

How are we going to get more

Bridge playing Juniors

on all levels!



Time

- We have to prepare ourselves in a long time before we are ready to take off.
- All-in-all, the planning should start about 4 to 6 months before we actually get on doing it.



Participation



- Make sure that you have as many volunteers as possible who are willing to help.
- They don't necessarily need to have big roles – but the fact that they are involved will stimulate the general interest from the Bridge club and give a far better result.

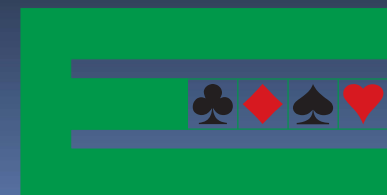


We need to aim at something!

- Main question are:
How many juniors do we want in our course?
- What is ideal?
 - From the venue perspective?
 - How many teachers?
 - What level?
- Last, but not least:
What's realistic?
- Analyze and try to add it up shortly
 - What age category?
 - Where should they live?
 - Other demands/wishes?

It could look like this:

We want 18 participants from the city X.
They should be between 12 and 15 year old.



General target

- The general target for us is not the recruitment nor the bridge course in itself.
- The general target are:

How many are going to start playing in your club frequently?



Time to do some planing...

- With a target in our bags we are ready to start recruiting – almost...
 - We are about to recruit students to a bridgecours, but...
- ... there are some questions to answer first...
- When will the course start?
 - Where will it be held?
 - How much will it cost?
 - What material will be used?
 - Who make sure that we have all books?
 - Can we get funding from somewhere?
 - Boards – how do we get them?
 - Tables bidding boxes and other material?
 - Who are the teacher/teachers?
 - What about snacks, refreshments?
 - How do you pay?
 - Travel description?
 - What day and why in the week?
 - Who is the host?



In what way can we communicate



- By answering the previous questions we can do:
 - Posters
 - Lefleats
 - "Business cards"
 - Ads
 - TV/radio commersials
 - Twitter, Facebook, Youtube etc...



Strategy

- We need a clear target and when we are ready we should be able to immediately answer:
 - Why?
 - When?
 - Where?
 - How?
 - Who?
- *By being well prepared everything will go a lot more easy.*



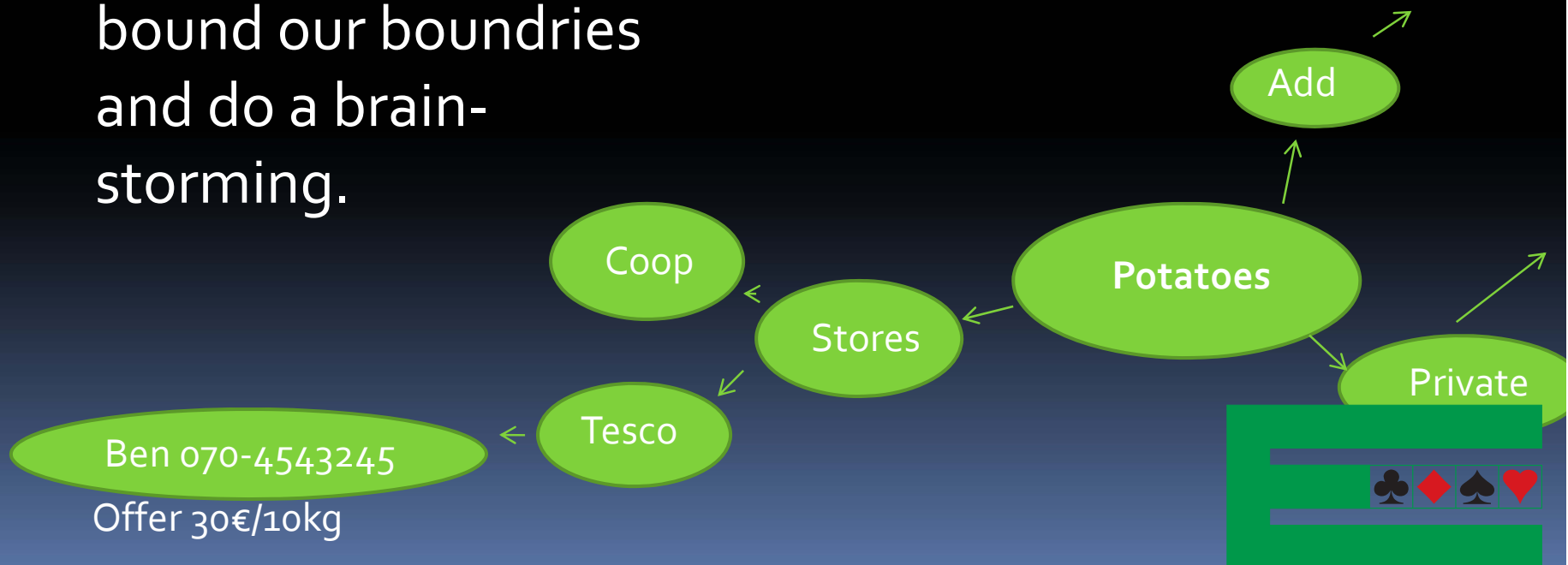
Budget

- To recruit, run your course and follow it up costs money and resources.
- Figure out with the host what resources we have for free and what has to be covered from other incomes.
- Do a budget!
- Any club should set money aside just for recruitment on a yearly basis.
- We must use some of our resources and it has to be seen as an investment for the future.



Methods

- When you are handed this kind of mission, its good to “throw all balls in the air” without bound our boundries and do a brain-storming.
- Mission: You are to sell 30 kg of potatoes. How do you proceed?



Marketing

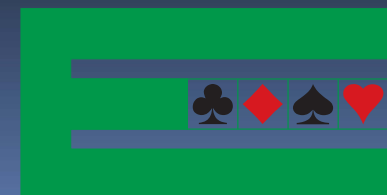
- Do a mind-map how to reach out with your "message".
- Try to figure out what each individual act will cost.

- add paper 100€

- ...

- ...

- Try to be different!
 - Ex. Candy rat!
 - Playing card / Joker



Lists of people

- **Entries**
 - Make one person in charge to take care of all entries.
- **Check list**
 - Make one person in charge to write down the timeline and put people in charge of everything on the line. And that this person keeps track that everything is done as scheduled!



Do IT!

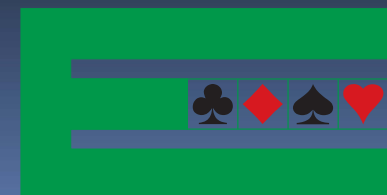
- Be prepared
- Be in time
- Fit in with the group. A suit dont work in school for instance
- Shake hands!
- Sell your bridgecourse
- Make note of those interested
- Leave your leaflet!



Evaluate your project

- What worked well?
 - What didnt work?
 - Why was it so?
 - What can we change?
- Structure your evaluation like this.
 - Before the course
 - During the course
 - After the course

Write it up and have a look at it before it time to start planning for next time!



Time to start your project 😊

- What you have learned now may be used for all activities from Bridgfestivals to recruit seniors or as in this case juniors.
- Its the way of doing it and the tools we choose that will change what we do.
- Use your imagination, only your fantasy limits you!

