



Tips for Following Up with Lapsed Bridge Players:

1. Personally Follow Up Lapsed Players

- Reach out to lapsed members through calls, visits, emails or surveys to understand their reasons for not renewing. Often, they are more open to discussing their concerns with volunteers and other community members.

2. Listen Actively and Empathetically:

- When speaking with lapsed members, listen to their concerns without judgment or defensiveness. Allow them to feel heard and understood, as this can uncover the real reasons behind their decision not to renew. Sometimes all they want is to feel that their concerns have been heard.

3. Focus on Quick Win-Back Strategies:

- Prioritise efforts to win back members with whom you have established long-term relationships. Additionally, target those whose concerns have easier-to-remedy solutions, such as miscommunications, oversights or misunderstandings of the benefits of membership etc.

4. Approach with Sincerity:

- Make lapsed bridge members feel valued and appreciated by approaching them with sincerity. Ensure your communication conveys genuine concern for their well-being and their place within the club community. Ensure you take quick genuine action

5. Timely Outreach is Key:

- Contact lapsed members promptly, ideally within 30 days of their membership lapse. Timely communication shows that their membership matters to the club and increases the likelihood of a positive response.

6. Express Gratitude and Recognition:

- Thank lapsed members for their past membership and the contributions they've made to the club. Acknowledge their investments and the role they've played in shaping the club's community and success.

7. Offer Meaningful Solutions:

- Provide tangible solutions to address the concerns raised by lapsed members. Whether it's resolving misunderstandings, helping them find a new partner, addressing cost issues, explaining the benefits of membership, assisting with finding transportation to the venue, or offering condolences/empathy for illness or incapacitation, and possibly suggesting other options for them to still be included like playing online. Ensure that your solutions are meaningful and tailored to their needs.

By implementing these strategies and prioritising genuine, empathetic communication, you can gain a real understanding and insights into why players would be leaving your club, and increase your likelihood of winning back lapsed bridge playing members and strengthening the club community.