



RENEW YOUR MEMBERSHIP MARKETING TOOLKIT



Australian Bridge
Federation



2025



ABF Renew Your Membership Marketing Tool Kit



Welcome to the ABF Membership Renewal Marketing Toolkit!

The Australian Bridge Federation (ABF) has created this comprehensive toolkit to help clubs encourage members to renew their membership ahead of the 31 March deadline. Renewing by this date ensures members can continue earning and retaining their valuable Masterpoints, enjoy the exclusive perks of ABF membership, and stay connected to their bridge club and vibrant community.

This toolkit is a practical framework designed to support clubs in retaining existing members and driving membership renewals. Inside, you'll find a range of user-friendly marketing materials to assist club organisers to promote membership renewal, engage members and showcase the many benefits of renewing their bridge club membership.

Let's work together to keep our bridge community strong, thriving, and connected this year!

Renew Your Membership – Social Media Posts



Social Media Post - Tiles



Renew Your Membership – Social Media Posts

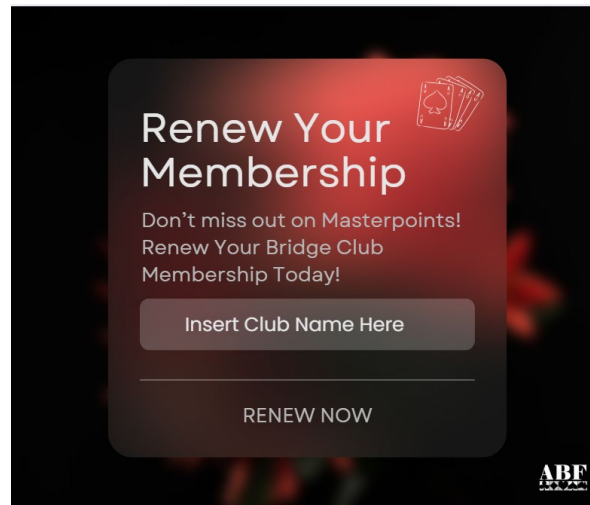
Social Media Post – Tiles – Last Chance



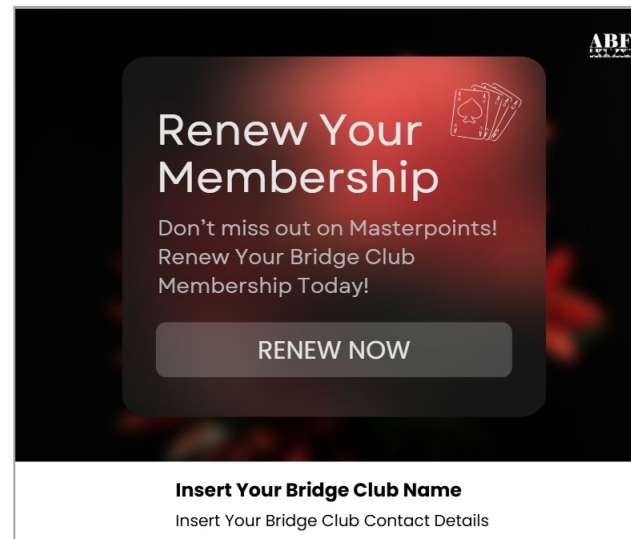
Renew Your Membership – Editable Social Media Posts



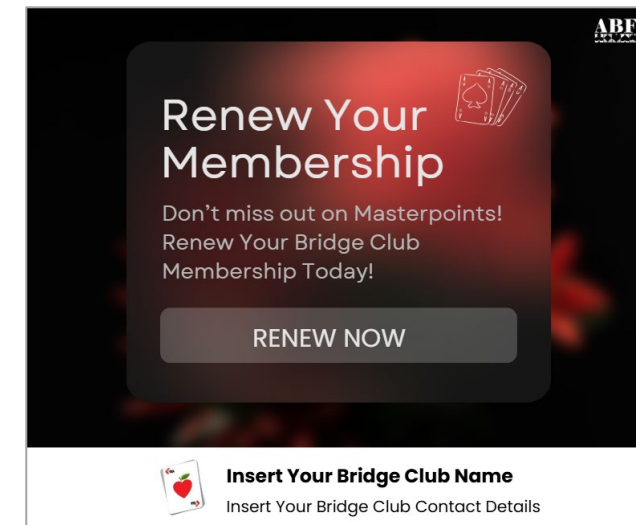
Social Media Post – Tiles – Editable



Editable Social Media in PowerPoint – Add Club Name in grey box.



Editable Social Media in PowerPoint – Add Club Details in bottom white bar.




Editable Social Media in PowerPoint – Add logo & Club Details

Renew Your Membership – Social Media Posts




Social Media Posts - Copy






Series of 3 posts to
encourage members to
renew.



Renew Your Membership – Social Media Posts

Post 1: Early Reminder



 **Time to Renew Your Membership!**
Keep your seat at the table in [year] by renewing your membership with [Bridge Club Name] today!

-  Play in club sessions and competitions
-  Be part of our vibrant community
-  Enjoy the cognitive and social benefits of bridge
-  Earn and track your Masterpoints
-  Enjoy exclusive ABF perks, like discounted travel insurance


Don't wait – renew now and keep the fun and connection going!
[Insert link or instructions to renew]






#BridgeLife #BridgeCommunity #MembershipRenewal #PlayBridge
#BridgeFun #ABF


Post 2: Midpoint Reminder

 **Have You Renewed Yet?** 


The countdown is on! Renew your membership with [Bridge Club Name] today to stay part of the bridge action in [year].

 What's in it for you?

-  Play, compete, and improve your game
-  Enjoy our social events and vibrant community
-  Keep earning and tracking your Masterpoints
-  Boost your brain health while having fun
-  Access exclusive ABF perks



 **Deadline:** [insert date]. **Don't miss your chance!**
[Insert link or instructions to renew]

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#BridgeGame #BridgeCommunity #PlayBridge #BridgeMembership
#MindGames #ABFMember #ABF

Post 3: Last Chance Reminder


 **Final Call – Don't Miss Out!** 

This is your last chance to renew your membership with [Bridge Club Name] for [year]!

-  Play in club sessions and competitions
-  Have fun and make friends in our bridge community
-  Earn and track your Masterpoints
-  Access ABF perks, like discounted travel insurance
-  Keep your mind active and sharp

 **Renew before [deadline] or risk missing out!**
[Insert link or instructions to renew]

#BridgeFun #BridgeCommunity #PlayBridge #Masterpoints #BridgeGame
#BridgeMembership #ABF

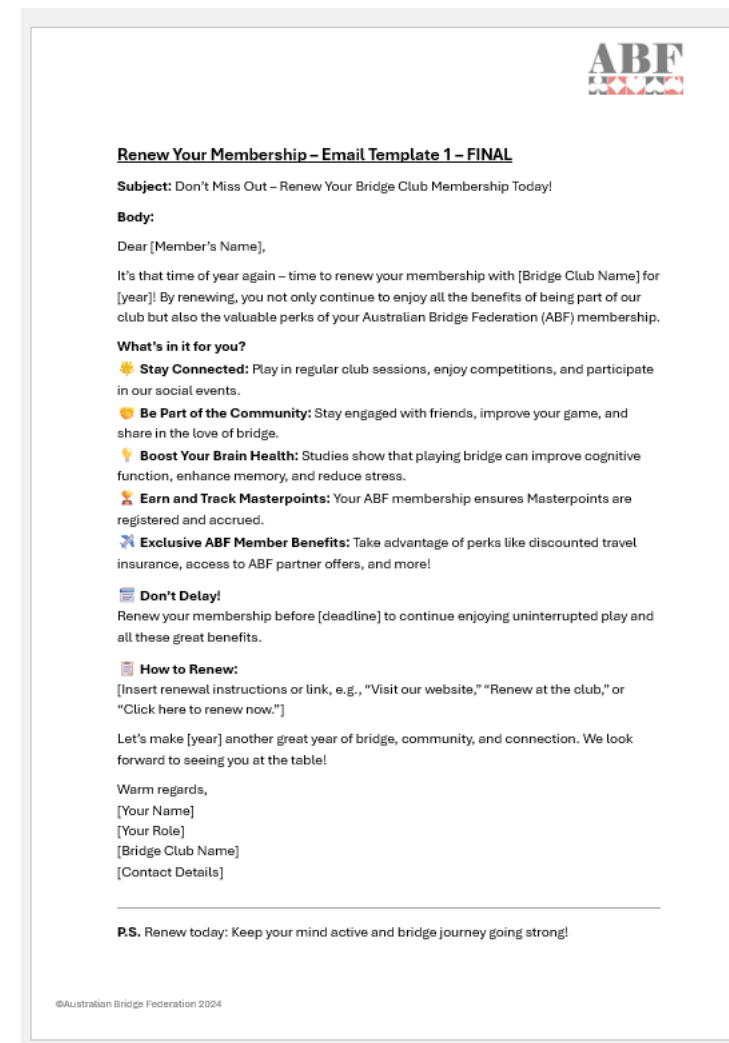


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Renew Your Membership – Email to Promote Membership Renewal



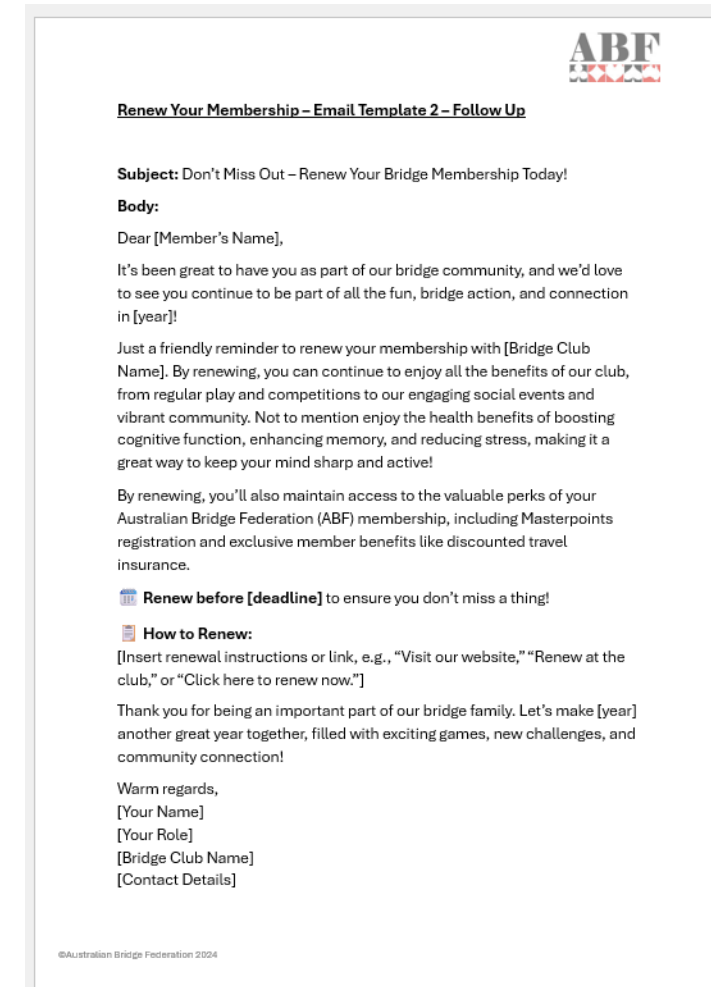
Initial email to members to encourage renewal.



Renew Your Membership – Follow Up Email



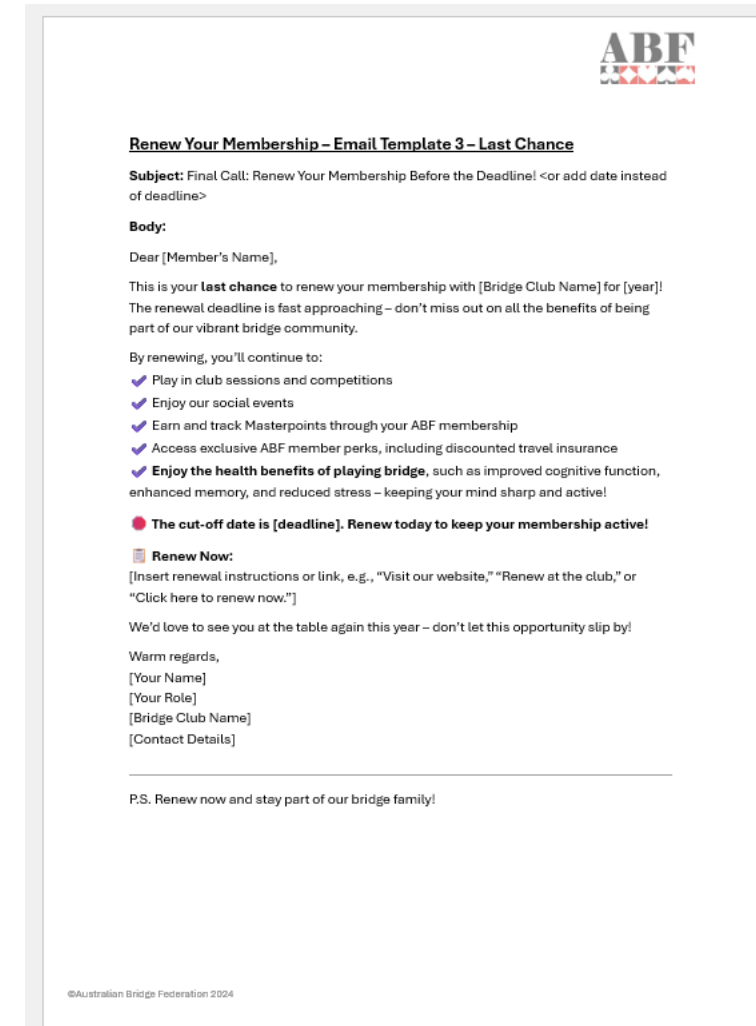
Follow Up email to members
to encourage renewal.



Renew Your Membership – Last Chance Email



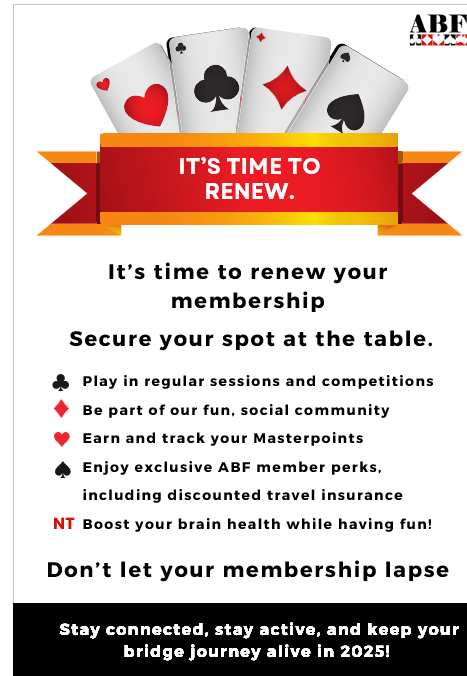
Final Reminder email to members to encourage renewal.



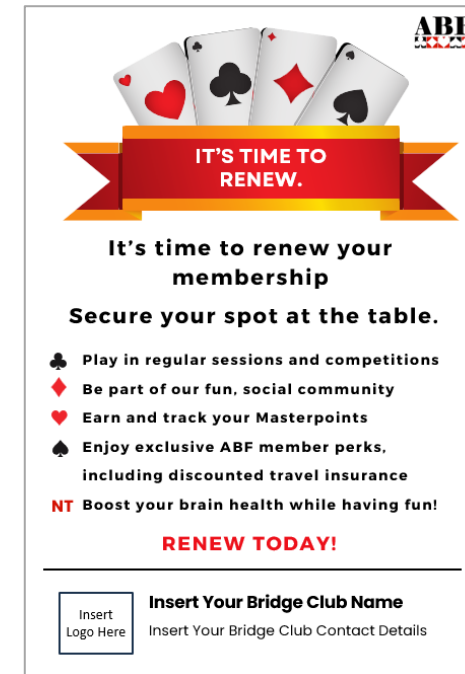
Renew Your Membership– Poster



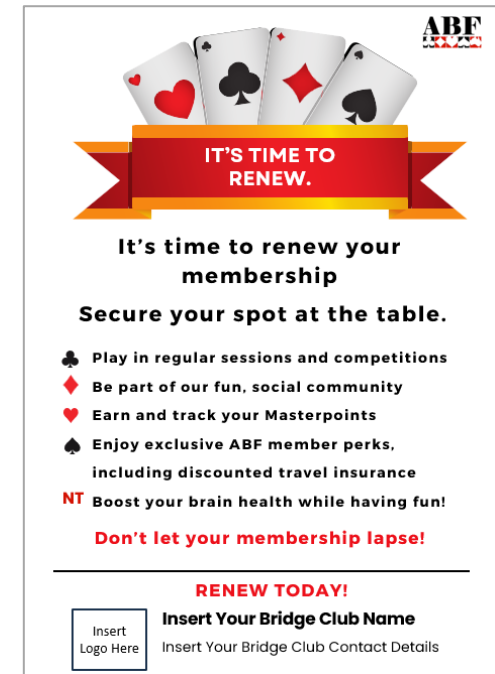
Renew Your Membership
Posters for use on club
noticeboards or doors etc.



Generic poster



Editable poster in PowerPoint –
Add Club Contact Details, logo and
link to Renew.





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www.ABF.com.au