

Submitted by: Bob Berton, District 25

Item 181-BG01 ACBL Temporary Membership

OVERVIEW: Temporary or Trial Memberships have been long overdue, while I applaud the basic idea the new concept as spelled out in 173-45 falls short to maximize new member retention.

Here is the original 173-45 Section 4 – Temporary Membership

4.1 A Temporary Membership will be available only for players who have not been previously a regular ACBL member. However, a member who has only held a Temporary Membership may buy another Temporary Membership.

4.2 Temporary members can only be referred by a teacher, club, or tournament. The referring teacher, club or tournament will receive a recruitment bonus of \$4 for each temporary member and \$6 if they join as a full time member within their first 90 days.

4.3 Temporary memberships are valid for one month.

4.4 During the membership period, a Temporary Member is a General Member, with the same rights and obligations as full-membership members.

4.5 A Temporary Member will become inactive after the expiration of her/his Temporary Membership.

Section 5 – Rates for Dues and Life Master Service Fees

5.1 Current rates for full membership dues and life master service fees—as determined by the ACBL Board of Directors—are (USD):

Temporary \$7.99 1-month

1-year 3-year

Junior \$5

Regular \$49 \$117

Household \$82 \$216

Life Member \$46 \$108

Patron (Individual) \$275 \$750

Patron (Household) \$375 \$1,050

(ELIMINATING THE 1St Year Discount for new members)

This allows new members to join for \$7.99 in lieu of paying \$4 non member fee to play in a tournament. The new member must decide to renew for the year before 30 days, to get the \$7.99 credit to their renewal, and they can only renew Online. If they fail to renew they are forced to re-pay \$7.99 again to play in a tournament.

ISSUES: 1. The cost is at \$7.99 for 30 days. (Pro-rata \$96/year)

2. The 30 day period is far too short for the new member to get adequate flavor to decide to fully join or not. We should be leveraging the Bridge Bulletin, many members will not even receive their issue, and if they do their points and “points needed to obtain next rank” will not be available to them. Far better to see you have 1MP and need 4 to your next rank (Junior Master)

3. 30 days is basically a recruit playing in one tournament, it would be far better to give recruiters more time to let them experience the ACBL to get them to join the ACBL as a full member, much easier after they see a few Bulletins with their rank moving up, playing in at least a second or third event etc.

4. The previous ACBL Membership for newcomers was at a discount.

"(An ACBL Membership makes a terrific gift! A new membership is only \$39 for one year, \$74 for two years or \$87 for three years (only \$29 per year)." This shows that the ACBL realized the most important member was the newcomer. We should not lose that insight. This is far preferable to them now having to pay \$49/117 if still ambivalent. The goal should be to recruit and increase membership not to make a profit on the initiative on day one, done well we will profit considerably over a lifetime, any discount should be considered an investment in the future. The best possible change would be to make 1st year \$32.99 so the balance due would be flat \$25 that can be paid at a tournament or online.

MOTION: Chapter I, paragraph C, Sections 4 and 5 of the Codification shall be amended to read as follows:

4.1 A Temporary Membership will be available only for players who have not been previously a regular ACBL member. However, a member who has only held a Temporary Membership may buy another Temporary Membership up to a maximum of three times.

4.2 Temporary members can only be referred by a teacher, club, or tournament. The referring teacher, club or tournament will **receive a recruitment bonus of \$4 for each temporary membership, and an additional \$2 plus the current recruitment incentives for each member who joins for the year during their trial.**

4.3 Temporary memberships are valid for three months.

4.4 During the membership period, a Temporary Member is a General Member, with the same rights and obligations as full-membership members.

4.5 A Temporary Member will become inactive after the expiration of her/his Temporary Membership, when the membership expires he/she loses the \$7.99 credit toward renewal to a full year.

Section 5 – Rates for Dues and Life Master Service Fees

5.1 Current rates for full membership dues and life master service fees—as determined by the ACBL Board of Directors—are (USD): 1-month 1-year 3-year 6 New members can now test-drive ACBL for three months before committing to a full-year membership plan (New members can purchase up to 3 temporary memberships). Also, due to low demand, we are eliminating the 2-year membership. As of August 15 2018, here is a list of ACBL membership plans available:

Temporary **\$7.99 3 Months**

Junior \$5

New Member **1st Yearly Membership \$32.99**

Regular \$49 \$117

Household \$82 \$216

Life Member \$46 \$108

Patron (Individual) \$275 \$750

Patron (Household) \$375 \$1,050

5.2 Welcome Membership Packets will be created and be available to order and customize on the ACBL website, a quick download version will be made available.

CHANGE SUMMARY

1. Allow temporary memberships to the ACBL for \$7.99 for a period of 90 Days.

Effective August 15, 2018.

2. Change the 1st year fee to \$32.99 and do not offer 3 year discounts for initial members beyond that of a regular member. They would then renew at the current rate of \$49/\$117 per year.

Allow personal information with email available to recruiters so follow up can be expedited. Each new member should be contacted and made feel part of something, encouraging them to renew in a timely manner.

3. Establish a “New Membership Packet” that can be handed to new recruits at the time of initial payment, make sure all Tournament Organizers, Clubs and Teachers have access to order these packets, and make them down-loadable in case of shortage.

MOTION:

Option 1: Pass changes as a slate.

Option 2: Allow changes to be voted on individually

1. Change 1 Month to three months.
2. Change 1st Year membership back to discounted at \$32.99
3. Membership Packets to be readily available.

REASONS TO PASS MOTION: Obtaining new membership should be made as inexpensive as possible for the newcomer, and be highly attractive to new players. Allowing and giving better incentives to recruiters to the conversion period for recruiters to contact them to the goal of becoming full members more obtainable. Cost benefit analysis should not apply to new members. We should not be looking to balance the budget on this group.

The price of a 1-year membership is still higher than the previous New Member Discounted Price of \$29

RISKS OF NOT PASSING

New member conversion to full members may be lower than desired.

We appear to be not welcoming to newcomers

The recruiter will benefit equally by not converting to an ACBL member. Recruiters will get their \$5 if the new member lets their trial expire and may have less enthusiasm to contact/convert recruit to a full time member if they receive \$5 for every temporary membership. The goal should be to make full time members, lets get everyone on the same page.

New recruits will not have the time to experience the Bulletin or the ACBL games, and their new MP race to Junior Life Master and may not be properly motivated to join.

The \$49 may be a barrier to entry if still uncertain whether they want to join, the balance due would be \$42.01 rather than \$25.00. We had a policy for years of discounted new memberships, removing them is counter productive to recruitment.