



LAPSED PLAYER TOOLKIT



Australian Bridge
Federation



2024



ABF Lapsed Player Marketing Tool Kit



The ABF have created this toolkit to support Clubs in getting lapsed players to return to Bridge.

As part of preparing this toolkit the ABF consulted with key stakeholder at clubs in different states & territories to identify the key reasons why players lapse and what clubs could do to get them to return to the tables.

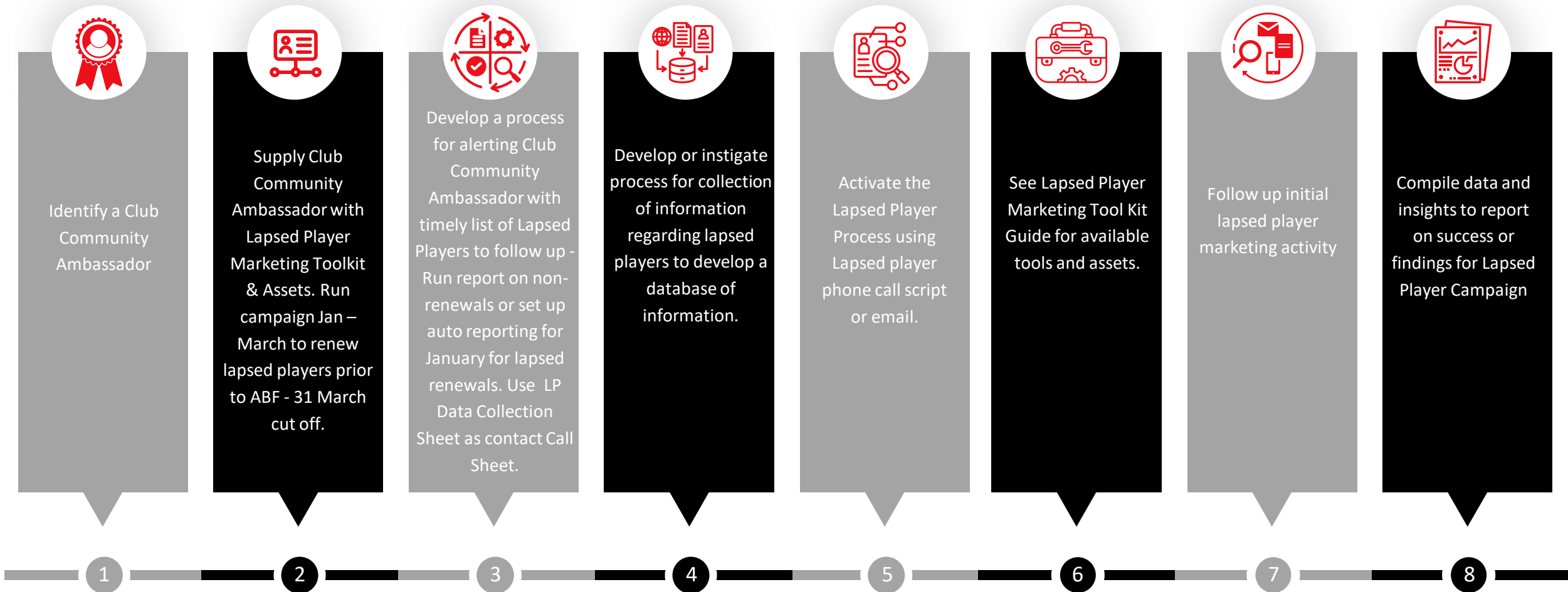
This ABF Marketing Tool Kit has been put together to act as a framework to assist Club's in establishing a Lapsed Player Win back Program

This ABF Marketing Tool Kit considers “Lapsed Players” to be those that have not renewed their Bridge Club membership.

Main Reasons Players Lapse

- Deceased
- Physically Unwell or Incapacitated
- No Transport - no longer able to drive or has lost their transport to venue
- Have lost partner or have no Suitable Partner
- Didn't like Players or Atmosphere
- Didn't like Club
- Going Travelling
- Don't see a point in renewing
- Other


Lapsed Player Win Back Process



Lapsed Player Follow Up Tips



Tips to help with following up lapsed players.



Tips for Following Up with Lapsed Bridge Players:

1. Personally Follow Up Lapsed Players

- Reach out to lapsed members through calls, visits, [emails](#) or letters to understand their reasons for not renewing. Often, they are more concerned about their concerns with volunteers and other community members than they are about the cost of membership.

2. Listen Actively and Empathetically:

- When speaking with lapsed members, listen to their concerns and avoid being defensive. Allow them to feel heard and understood, as this helps to identify the reasons behind their decision not to renew. Sometimes all that is needed is for their concerns have been heard.

3. Focus on Quick Win-Back Strategies:

- Prioritise efforts to win back members with whom you have had previous relationships. Additionally, target those whose concerns have been addressed, such as miscommunications, [oversights](#) or misunderstandings about the benefits of membership etc.

4. Approach with Sincerity:

- Make lapsed bridge members feel valued and appreciated by reaching out with sincerity. Ensure your communication conveys genuine concern for their being and their place within the club community. Ensure you follow up with [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 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.

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Note that you will want this data for reporting at the end of the campaign.

A	B	C	D	E	F	G	H	I
First Name	Last Name	Email	Phone	Address	Suburb	State	Lapsed Date / Year	Player Level

Initial Call Script

An initial phone call script has been provided in the toolkit. Obviously every call will be different but this script aims to give some potential options to assist you with the call.

The script is only a framework/guide. It is not to be used verbatim but for you to please tailor it to fit the circumstances and the person.

Calls need to be authentic, genuine and personalised. Please be empathetic and listen, often people just want to be heard. This might mean there is no action to take other than to listen to them and possibly follow up again later.

This should be used in conjunction with the Win back Matrix to assist you in identifying possible solutions for the issues raised.

Lapsed Player Phone Script - Draft 1

Phone Call Script for Bridge Club Membership Renewal Follow-Up

"Introduction:"

Hi, is that [insert name of lapsed player/member]?

- **If not**:

- Response: Could I please speak with them when they are available?

- **If response is they mention the person is in the hot**

- Response: I'm truly sorry to hear that. Please advise there's anything we can do to assist or support during...

...

"Continuation:"

This is [insert name] from [insert club]. We noticed the...

- **Had not renewed your membership**

- **Had not returned to the club lately**

- **Missed your game this week**

- **We haven't seen you around lately**

We just wanted to check in to see if you were okay or...

- **Renewed**

- **Required**

- **Been around lately**

- **Missed a game**

"Depending on the response:"

- **General Response** "I am sorry to hear that or that you've [insert reason] or I understand or lose... How can we help?"

"Offer Below Solutions/Options:"

- **If financial difficulty**:

- Response: We offer various payment options, including the one-time financial burden. Would you like more information or...

- **If transportation issue**:

- Response: We understand transportation can be a challenge. We offer alternative transport options or connect you with other members who can assist. Would you like us to look into this for you?

- **If need for a new partner**:

- Response: We have a Partner Coordinator who can assist you in finding a partner for your games. Would you like us to arrange this for you?

- **If health or personal issues**:

- Response: Your well-being is important to us. If you're facing personal challenges, please know that we're here to support you. Would you like to discuss this further or is there anything else we can do?

"Closing:"

Thank you for taking the time to speak with me today. We genuinely care about our members' well-being and want to ensure you feel supported and valued within our community. Please don't hesitate to reach out if you have any further questions or concerns. We're here to help.

Warm regards,

[Your Name]

[Your Position]

[Your Contact Information]

[Club Name]

Phone Call – Follow Up Email Template

Email template to be used to
follow up phone call and send
through any required
information or attachments.

Phone Call – Follow Up Email

Subject: It was Great Chatting with You!

Dear [First Name],

I just wanted to reach out and say how nice it was to speak with you earlier. I'm sorry to hear about [insert reason discussed during the call], and I hope everything works out smoothly for you.

As promised, I've attached/included [insert appropriate attachment or information, such as a link to club playing times, contact details for the partner coordinator, etc.]. Feel free to [take a look](#) whenever you get a chance.

If there's anything else I can help you with or if you have any further questions/comments/issues, please don't hesitate to let us know. We're here to help in any way we can.

Looking forward to hearing from you soon, and hopefully welcoming you back to our Bridge Club community!

Warm regards,

[Your Name]

[Your Position]

[Your Contact Information]

[Bridge Club Name]

Follow Up Call Script

Everyone gets busy or distracted so people often need to be followed up or see/hear things multiple times before they take action.

This is a follow up phone call script to provide a framework to assist in touching base again, re-connecting with the lapsed player and encouraging them to renew their membership

The script is only a framework/guide. It is not to be used verbatim so please tailor it to fit the circumstances and the person.

This should be used in conjunction with the Winback Matrix to assisting you in identifying possible solutions for the issues raised.

****Follow-Up Phone Call Script for Lapsed Bridge Players****

Introduction:

Hi, may I speak with [insert name of lapsed player/member]?

- ****If not**:**

- Response: Of course, could you please pass along a message for me?

- ****If response is they mention the person is in the hospital or has passed away**:**

- Response: I'm truly sorry to hear that. Please accept our heartfelt sympathies. If there's anything we can do to assist or support during this time, please let us know.

Connected to the Lapsed Player.

Hello, this is [insert name] from [insert club]. I hope you're doing well. I just wanted to follow up on our previous conversation / my email regarding your membership renewal.

Depending on the previous conversation.

- ****General Response**** I wanted to reiterate that we're here to support you in any way we can. Have you had a chance to consider any of the options we discussed?

Offer Below Solutions/Options.

- ****If transportation issue**:**

- Response: We understand transportation can be challenging. Have you had a chance to explore alternative options, or how is working out with the potential travel companion we put you in touch with or would you like us to assist you further?

- ****If need for a new partner**:**

- Response: Our Partner Coordinator is still available to assist you in finding a compatible partner. Would you like us to connect you with them? Or how did it go with the Partner Coordinator, where they able to find you an appropriate partner to play with?

- ****If health or personal issue**:**

- Response: How are you going? Your well-being is important to us. If there's anything we can do to support you during this time, please don't hesitate to let us know.

- ****If going traveling issue**:**

- Response: Have you had a chance to consider the options we discussed for maintaining your involvement with the club while you're traveling?

If issue with other players:

- Response: We're currently looking into the matter and will keep you updated on any developments.

Closing:

Thank you for taking the time to speak with me today. We genuinely value your membership and want to ensure you have the best experience possible with our club. Please don't hesitate to reach out if you have any further questions or concerns.

Initial Lapsed Player Email



Initial email to lapsed player
to encourage renewal.

Initial Email for Lapsed Players – non-renewing – v1

Subject: Your Membership Renewal at [Bridge Club Name]

Dear [First Name],

We hope this email finds you well. We noticed that your Bridge Club membership with us at [Bridge Club Name] has lapsed, and we wanted to reach out to you.

Firstly, we want to express our gratitude for your membership and support over the past [number of years of membership]. Your participation has been important to [us](#) and we have enjoyed having you in our bridge community.

We understand that sometimes renewal notices can slip through the cracks or that circumstances may have changed, leading you to reconsider your membership. If you've simply missed the renewal notice or deadline, please know that it happens to all of us, and hopefully now you can jump in and get it renewed. If you need any assistance, please don't hesitate to reach out.

However, if you've chosen not to renew for any reason, we'd love to hear from you to take on board your insights or see if there is anything we can do to assist in your return to bridge. Your feedback is incredibly valuable to us, and we want to understand if there's anything we could have done differently or if there are specific areas where we can improve. Our members and [there](#) happiness are our priority, and we're here to assist you in any way we can.

Please feel free to reach out to us at [contact information] if you have any questions, concerns, or if you'd like to discuss your membership further. We're here to help and would be delighted to welcome you back to the Bridge Club community.

Thank you once again for your past membership, and we hope to hear from you soon or even better see you at the club.

Warm regards,

[Your Name]

[Your Position]

[Your Contact Information]

[Bridge Club Name]

Second Email – Follow Up Template

Second email in the email series to follow up after initial email.

Second Email to Follow Up

Subject: Your Membership Renewal: You are Missed!

Dear [First Name],

I hope you're doing well. Following up on my previous email about your Bridge Club membership, I wanted to touch base and see if you've had a chance to consider renewing.

We understand that life can get busy, and sometimes renewal notices just get missed. | However, if there are any reasons behind your decision not to renew that you'd like to share with us, we would like to hear them. We genuinely value your feedback and would like to see if we can assist in alleviating any of the issues that are holding you back from joining us to play bridge.

Whether its no partner, loss of transport, issues with other players, illness etc that is holding you back, we like having you in our community, we value our other bridge playing members and would like to help if we can.

If you need any assistance or have any questions or would just like to discuss your membership renewal further, please don't hesitate to reach out. We're here to help.

Looking forward to hearing from you soon or even better seeing you at the bridge table.

Warm regards,
[Your Name]
[Your Position]
[Your Contact Information]
[Bridge Club Name]

Win Back Matrix



This Win Back Matrix identifies lapsed player issues and potential offers or win-back strategies to get them to renew their membership or return to the club.

Lapsed Players – Win Backs		
Issue	Offer	Action
Lost Partner	<ul style="list-style-type: none">- Direct to Partner Matching Form or Program- Connect with Partner Coordinator	<ul style="list-style-type: none">- Give details to Partner Coordinator to Follow up- Send Follow Up Partner Matching Email
Going Travelling	<ul style="list-style-type: none">- Remind benefits of Bridge membership include discounted travel insurance.- Remind benefits of Bridge membership include collecting Master Points from affiliated clubs while travelling???- Get date of return and add to system	<ul style="list-style-type: none">- Get date of return and add to system for follow up- Send Follow Up Returning from holiday email
Too Busy	<ul style="list-style-type: none">- Discover what times/days they can find a partner- Offer to help find a partner	
Unwell	<ul style="list-style-type: none">- Offer sympathies- Offer to help find a partner- If transport/holiday	
Deceased		

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Lapsed Players – Win Backs		
Issue	Offer	Action
Transport / Commute	<ul style="list-style-type: none">- Mention disabled parking spaces- Provide map of location of disabled parking spaces (include photo where possible)- Connect them with Transport Coordinator to assist with any available transport eg car pooling, community bus, local taxi/uber affiliation	<ul style="list-style-type: none">- Give details to Transport Coordinator to Follow up- Send follow up email to check in
Didn't like other Players / had issues with other players	<ul style="list-style-type: none">- Offer to get Director to call them for complaint / investigation- Offer for them to go on different days/times to avoid the difficult people or to better align them with a competition/game that suits their driving need eg social- Express to them the club will be communicating again the code of conduct etc	<ul style="list-style-type: none">- Escalate to Director/Complaint officer- See if you can assist them to attend on different day/type- Send follow up email to check in- Organise club communications to foster positive environment and promote the code of conduct / appropriate player behaviour etc
Didn't like Club	<ul style="list-style-type: none">- Ask them reasons why and if there is anything you can do to change their opinion (listen to them and make them feel heard)- Ask them to complete quick feedback form/survey for Club improvement- Offer any changes/solutions eg change to other venue or online where possible to avoid complete loss of member- If they don't want to speak to someone from the club or are leaving no matter what Offer to put them in contact with state/territory member for other options or independent person to speak to	<ul style="list-style-type: none">- Note feedback for club committee- Send them survey / feedback form- Is there any quick actions/improvements you can address- Send follow up email of changes/improvements later
Don't see a point in renewing	<ul style="list-style-type: none">- Mention ABE benefits- Mention Local Club benefits eg Activities, offers, events- If you can see how close they are to leveling up on master points and if they are close mention that	<ul style="list-style-type: none">- Send follow up email- Send them ABE (under construction) or Club Benefits Flyer- Send them local club events calendar- Send them info/link on master club points

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Ways to Play Bridge – Flyer Template

This flyer template is a quick handout to indicate which ways are available to play bridge and how players can go about joining/participating. It should be customised to your club. This would be good to email to a lapsed player who may need to find another day or is incapacitated or too busy and may consider playing online so that the club can still keep them engaged and encourage again later to return to face to face.

<Club Name> Bridge – Ways to Play

<Insert Club Logo>

Way to Play Bridge	Location
Face to Face	<ul style="list-style-type: none"> - Link to Club Face to Face Games times and locations - Flyer on Club Face to Face Games times and locations
Online	<ul style="list-style-type: none"> - Link to Club Online Games Site - Link to Club Online Games times and locations - Information Sheet / Flyer on Club Online Games program
Hybrid	



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Partner Seeking – Communications

Communications assets to assist in finding potential partners. Image tiles and short messaging has been developed for club use. Could use on social media, WhatsApp, newsletters or emails etc.



Partner Issues – Partners Needed Messages

Message 1
Calling all bridge enthusiasts able to partner or looking for a partner

Are you searching for the right bridge partner or are you happy to play with a new or just need a partner for a different daytime? Look no further! Check list below for bridge players in your area that are looking for a partner like:

1. Competitive bridge player with [insert number] master points seeking a partner in [insert category] at [insert club name] on [insert day and time].
2. Friendly and fun social bridge player with [insert number] master points partner in [insert category] at [insert club name] on [insert day and time]. (someone to have a good time with and enjoy playing together each week)
3. Quiet, serious bridge player with [insert number] master points seeking [insert category] at [insert club name] on [insert day and time].

If you can help with any of the above requests we'd love to hear from you. Finding the right partner is key to enjoying your game of bridge. We are a community of bridge enthusiasts that want to come together to enjoy the game. We know if you are open to playing with one of the keen bridge players list are looking for a partner.

Contact our Partner Coordinator, [insert partner coordinator name] on [insert details] and let us know what days, [insert] and type of person you are looking for with

Message 2

Looking for [insert social or competitive] Bridge Partner for the [insert area]?

One of our keen bridge players is [insert] of a partner at [insert name of club] every [insert day] at [insert time].

The bridge player is [insert personality traits or type of player eg strategic and competitive, quiet and kind, outgoing and fun]. They have [insert number] master points and plays [insert category].

Whether you're aiming for victory or simply looking to enjoy a game with friends, the right partner can make all the difference.

If you're able to partner or know someone who can, please reach out to our Partner Coordinator, [insert partner coordinator name] on [insert contact details].

If this is not the partner for you but you are open to partnering or looking for a partner please contact [insert contact name and contact details] and let them know your partner matching requirements.



Car Pool Buddy/Driver Seeking – Comms

Communications assets to assist in finding potential drivers that could help get immobile lapsed players to games. Image tiles and short messaging has been developed for club use. Could use on social media, WhatsApp, newsletters or emails etc.

Transport Issues – Car Pooling / Drivers Needed Messages

Message 1

Looking for Carpooling buddies / driver for the <insert area>?

One of our lovely bridge players is facing transportation or mobility challenges and is unable to get themselves to Bridge at [insert name of club] every [insert day] at [insert time].

Since we all know bridge is life, let's see if we can come together to support the transport challenged members of our bridge family to be able to enjoy the game with us.

If you're able to assist or know someone who can, please reach out.

If this location doesn't fit you but you are prepared to join our Car Pool Community to help transport other challenged members please contact [insert contact name and contact details]

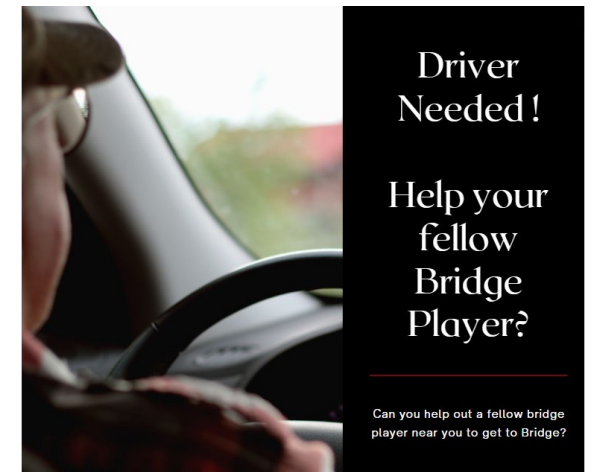
Message 2

Calling All Community Minded Drivers in the <insert area>?

We're seeking a kind hearted community member to lend a helping hand and transport a mobility-challenged bridge player to our club at [insert name of club] every [insert day] at [insert time].

Let's come together as a community and ensure everyone can enjoy the game they love. If you're able to assist or know someone who can, please reach out to [insert contact name and contact details]

Or if you are able to assist with driving in another area please contact [insert contact name and contact details]



Please be Considerate Poster

Re-communicate the existing
ABF's Please Be Considerate
Poster for use in clubs to
improve atmosphere.





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