaker, District 17, ACBL National Board Member and Mary Stratton, ACBL Director of Marketing.