

Board of Governors Proposal – Teaching Clubs / Centers Incentives 1

Subject Matter	Teaching Clubs and Bridge Centers Incentives – Discounted Year 1 Membership through Teachers, Teaching Clubs and Centers exclusively.
Statement of Issue	<p>Performance based incentives help support teaching clubs and teaching bridge centers in the face of unfair competition from nearby clubs who do not teach or recruit. This incentivizes teachers, teaching clubs and centers to recruit members and to include membership in their base teaching program.</p> <p>Teachers, Teaching Clubs, and Teaching Centers can no longer offer free year one memberships as part of their introductory lesson plan because of the high cost (\$50).</p>
Proposal	<ul style="list-style-type: none"> • In addition to the guest membership program, offer a new player year one membership discount available exclusively through teachers, teaching clubs and centers. (We recommend a year one price between \$9.99 and \$19.99). <p><i>Teaching Clubs and Teaching Bridge Centers are defined separately.</i></p>
Material impacts	<ul style="list-style-type: none"> • This motion will help Teaching Clubs and Bridge Centers recruit and retain newer players who are regularly siphoned off by nearby predatory pricing clubs. • The implementation, tracking and administration of the regulation might require active Unit involvement. • Annual verification of the status of the Teaching Club / Bridge Center depends on timely program updates.
Reasons why Management and the Board of Directors should adopt the Proposal	<p>A full-service low-cost first-year membership as part of a beginner’s lessons is a tried and true way to engage new members and retain them. The existing Guest Membership program does not provide all the benefits of the full membership. The cost impact for this exclusive discount is not known as the number of new members created should be much greater this way than by the existing full price year one membership. Teachers and Teaching Clubs/Centers are not able to include the full price membership as part of their lesson offering to new players.</p>
Risk if the motion is not approved	<p>Teaching Clubs / Bridge Centers will decline, reducing the ability of the ACBL to locate, attract, train and retain new ACBL members.</p>