

## District 16 Membership Report – July 2, 2024

Submitted by Lauri Laufman, Membership Chair

### New

ACBL has designed three new programs to entice your community to become bridge players: [Bridge Ambassador Program](#), [Come Play Cards with Us](#) and [PickleBridge](#). Click on the program's name to learn more about each of these – they've been designed to help you with your recruitment efforts.

Activities now go beyond bridge at ACBL sponsored events - and they can be a lot of fun. At the Spring NABC in Louisville, three nights were dedicated to doing just that.

### Other Games

Level up your experience at the Spring NABC with some bonus events! Experience three unique evening activities filled with a variety of entertaining games for bridge players and their companions. In fact, we're inviting all Louisville residents to Come Play Cards with Us!



#### Come Play Cards With Us

Join us for a night of fun for all card game lovers! Whether you're a Spades, Hearts, or Euchre enthusiast, this event is perfect for you. Bring your friends, even if they're not bridge players. Plus, we've got a cash bar to keep the good times rolling.

**Saturday, March 16**

**Time:** 7:30 p.m.

**Location:** Sampson (East Tower)



#### Bridge Mania

Join us for bridge-themed games like Jeopardy, Family Feud, Wild Hand Tournament and "Whats the Score" Trivia. Light food, cash bar and prizes for winners handed out by ACBL Executive Director, Bronia Jenkins.

**Monday, March 18**

**Time:** 8:30 p.m.

**Location:** Wilkinson, Sampson, and Laffoon (East Tower)



#### Beyond Bridge

Picture yourself challenging Bob Hamman and Joe Grue at backgammon, John Hurd and David Grainger at Catan, Eddie Wold at cribbage, or George Jacobs at pretty much any game! No masterpoints, no directors (except as players), just snacks, a cash bar, friends and fun.

**Thursday, March 21**

**Time:** 8:30 p.m.

**Location:** Sampson (East Tower)

Wednesday's Beyond Bridge Game Night featured a variety of board games, Jeopardy (with James Holzhauer hosting multiple 5-minute rounds), and karaoke.

Why not try something similar (maybe with a different James) at your tournament or within your community?

If you initiate any of the new programs or hold some cool event for your members and/or to boost membership, please share the details and feedback received.

### Upcoming

Based on feedback from participants last year, we will be holding another Membership Zoom Meeting this year, sometime during the 3<sup>rd</sup> quarter. An email will be sent to each unit membership and intermediate/newcomer coordinator, and president once the date is determined.

**ACBL's 5-5-5**

As mentioned at the last meeting ACBL changed the way they share membership proceeds to units effective April 1, 2024 (called the 5-5-5 plan).

An email went out to each unit president, membership coordinator and intermediate/newcomer coordinator on March 17 regarding the “5-5-5” and the “Return to the Fold” retention tool. It also included the district membership report from January listing many current initiatives and programs that might also benefit your unit.

When I checked numbers towards the end of June, I was pleased to see that 6 units had used the “Return to the Fold” member retention tool to reach lapsed members. However, many of our units had not..

Unit	Members	Dollars	QTD	Goal	% Goal	2024-04	2024-05
176	1332	\$491	132	60	220	66	42
174	2137	\$788	116	96	121	22	94
172	433	\$160	22	19	116	0	16
209	86	\$32	3	4	75	3	0
205	66	\$24	1	3	33	0	1
225	239	\$88	1	11	9	0	1

Regardless of the size of your unit, it only takes a little time each month to reap rewards. Some units need only contact a few of their members to reach their quarterly goal and secure additional funds for their unit.

I challenge each unit to hit their Q3 contact goal (shown below) between now and the end of September.

Unit	Members	Dollars	Goal
172	455	168	20
173	136	50	6
174	2144	791	96
176	1339	494	60
183	670	247	30
187	115	42	5
197	93	34	4
201	127	47	6
204	98	36	4
205	64	24	3
207	973	359	44
209	86	32	4
224	39	14	2
225	244	90	11
233	84	31	4
237	56	21	3
254	75	28	3
353	36	13	2
	6834	\$ 2,521	307

When I asked ACBL for some feedback on how the retention tool was working, Stephanie Threlkeld reached out to Jay Whipple, who tracks the numbers. His response:

“Membership retention is important at all levels... reaching to every lapsing member is important (there are no short cuts). Making phone calls is far more effective than email. Unit 128 with over 12K members and only 8 board members has been able to make 600 contacts each of the last two quarters. Each call is worth about \$8 in rebate and if you make 10 calls in the hour, you are making \$80/hour.”

## District 16 Membership by Unit, Updated July 1, 2024

<u>Unit Name</u>	<u>1/2020</u>	<u>1/2021</u>	<u>1/2022</u>	<u>1/2023</u>	<u>1/2024</u>	<u>24-Feb</u>	<u>24-Mar</u>	<u>24-Apr</u>	<u>24-May</u>	<u>24-Jun</u>	<u>24-Jul</u>
<b>San Antonio</b>	586	534	488	451	450	451	446	443	448	452	447
<b>Mexico</b>	164	169	148	145	137	138	135	134	131	133	134
<b>Houston</b>	2,562	2,420	2,327	2,217	2149	2167	2156	2135	2121	2119	2110
<b>Dallas</b>	1,636	1,628	1,482	1,376	1353	1341	1339	1332	1319	1315	1316
<b>Fort Western</b>	873	798	764	704	670	667	667	673	672	665	665
<b>South Texas</b>	155	136	128	120	117	117	117	116	116	114	115
<b>Llano Estacado</b>	127	113	101	93	88	88	89	88	90	91	92
<b>Sabine Neches</b>	166	149	140	137	131	130	127	127	127	127	125
<b>Fort Concho</b>	120	110	100	94	102	101	98	96	100	100	99
<b>Amistad</b>	87	84	69	71	66	66	66	63	63	63	62
<b>Texas Capital Bridge</b>	1,085	1,050	1,025	960	970	970	965	961	959	964	960
<b>Greater Permian Basin</b>	115	98	85	88	89	91	90	87	87	87	86
<b>Fort Phantom</b>	80	68	52	43	39	40	38	38	38	38	36
<b>East Texas</b>	344	315	276	258	250	255	251	245	243	244	239
<b>Central Texas</b>	155	133	106	89	88	88	85	86	85	84	84
<b>Magic Valley</b>	105	87	77	65	58	58	58	55	56	56	56
<b>San Miguel de Allende</b>	89	87	80	76	74	74	75	74	76	76	75
<b>Wichita Falls</b>	80	69	60	50	40	40	40	40	37	36	36
<b>Totals</b>	8,529	8,048	7,508	7,037	6,871	6,882	6,842	6,793	6,768	6,764	6,737

## District 16 Membership by Year, January 1991-2024

