



## 10th EBL NBO Officers' Seminar

# Creating a recruitment strategy

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## Facing challenges:



- Decreasing number of members
- Aging members
- Many clubs are struggling to stay alive – no recruitment for decades, decreasing number of tables, soon reaching a critical number of survival



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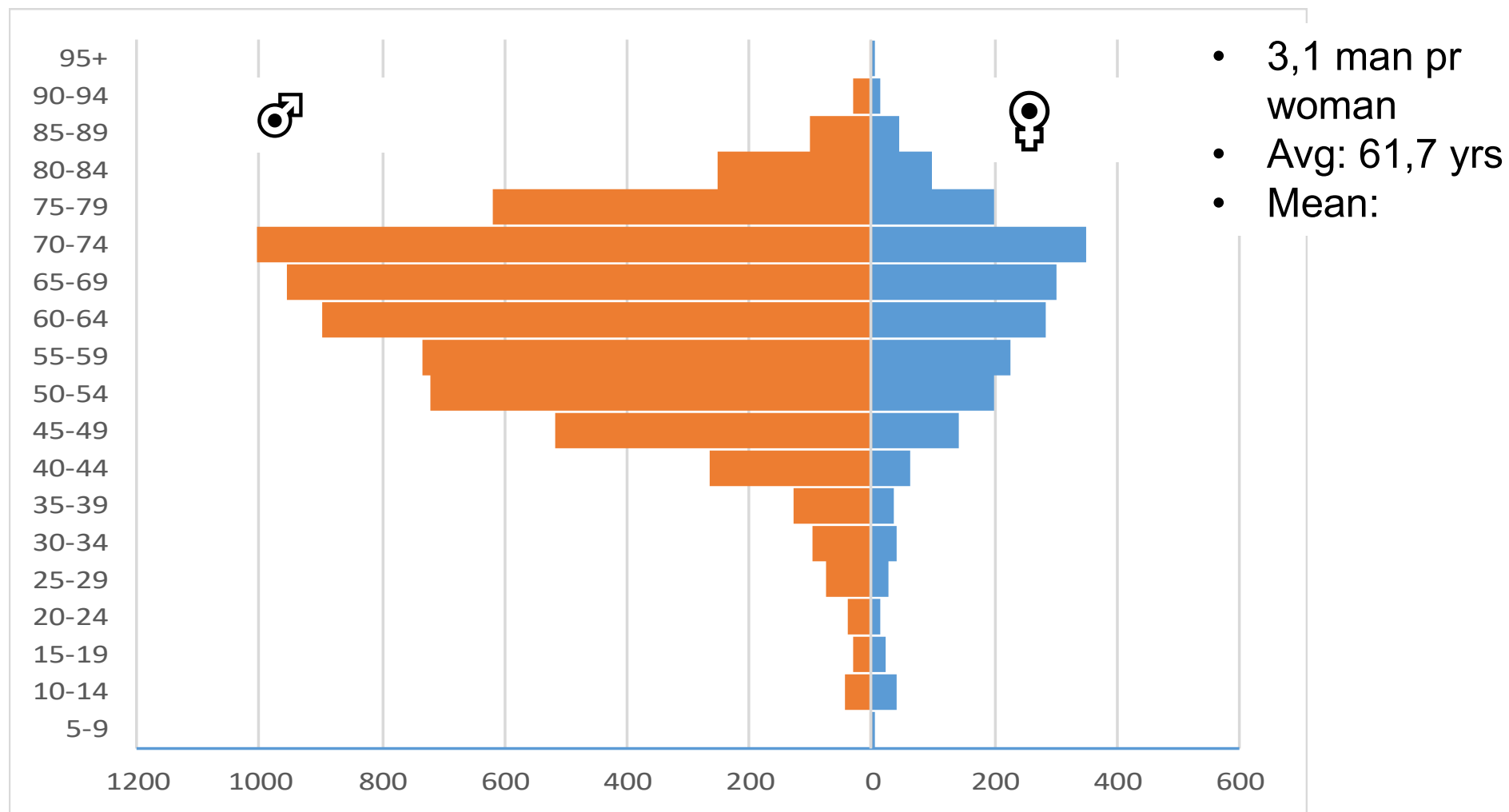
Taken many *different* measures





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## Statistics NBF age/sex 2017



- 3,1 man pr woman
- Avg: 61,7 yrs
- Mean:



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## Which action should we take?

- *"We need to focus on the young people, otherwise bridge will die"* district leader Northern-Norway
- *"We have to focus on people 40+, because the young disappear"* district leader Eastern Norway
- *"Today bridge is played online. In the future, we should recruit people online"*
- *"Bridge can be played by everyone regardless of language and background. We should teach bridge to immigrants"*
- *"Every Norwegian company should have its own bridge club"*

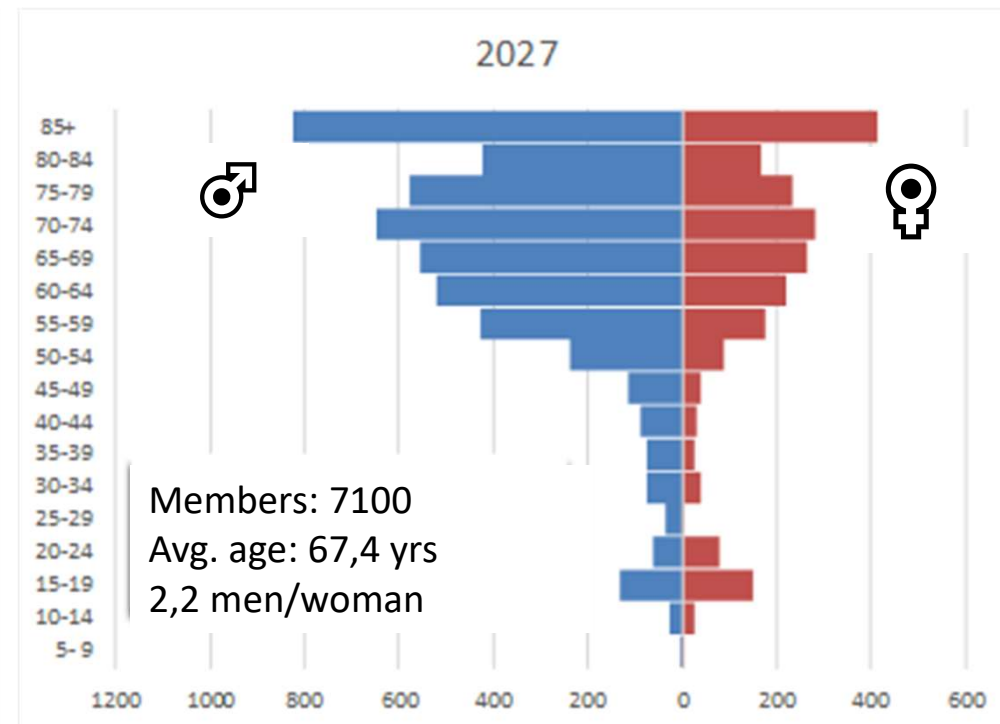
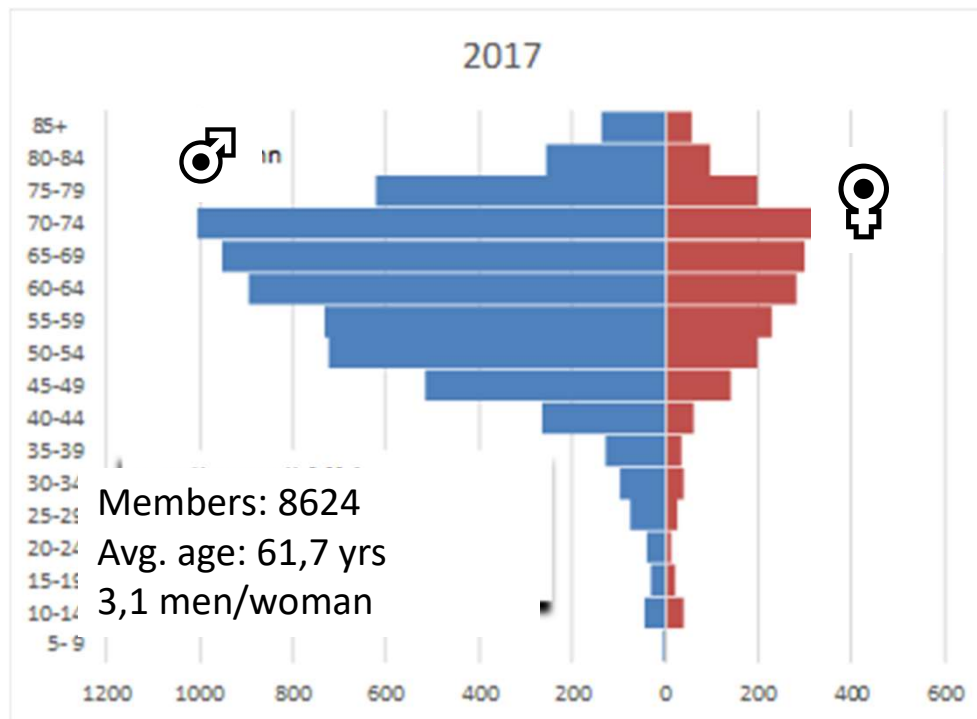
# What is a strategy?

- A plan of action designed to achieve a long-term or overall **aim**.
- **A strategy** is about **what** should be achieved, rather than focusing on how it should be done.





# If we don't take action:





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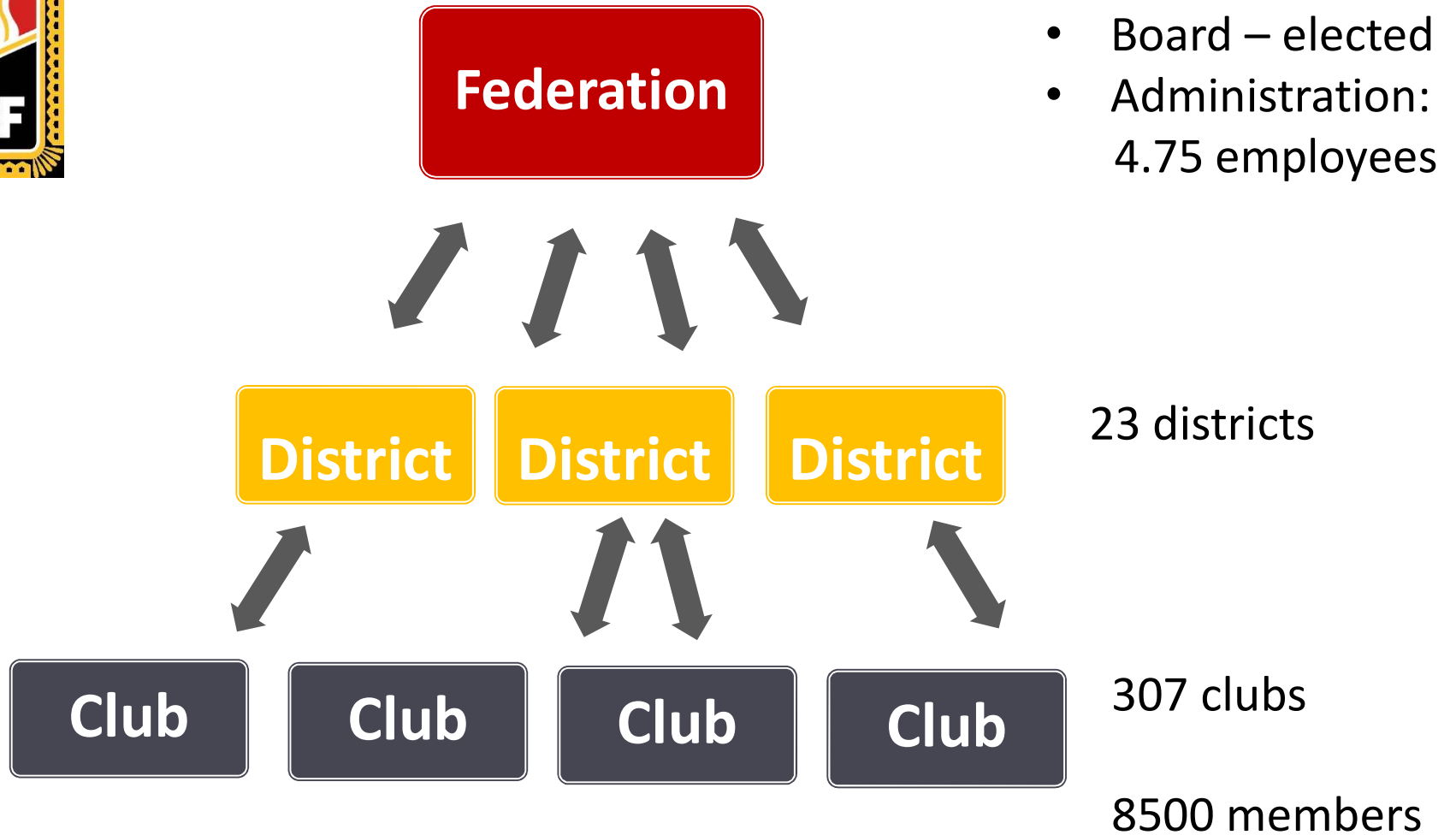
## The need for a clear strategy

- A map to make the troops work together, finding our way through the maze.





# NBF Organization





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## Our aim

- Increase the number of members, allowing us to offer better activities for our members.
  - More numerous members will give us the resources to offer a broader spectrum of activities with higher quality to all members
- Define roles and responsibility for all sections of the organization in the pursuit of recruiting new members





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Involving

Step 5

- Interviews
- Oct 2017
- Districts invited to give input
- Feb 2018



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## The strategy

- Five points, pinpointing communication lines, focusing on responsibility, presence in local media, target groups
- Target groups
  - a) Youth
  - b) Adults seeking a social arena
  - c) Previous members



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## Implementing the strategy

- We have given direction
- The main work load has to be carried by districts and clubs
- The strategy has been grounded in the organization from start
- Implementation is ever on-going work





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## Bridge teachers





# Pensjonister lærer barna bridge i mattetimen



BRIDGE I MATTETIMEN: Pensjonister fra Rena bridgeklubb har bridge timer ved Rena skole. Fra venstre: Svein Meldneseth, Arthur Tandstad, Solveig Lillestrøm og Andrea Victoria Vold Olsen. Foto: Rune Hagen





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## Strategies to achieve the goal

- Clarify **roles** and **communication** lines
- Develop attractive **social** environments
- Establish **arenas** for inexperienced players
- **Campaigns aimed** towards target groups
- Visibility in local **media**

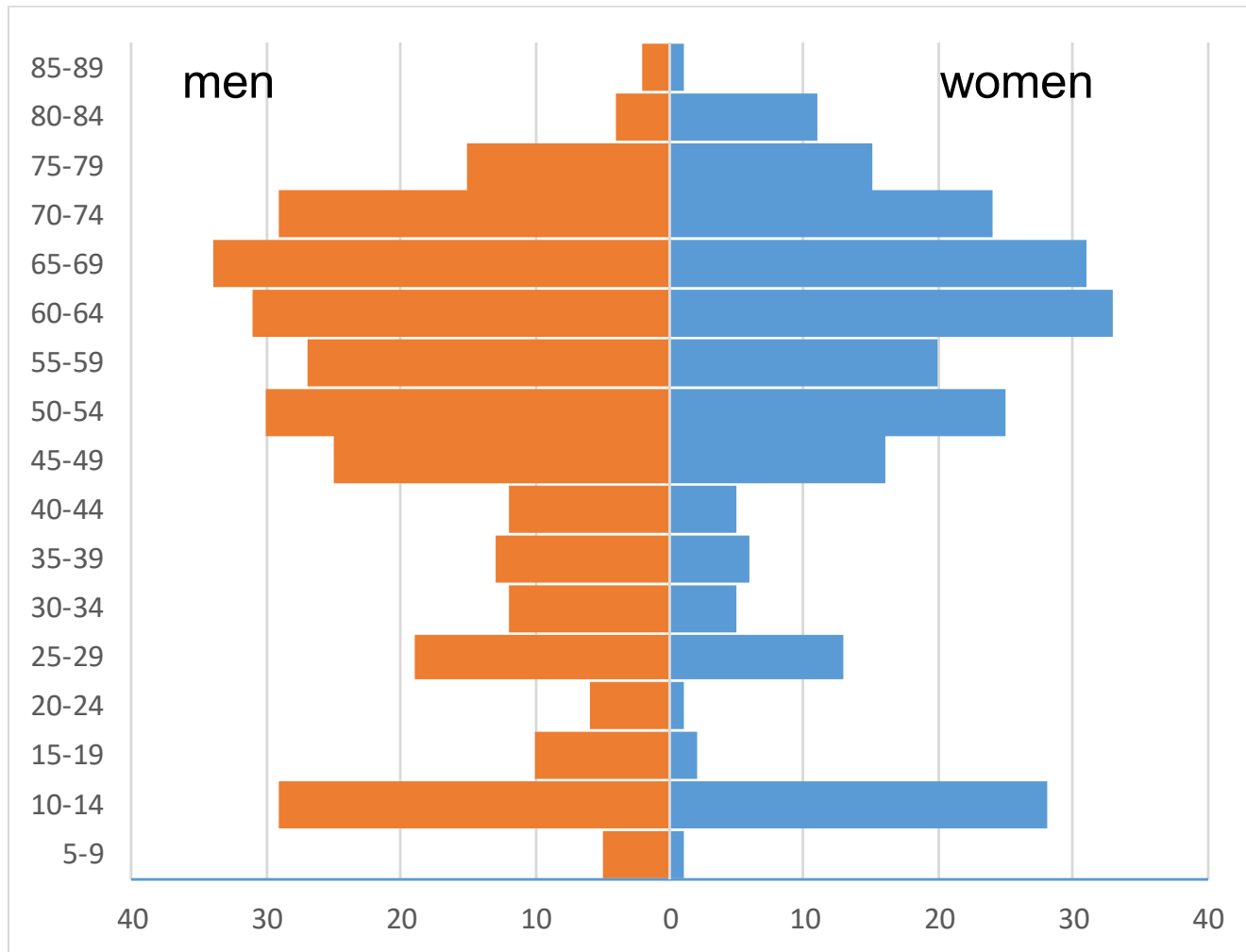


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# Implementing the strategy

- On-going work
- Vise andre tiltak og resultater - f.eks. at unge trekker unge, ungdomsleiren, at vi arrangerte EM og ungdomsleir samtidig for å vise de unge at her er det snakk om en internasjonal hobby, sport, "familie"

# New members age/sex





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- Neste skritt: danne ungdommens bridgeforbund som gir økt finansiering og større mulighet til å dedikere ressurser til de unge.