

South Western Ontario Bridge Association
Unit 249, ACBL
Policy and Procedures Manual

SUBJECT <i>Free Play Vouchers for Mentors and New-to-the-Club Players</i>	REF #: <i>2024-001</i>
APPROVED DATE: <i>November 16, 2024</i>	REVISION DATE: <i>?</i>
ISSUED TO: <i>Unit 249</i>	EFFECTIVE DATE: <i>January 1, 2025</i>

POLICY: Unit 249 supports the growth of the bridge clubs in our Unit and wishes to encourage more players to participate in games and bridge labs at the Unit’s sanctioned clubs. Accordingly, this policy provides for the provision of free play vouchers as follows.

The Unit Education Co-ordinator will administer a one-year budget of \$10,000 designed to bring new-to-the-club players into Unit clubs. The budget will be divided into two streams (a mentor stream and a new player stream), each stream to be distributed to those clubs that wish to participate, prorated on the basis of the number of their weekly F2F games. By having two somewhat-different programs, we hope to be able to tell which is more effective.

The success of the program will be evaluated after one year on the basis of the Unit’s total ACBL members, with a target of a 5% increase. A decision as to whether or not to continue the program will be taken at that time.

The free play vouchers will be valid for three months after the date of issue.

SCOPE: Applies to members of Unit 249

PROCEDURES:

1. Each participating club will be required to appoint an outreach coordinator who will identify potential new players and use the free play vouchers to try to bring them into the club.
2. The vouchers may be used in one of two ways. Up to four free play vouchers may be given either to club players to act as mentors to new-to-the-club players or else directly to new-to-the-club players for their own use (in most of these cases, the players will bring their own partners).
3. Eligible new players must not have played or taken lessons at the club more than once during the past year.
4. The mentors will be asked to make their mentees comfortable with F2F club games, showing them the ropes and introducing them to possible partners in order to make it easy for them to come back to the club.
5. The free play vouchers will be distributed to each club’s outreach coordinator at the beginning of each three-month period. The outreach coordinator will be expected to use his or her discretion about when the mentors and new players get their vouchers.
6. The mentor/free play vouchers will follow the same format and procedures as the vouchers given to the beginner lesson graduates, although these vouchers will be printed in a different colour.

AUTHORITY: Authority is vested in the Education Coordinator and Treasurer to issue and redeem the free play vouchers in accordance with this policy.