



# LEARN to PLAY BRIDGE MARKETING TOOLKIT



Australian Bridge  
Federation



**2025**



# ABF Learn to Play Bridge Marketing Tool Kit

---



**Welcome to the ABF Learn to Play Bridge Marketing Toolkit!**

## **Grow Your Club with the ABF Learn to Play Bridge Toolkit!**

The Australian Bridge Federation (ABF) has created this toolkit to help clubs attract new beginner players and promote their beginner and learn-to-play bridge lessons.

Encouraging more people to discover bridge is key to keeping our community vibrant, welcoming, and thriving for years to come.

This toolkit provides a practical framework designed to support clubs in reaching potential new beginner players to promote learn to play Bridge lessons and to get people to learn to play bridge at your club.

Inside, you'll find a range of user-friendly marketing materials to assist club organisers in promoting beginner lessons, engaging newcomers, and showcasing the many benefits of learning and playing bridge.

As we bring in new faces, let's **remember that the welcome they receive is just as important as the invitation. Momentum can be lost if new players feel overwhelmed, dismissed, or excluded. Existing players play a vital role in creating a positive first experience.**

**Let's work together to grow our bridge community, welcome new players, and share the joy of bridge with more people!**

## Marketing Tips to Make the Most of Your Toolkit!

*Promote your Learn to Play Bridge course with simple, smart, budget-friendly marketing tactics!*

Check out the Blaze Marketing Tips Sheet for handy tips and hints to maximise your marketing impact with tight resources.

### Tips for Maximising Marketing With DIY Toolkits

#### Marketing Tips to Make the Most of Your DIY Marketing Toolkit

*Promote your campaign, event, marketing activity or course with simple, smart, budget-friendly tactics!*

*Target Audience: Seniors, Retired or Semi-Retired, those looking for a new hobby or a social activity.*

#### 1. Print Smart To Save Money And Make An Impact

You've got a few options for printing flyers and posters depending on your budget and needs:



- **External printing** – Services like Officeworks or your local print shop can often do small print runs and frequently provide better value (and quality) than in-house printing, especially when you factor in the cost of ink cartridges.
- **DIY printing** – A DIY flyer version is included in this toolkit if you prefer to print in-house. This can be handy for small quantities, last-minute needs, or putting flyers in with other club materials.
- **Half-page or full-page** – You can print two flyers per A4 sheet to save paper and money (ideal for handouts), or use a full A4 size for higher visibility on noticeboards.
- **Need changes to the flyer?** Many of the Marketing Assets in the Toolkit are editable but if not print shops are happy to help with small artwork edits—like adding your club name, contact details, or course info—before printing.

#### 2. Put Up Posters Where Your Audience Is

Stick your posters up wherever your target audience might spend time—there are often community noticeboards in these locations where you can place flyers or ads:

-  Shopping centres
-  Libraries
-  Cafés and local bakeries
-  Seniors Centres
-  Community centres and council halls
-  Leisure centres, gyms, or yoga studios
-  Medical clinics, physios, or waiting rooms

Also consider less traditional (but high-visibility) locations—where permitted:

-  Toilet doors (in cafes, community centres, or clubs)
-  Local bus stops or shelters



©Blaze Marketing Pty. Ltd. 2025

# Contents

---

- [Posters & Advertisements](#)
- [Website](#)
- [Social Media](#)
- [Email Marketing](#)
- [Refer a Friend](#)
- [Lesson Listing on ABF Website](#)
- [Benefits of Bridge Supplementary Assets](#)



# Posters & Advertisements

Posters, Flyers and Advertisements

# Learn to Play Bridge– Print Poster & Full-Page Ad v1

## Learn to Play Bridge Poster or Full-Page Ad – v1

**Channels:** club noticeboards, community noticeboards, walls or doors, online noticeboards or groups etc. Affiliation with local Bowling, Golf Club or Retirement Living.

**Alternative Uses:** Can also be used for;

- Full-Page Ad
- Printed A4 Flyer
- PDF or JPG/PNG – online usage.

Files available:

- PDF File: Print at a printer (e.g. Officeworks) and fill in lesson details and contact information manually.
- PowerPoint File: Editable using PowerPoint – Add Lesson details in the when and where and details for who to contact for more information or to register for lessons. Save as PDF for printing at printer e.g. Officeworks.

UNLOCK THE BENEFITS OF BRIDGE-  
JOIN OUR WELCOMING COMMUNITY

Learn to  
Play Bridge!

The World's Most  
Popular Mindsport

Meet new friends, connect with  
your community, learn a new  
skill and have FUN.





Discover the art of strategy and friendship with Bridge: The Game for  
Everyone, where Mental Fitness Meets Social Fun!  
More than just a game, Bridge enhances your logical thinking, memory,  
and social skills. No experience needed-Everyone is Welcome!

WHEN	WHERE
TO REGISTER OR FIND OUT MORE INFORMATION PLEASE CONTACT:	

Full Page - Version 1

# Learn to Play Bridge– Print Poster & Full-Page Ad v2



## Learn to Play Bridge Poster or Full-Page Ad – v2

**Channels:** club noticeboards, community noticeboards, walls, doors, online noticeboards or groups etc. Affiliation with local Bowling, Golf Club or Retirement Living.

**Alternative Uses:** Can also be used for;

- Full-Page Ad
- Printed A4 Flyer
- PDF or JPG/PNG – online usage.

Files available:


- PDF File: Print at a printer (e.g. Officeworks) and fill in lesson details and contact information manually.
- PowerPoint File: Editable using PowerPoint – Add Lesson details in the when and where and details for who to contact for more information or to register for lessons. Save as PDF for printing at printer e.g. Officeworks.

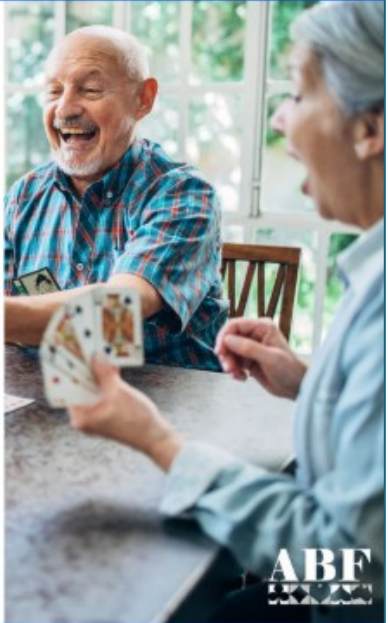
UNLOCK THE BENEFITS OF BRIDGE-  
JOIN OUR WELCOMING COMMUNITY

## Learn to Play Bridge!

The World's Most  
Popular Mindsport

Meet new friends, connect with  
your community, learn a new  
skill and have FUN.





Discover the art of strategy and friendship with Bridge: The Game for  
Everyone, where Mental Fitness Meets Social Fun!  
More than just a game, Bridge enhances your logical thinking, memory,  
and social skills. No experience needed-Everyone is Welcome!

WHEN	WHERE

TO REGISTER OR FIND OUT MORE INFORMATION PLEASE CONTACT:

Full Page - Version 2



# Learn to Play Bridge–Half–Page Ads v1

## Learn to Play Bridge A5 Flyer or Half–Page Ad – v1

**Channels:** club noticeboards, community noticeboards, walls or doors, online noticeboards or groups etc. Affiliation with local Bowling, Golf Club or Retirement Living.

**Alternative Uses:** Can also be used for;

- Half–Page Ad
- Printed A5 Flyer or A4 Flyer – 2 per page
- PDF or JPG/PNG – online usage.

Files available:

- PDF File: Print at a printer (e.g. Officeworks) and fill in lesson details and contact information manually.
- PowerPoint File: Editable using PowerPoint – Add Lesson details in the when and where and details for who to contact for more information or to register for lessons. Save as PDF for printing at printer e.g. Officeworks.

UNLOCK THE BENEFITS OF BRIDGE-  
JOIN OUR WELCOMING COMMUNITY

## Learn to Play Bridge!

The World's Most Popular  
Mindsport

Meet new friends, connect with  
your community, learn a new skill  
and have FUN.



Discover the art of strategy  
and friendship with Bridge:  
The Game for Everyone,  
where Mental Fitness Meets  
Social Fun!

More than just a game, Bridge enhances your logical thinking, memory, and social skills.  
No experience needed-Everyone is Welcome!

WHEN

WHERE

TO REGISTER OR FIND OUT MORE INFORMATION PLEASE CONTACT:



Half Page - Version 1



# Learn to Play Bridge–Half–Page Ads v2

## Learn to Play Bridge A5 Flyer or Half–Page Ad – v2

**Channels:** club noticeboards, community noticeboards, walls or doors, online noticeboards or groups etc. Affiliation with local Bowling, Golf Club or Retirement Living.

**Alternative Uses:** Can also be used for;

- Half–Page Advertisement
- Printed A5 Flyer or A4 Flyer – 2 per page
- PDF or JPG/PNG – online usage.

Files available:

- PDF File: Print at a printer (e.g. Officeworks) and fill in lesson details and contact information manually.
- PowerPoint File: Editable using PowerPoint – Add Lesson details in the when and where and details for who to contact for more information or to register for lessons. Save as PDF for printing at printer e.g. Officeworks.

UNLOCK THE BENEFITS OF BRIDGE-  
JOIN OUR WELCOMING COMMUNITY

### Learn to Play Bridge!

The World's Most Popular  
Mindsport

Meet new friends, connect with  
your community, learn a new skill  
and have FUN.



Discover the art of strategy  
and friendship with Bridge:  
The Game for Everyone,  
where Mental Fitness Meets  
Social Fun!



More than just a game, Bridge enhances your logical thinking, memory, and social skills.  
No experience needed-Everyone is Welcome!

WHEN
WHERE

TO REGISTER OR FIND OUT MORE INFORMATION PLEASE CONTACT:

Half Page - Version 2

# Learn to Play Bridge– DIY A4 Flyer

## Learn to Play Bridge – DIY Print A4 Flyer

### Inhouse DIY Printing A4

**Channels:** club noticeboards, community noticeboards (shopping centres, coffee shops, library, seniors centre etc.), walls or doors, toilet advertising etc. Affiliation with local Bowling, Golf Club, Retirement Living or other Community Groups.

#### Files available:

- PDF File: Print on A4 paper and fill in lesson details and contact information manually.
- PowerPoint File: Editable using PowerPoint – add Lesson details in the when and where and details for who to contact for more information or to register for lessons. Print from PowerPoint.

UNLOCK THE BENEFITS OF BRIDGE-  
JOIN OUR WELCOMING COMMUNITY



## Learn to Play Bridge!

Join Us For  
Company, A Cuppa,  
Conversation &  
Competition





More than just a game, Bridge enhances your logical thinking, memory, and social skills.

Meet new friends, connect with your community, learn a new skill and have FUN.  
No experience needed-Everyone is Welcome!

WHEN	WHERE
TO REGISTER OR FIND OUT MORE INFORMATION PLEASE CONTACT:	

DIY Inhouse Print Flyer

# Learn to Play Bridge– DIY A4 Tear Off Flyer

## Learn to Play Bridge – DIY Print A4 Tear Off Flyer

Inhouse DIY Printing A4

**Channels:** club noticeboards, community noticeboards (shopping centres, coffee shops, library, seniors centre etc.), walls or doors, toilet advertising etc. Affiliation with local Bowling, Golf Club, Retirement Living or other Community Groups.

Files available:

- PDF File: Print on A4 paper and fill in lesson details and contact information manually.
- PowerPoint File: Editable using PowerPoint – add Lesson details in the when and where and details for who to contact for more information or to register for lessons. Print from PowerPoint.

UNLOCK THE BENEFITS OF BRIDGE-  
JOIN OUR WELCOMING COMMUNITY



## Learn to Play Bridge!

Join Us For

Company, A Cuppa, Conversation & Competition



More than just a game, Bridge enhances your logical  
thinking, memory, and social skills.

Meet new friends, connect with your community, learn a  
new skill and have FUN.

No experience needed-Everyone is Welcome!

TO REGISTER OR FIND OUT MORE INFORMATION PLEASE  
CONTACT:

CALL:

EMAIL:

[enter club name]  
0416 290 867

[enter club name]  
0416 290 867

[enter club name]  
0416 290 867

[enter club name]  
0416 290 867

[enter club name]  
0416 290 867

[enter club name]  
0416 290 867

[enter club name]  
0416 290 867

[enter club name]  
0416 290 867

[enter club name]  
0416 290 867

[enter club name]  
0416 290 867

DIY Inhouse A4 Print Tear Off Flyer

© Australian Bridge Federation 2025

WWW.ABF.COM.AU



# Website

Website banners and tiles for use on your club's website.

# Learn to Play Bridge– Website Banners

---

## Website Banners – Choosing Between .SVG and .PNG files

This toolkit includes both **.SVG** and **.PNG** versions of the website banner assets.

- **Use the .SVG file** where possible – it's ideal for web use, as it's scalable, lightweight, and remains crisp on all screen sizes.
- **Use the .PNG file** if:
  - The SVG doesn't render correctly in your platform or CMS
  - You need a fixed-size image or are working with a platform that doesn't support SVG
  - You require a raster format for compatibility with specific design tools

**Tip:** SVG is best for most modern websites, but we've included PNG versions for flexibility and fallback.



# Learn to Play Bridge– 851 x 315px Website Banner

## Website Banner 851 x 315 px

**Channels:** Club Website Home Page, Landing Pages, Email Banner or Digital Newsletter. Paid Digital Advertising, Affiliated Websites or Digital advertising opportunities with local Bowling, Golf Club or Retirement Living.

**Tip:** Contact other organisations with your target market (eg bowling club), and try for reciprocal digital advertising to keep costs down. Put their ad on your website or newsletter and they put yours up.

Files available:

- .PNG
- .SVG





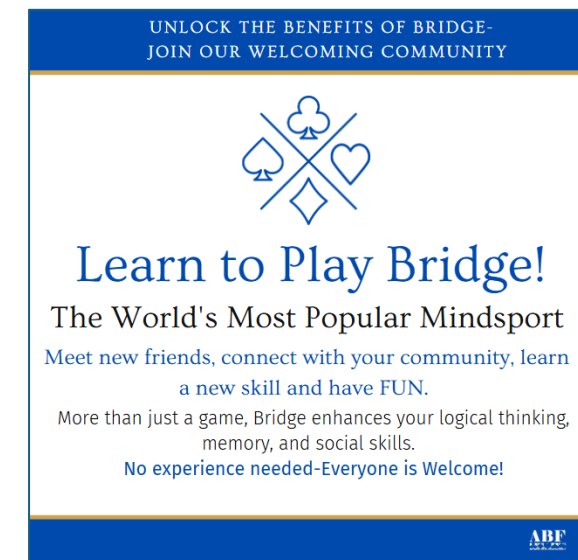
# Learn to Play Bridge– 500 x 500px Website Banner



Website Banner 500 x 500 px options  
for use on your club's website.

Files available:

- .PNG
- .SVG





# Social Media

Designed Tiles including some editable versions. Social media post copy to accompany the tiles. Don't forget to use your club's and other relevant hash tags

# Learn to Play Bridge – Social Media Posts



## Social Media Post – Tiles – General Learn to Play Bridge

UNLOCK THE BENEFITS OF BRIDGE-  
JOIN OUR WELCOMING COMMUNITY

### Learn to Play Bridge!

### The World's Most Popular Mindsport

Meet new friends, connect with your community, learn a new skill and have FUN.

More than just a game, Bridge enhances your logical thinking, memory, and social skills.  
No experience needed-Everyone is Welcome!



[www.abf.com.au](http://www.abf.com.au)

UNLOCK THE BENEFITS OF BRIDGE-  
JOIN OUR WELCOMING COMMUNITY

### Learn to Play Bridge!

Join Us for

Company, a Cuppa,  
Conversation & Competition

Meet new friends, connect with your community, learn a new skill and have FUN.

More than just a game, Bridge enhances your logical thinking, memory, and social skills.  
No experience needed-Everyone is Welcome!





[www.abf.com.au](http://www.abf.com.au)

UNLOCK THE BENEFITS OF BRIDGE-  
JOIN OUR WELCOMING COMMUNITY

### Why Learn Bridge?

- ✓ It's social
- ✓ It's great for your brain
- ✓ It's fun
- ✓ It's easy to learn

More than just a game, Bridge enhances your logical thinking, memory, and social skills.  
No experience needed-Everyone is Welcome!  
Tag a friend who should join you at the bridge table!



[www.abf.com.au](http://www.abf.com.au)

# Learn to Play Bridge– Editable Social Media Posts



## Social Media Post – Tiles – Editable

UNLOCK THE BENEFITS OF BRIDGE-  
JOIN OUR WELCOMING COMMUNITY



### Learn to Play Bridge!

The World's Most Popular Mindsport

Meet new friends, connect with your community, learn  
a new skill and have FUN.

More than just a game, Bridge enhances your logical thinking,  
memory, and social skills.

No experience needed-Everyone is Welcome!

{insert club website}




Editable Social Media in PowerPoint –  
Add logo & Club website URL or Learn  
Bridge Landing page URL. Save as .PNG  
or .JPEG file from PowerPoint for final tile.

UNLOCK THE BENEFITS OF BRIDGE-  
JOIN OUR WELCOMING COMMUNITY

### Learn to Play Bridge!

The World's Most Popular Mindsport




#### Moonee Valley Bridge Club

Bridge lessons in early Feb 2025.

Start dates Mon 10th Feb 10am or Tues 11th Feb 7.15pm.  
10 Weeks; 6 weeks of lessons + 4 weeks supervised play.

\$120 for 10 week course and includes textbook and  
membership of the club for 2025

{insert club website}



Editable Social Media in PowerPoint –  
Add logo, name, details about lessons &  
Club website URL or Learn Bridge  
Landing page URL, in the bottom bar.  
Save as .PNG or .JPEG file from  
PowerPoint for final tile.

UNLOCK THE BENEFITS OF BRIDGE-  
JOIN OUR WELCOMING COMMUNITY

Hervey Bay City Bridge Club

### Learn to Play Bridge!

Join Us for  
Company, a Cuppa,  
Conversation & Competition

WHEN	WHERE

More than just a game, Bridge enhances your  
logical thinking, memory, and social skills.

No experience needed-  
Everyone is Welcome!



{insert club website}





Editable Social Media in PowerPoint –  
Add logo, details when & where lessons  
are & Club website URL or Learn Bridge  
Landing page URL, in the bottom bar.  
Save as .PNG or .JPEG file from  
PowerPoint for final tile.

# Learn to Play Bridge– Editable Social Media Post Copy



## Social Media Posts – Copy Templates

Series of 5 posts to encourage prospects to register or sign up for a Learn to Play Bridge Lesson.

<div></div> <div><h3>Club Bridge Lessons – Social Media Posts</h3><h4>Post 1: Beginner Class Announcement</h4><p>📌 <b>New Beginner Bridge Classes – Join Us!</b> 📌</p><p>Ever wanted to learn how to play bridge? Now's your chance! Our beginner classes start soon at <b>[Club Name]</b>, and we'd love for you to join us.</p><p>📅 <b>Start Date:</b> [Insert Date] 🕒 <b>Time:</b> [Insert Time] 📍 <b>Location:</b> [Insert Venue] 💰 <b>Cost:</b> [Insert Fee] 👥 <b>No partner needed – just bring yourself!</b></p><p>Bridge is a fun, social, and mentally stimulating game that keeps your mind sharp and introduces you to a wonderful community.</p><p>📞 <b>Register now!</b> Contact [Insert Contact Details] or visit [Insert Website].</p><p>#LearnToPlayBridge #BridgeClasses #NewHobby #JoinTheFun</p><hr/><h4>Post 2: Why Learn Bridge?</h4><p>Looking for a new hobby? Learn to play bridge! 🎮</p><p>Did you know that bridge is one of the best games for keeping your brain active and making lifelong friends? Join our <b>Beginner Bridge Classes</b> at <b>[Club Name]</b> and discover why so many people love this game!</p><p>📅 <b>Starts:</b> [Insert Date] 📍 <b>Location:</b> [Insert Venue] 👥 <b>No experience or partner needed!</b></p><p>Make 2025 the year you learn something new! Contact <b>[Insert Contact Info]</b> to book your spot.</p><p>#LearnBridge #NewSkills #MeetNewPeople #BrainTraining</p><hr/><h4>Post 3: Countdown to Lessons</h4><p>🕒 <b>Only [X] Days to Go!</b> 🕒</p><p>Our beginner bridge classes start soon, and we can't wait to welcome new players! Don't miss out on this chance to learn a <b>fun, challenging, and social game</b> in a friendly and relaxed environment.</p><p>©Australian Bridge Federation 2024</p></div>	<div></div> <div><p>📅 <b>Starts:</b> [Insert Date] 📍 <b>Where:</b> [Club Name] 🕒 <b>Time:</b> [Insert Time] 📞 <b>Register Now:</b> [Insert Contact Details]</p><p>Join us and discover why bridge is called <b>the game for a lifetime!</b></p><p>#CountdownToBridge #LearnSomethingNew #BridgeForEveryone</p><hr/><h4>Post 4: First Class Reminder</h4><p>📌 <b>Reminder! First Class Starts Soon</b></p><p>Are you ready to learn bridge? The first session of our <b>Beginner Bridge Classes</b> is coming up <b>this [Day of the Week]!</b> It's not too late to join—come along and give it a try!</p><p>📅 <b>When:</b> [Insert Date] 📍 <b>Where:</b> [Club Name] 🕒 <b>Time:</b> [Insert Time] 💰 <b>Cost:</b> [Insert Fee] 📞 <b>More Info:</b> [Insert Contact Details]</p><p>We promise a fun and relaxed learning experience. See you there!</p><p>#BridgeBeginners #JoinTheFun #LearnBridge</p><hr/><h4>Post 5: First Class Recap – Still Time to Join!</h4><p>📌 <b>Missed the first class? You can still join!</b></p><p>Our first <b>Learn to Play Bridge</b> class was a fantastic start! We had a great time learning the basics and meeting new friends. If you missed it, don't worry—it's not too late to jump in!</p><p>📅 <b>Next class:</b> [Insert Date] 🕒 <b>Time:</b> [Insert Time] 📍 <b>Location:</b> [Insert Venue] 📞 <b>Contact:</b> [Insert Details]</p><p>Come along and be part of this exciting journey. <b>New players always welcome!</b></p><p>#BridgeForBeginners #It'sNotTooLate #JoinTheFun</p><p> </p><p>©Australian Bridge Federation 2024</p></div>
--	---



# Learn to Play Bridge– Social Media Posts

Social Media Post – Tiles – Benefits of Playing Bridge – Tag friends and add course details

UNLOCK THE BENEFITS OF BRIDGE-  
JOIN OUR WELCOMING COMMUNITY

## Love a Challenge?

Every bridge game is a battle of wits. It's about thinking ahead, outmaneuvering your opponents, and working as a team. If you love strategy, this game is for you!

Who's the most competitive person you know?  
Tag them below!




[www.abf.com.au](http://www.abf.com.au) 


UNLOCK THE BENEFITS OF BRIDGE-  
JOIN OUR WELCOMING COMMUNITY

## Bridge vs. Dementia

🧠 Research shows that playing bridge can help delay dementia and improve cognitive function. Keeping your brain active is just as important as staying physically fit!

Tag your friends and family to get them playing—it's an investment in lifelong health!



[www.abf.com.au](http://www.abf.com.au) 


UNLOCK THE BENEFITS OF BRIDGE-  
JOIN OUR WELCOMING COMMUNITY


## Play Like the Greats

🌐 Did you know that famous figures like Bill Gates, Warren Buffett, Oprah Winfrey, and Winston Churchill all played bridge?

🐶 Even Snoopy plays bridge! 🧑 If you're looking for a timeless game that has entertained celebrities, world leaders, and everyday players, bridge is it. If it's good enough for them, why not give it a go?

Tag your friends to join a game and see what the fuss is about!



[www.abf.com.au](http://www.abf.com.au) 





# Email Marketing

Email templates that can be used individually or sequentially as a basic series.

# Learn to Play Bridge—Lead Gen Cold Call Email to Prospects No. 1

---



1<sup>st</sup> Cold Call email to send to any prospects to promote the upcoming Bridge lessons at your club.



## **Learn to Play Bridge – Lead Gen Email Template 1 – Cold Call Email**

**Subject:** Discover the Game That's Good for Your Mind & Great for Your Social Life

**Dear [First Name],**

Looking for a fun new hobby that's good for your brain and your social life?

Join us at **[Bridge Club Name]** for our upcoming **Learn to Play Bridge** course—a relaxed and friendly way to learn the world's most popular mind sport. No experience needed—everyone is welcome!

Whether you're after company, a cuppa, conversation or a little friendly competition, bridge has something for you. It's the perfect mix of mental fitness and social fun.

### **What you'll enjoy:**

- 🧠 Sharpen your thinking and memory
- 👥 Company, conversation and community
- 🎮 A fun, social way to learn something new
- 👯 Make new friends and feel connected

### **Course Details:**

**Start Date:** [Insert Date]

**Time & Duration:** [Insert Time]

**Location:** [Insert Venue or Online Details]

**Cost:** [Insert Fee if applicable]

We'd love to welcome you to the table. To register or find out more, just reply to this email or click here: [Insert Registration Link].

**Join the fun, build friendships, and start your bridge journey today!**

Warm regards,

[Your Name]

[Bridge Club Name]

[Club Contact Information]

©Australian Bridge Federation 2025

# Learn to Play Bridge—Lead Gen Cold Call Email to Prospects No 2.

---



2<sup>nd</sup> Cold Call email to send to any prospects to promote the upcoming Bridge lessons at your club.



## Learn to Play Bridge – Lead Gen Email Template 2 – Cold Call Email

**Subject:** It's Not Too Late to Try Something New (and Fun!)

Hi **[First Name]**,

Still thinking about trying bridge? There's never been a better time to give it a go.

Our **Learn to Play Bridge** course at **[Bridge Club Name]** is filling fast—and we'd love to see you at the table.

Bridge is more than just a card game—it's a great way to keep your mind sharp, meet new people, and have some fun along the way. Whether you come on your own or with a friend, you'll be warmly welcomed into a relaxed, friendly environment.

### **Here's what people love about learning bridge:**

- ✔ It keeps your brain active and alert
- ✔ It's easy to learn—and endlessly rewarding
- ✔ It's a great reason to get out, connect, and have a laugh

### **Course Details:**

📅 **Start Date:** [Insert Date]

🕒 **Time & Duration:** [Insert Time]

📍 **Location:** [Insert Venue or Online Details]

💰 **Cost:** [Insert Fee if applicable]

If you've been looking for something new, social and mentally stimulating—this could be the perfect fit.

Click here to register or reply with any questions: [\[Insert Registration Link\]](#)

Hope to see you soon!

Warmly,

**[Your Name]**

**[Bridge Club Name]**

**[Club Contact Information]**

©Australian Bridge Federation 2025

# Learn to Play Bridge– Initial Response to Email Enquiry



Initial email response to prospects that contact the club to learn more about lessons.



## Learn to Play Bridge – Email Template 2 – Initial Response to Enquiries

**Subject:** Thank You for Your Interest in Bridge Lessons at [insert name of club]!

Dear [First Name],

Thank you for reaching out to [Bridge Club Name] about our bridge lessons.

We're delighted that you're interested in learning the World's #1 Mind Sport!

Our beginner lessons are designed for absolute beginners and those looking to refresh their skills. Here are the key details:

**Lesson Start Date:** [Insert Date]

**Time & Duration:** [Insert Time]

**Location:** [Insert Venue or Online Details]

**Cost:** [Insert Fee if applicable]

**Instructor:** [Instructor's Name]

We'd love to have you join us! Let us know if you have any questions, and if you're ready to register, simply reply to this email or follow this link: [Insert Registration Link].

Looking forward to hearing from you soon.

Best regards,

[Your Name]

[Bridge Club Name]

[Club Contact Information]

# Learn to Play Bridge– Follow Up to Initial Enquiry (If no registration yet)

---



Follow up email to initial enquiry if prospect has not registered for lessons yet.



## **Learn to Play Bridge – Email Template 3 – Follow-up to Enquiry (If No Registration Yet)**

**Subject:** Join Our Learn to Play Bridge Lessons – Spots Still Available!

Dear [First Name],

I just wanted to follow up on my previous email about our upcoming bridge lessons. We'd love you to join us, and there are still spots available!

Bridge is a fantastic game that sharpens the mind, fosters friendships, and provides endless entertainment. Whether you're looking for a new challenge or a fun social activity, bridge has something for everyone.

If you're still interested, it's not too late to register! Simply reply to this email or sign up here: [Insert Registration Link]. If you have any questions, feel free to reach out.

Looking forward to welcoming you soon!

Best regards,

[Your Name]

[Bridge Club Name]

[Club Contact Information]

©Australian Bridge Federation 2024

# Learn to Play Bridge– 800 x 266px Pianola Email Banner



## Pianola Email Banners 800 x 266 px

Save and then insert these email banners to Pianola to accompany any of the email copy you are using to promote your beginner bridge courses.

Files available:

- .PNG





# Learn to Play Bridge– Email Banner for Signature



Attach this email banner to your committee's email signatures so you are promoting your beginner bridge courses on all your emails. Make sure you hyperlink the banner to direct prospects to your landing page

If you don't have an email signature or need to add the course details under the banner, a basic Email Signature framework including a few variations of an editable basic cut and paste signature table is in the toolkit.

**Remember to update your email banner from time to time**—especially if it includes dated content like lesson times and dates.

**From:** John Smith  
**Sent:** Thursday, 3 July 2025 4:59 PM  
**To:** Joe Banks  
**Subject:** RE: ABF Learn to Play Bridge Email Signature

Dear TBC,

Body copy text here. Body copy text here. Body copy text here. Body copy text here..  
Body copy text here  
Body copy text here  
Body copy text here

Body copy text here


Thanks  
John


Insert Logo Here

**John Smith**  
**President**  
**Northern Bridge Club**  
T. 1300 123 123  
E. [president@northernbridge.com.au](mailto:president@northernbridge.com.au)

**Learn to Play Bridge!**

More than just a game, Bridge enhances your logical thinking, memory, and social skills.  
Meet new friends, connect with your community, learn a new skill and have FUN.

 **Sign up for our Learn to Play Bridge Beginners Courses Now!**



<b>When:</b> Every Tuesday, 2 July – 30 July 9am – 12pm	<b>Where:</b> Northern Bridge Club   123 Australia St Suburb NSW 1234
---	---



# Learn to Play Bridge– Refer a Friend Email for clubs to send to members to Refer a Friend



Email sent to existing members of the club to get them to refer a friend from their network to a learn to play bridge course.



## Learn to Play Bridge – Lead Gen Email Template 1 – Member Refer a Friend Email

**Subject:** Know Someone Who Might Love Bridge? Invite Them to Join Us!

**Dear [First Name],**

Do you know someone who might enjoy learning bridge, meeting new people, and becoming part of a fun, welcoming community?

We're about to kick off a new **Learn to Play Bridge beginners course** at **[Bridge Club Name]**, and we'd love your help spreading the word. Whether it's a friend, neighbour, family member or someone just looking to get out and try something new, this is a great opportunity for them to give bridge a go—no experience needed!

### **What they'll enjoy:**

- 👥 Company, a cuppa, and great conversation
- 🎨 A fun and social way to learn something new
- 👤 Connection, community, and new friendships
- 🧠 A mental workout that's good for the brain

### **Course Details:**

**Start Date:** [Insert Date]

**Time & Duration:** [Insert Time]

**Location:** [Insert Venue or Online Details]

**Cost:** [Insert Fee if applicable]

**Instructor:** [Insert Name]

Please feel free to forward this email or invite them to contact us directly. They can reply to this email or register here: [Insert Registration Link].

Let's help someone discover the joy of bridge—just like you did!

Warm regards,

[Your Name]

[Bridge Club Name]

[Club Contact Information]

©Australian Bridge Federation 2025

# Learn to Play Bridge– Refer a Friend WhatsApp Message for clubs to send to members to Refer a Friend



WhatsApp message sent to existing members of the club to get them to refer a friend from their network to a learn to play bridge course. Promote members to forward on the WhatsApp message to relevant contacts. Include an offer where appropriate



## Learn to Play Bridge – Lead Gen WhatsApp Template 1 – Refer a Friend

👋 Hey **[Name]**, do you know someone who might enjoy learning bridge—or just looking to get out, meet people, and join a new community?

We've got a Learn to Play Bridge course starting soon at **[Bridge Club Name]** – perfect for anyone keen to try something new, make friends, and have some fun. No experience needed—just come along for the company, a cuppa, and some friendly competition. 🍵

Great for:

- ✅ Getting social again
- ✅ Keeping the mind sharp
- ✅ Learning in a fun, friendly environment

📅 Starts: **[Insert Date]**

📍 Location: **[Insert Venue]**

🔗 More info/register: **[Insert Link]**

Feel free to share this with anyone you think might enjoy it – everyone's welcome!

©Australian Bridge Federation 2025

# Learn to Play Bridge– Refer a Friend – Club Facebook Post for clubs to encourage members to Refer a Friend



Facebook post template for clubs to post for members to refer a friend from their network to a learn to play bridge course.

UNLOCK THE BENEFITS OF BRIDGE-  
JOIN OUR WELCOMING COMMUNITY


### Why Learn Bridge?

- ✓ It's social
- ✓ It's great for your brain
- ✓ It's fun
- ✓ It's easy to learn

More than just a game, Bridge enhances your logical thinking, memory, and social skills.  
No experience needed-Everyone is Welcome!  
Tag a friend who should join you at the bridge table!

 [www.abf.com.au](http://www.abf.com.au) 





### Learn to Play Bridge – Lead Gen Facebook Template 3 – Refer a Friend

**Know someone who needs a new hobby, some social fun or a mental challenge?**

Our next **Learn to Play Bridge** course is starting soon—and it's the perfect chance for a friend, neighbour or family member to give bridge a go!

Bridge is more than a game. It's great for the brain, good for the soul, and even better for making new friends. No experience needed—just curiosity and a sense of fun.

- 🍷 Company, a cuppa, conversation & competition
- 📍 [Insert Location]
- 📅 Starts [Insert Date]
- 📄 Register: [Insert Link]

💬 Tag someone below who'd love this or share it with a friend who's ready to try something new!

Everyone's welcome! 🎉😊

#LearnBridge #TrySomethingNew #SocialFun #BridgeBeginners  
#MeetNewPeople #ABF #BridgeAustralia #PlayBridge

|


©Australian Bridge Federation 2025

# Learn to Play Bridge– Refer a Friend Clubs Email to Members Requesting to share on Social Media



Email for clubs to send to members requesting that they promote the upcoming beginners' lessons on their personal social media.

Include an offer where appropriate



**Learn to Play Bridge – Lead Gen Template 4 – Clubs Email to Members Requesting to share on Social Media**

**Email Subject Line:**  
**Help Grow Our Bridge Community – Share This Post!**

**Email Body:**


Dear **[Member Name]**,


We're excited to share that our next *Learn to Play Bridge* beginner lessons are coming up soon – and we need your help to spread the word!

We're asking all members to help us grow our bridge community by posting about the lessons on your personal social media. It's a simple way you can help introduce more people to the game we all love.

**What to Do:**

1. Download the image attached to this email
2. Copy and paste the message below into your own social media post
3. Share it on Facebook, Instagram, or any platform you use!

 **Suggested Social Media Caption to Copy & Paste:**

 Ever wanted to learn bridge? Now's the perfect time!  
**[Your Club Name]** is running *Learn to Play Bridge* lessons for beginners – no experience needed, just bring your curiosity! 🎴 🗨️  
It's social, it's fun, and it keeps your brain sharp.  
Tag a friend who should come along!  
👉 **[Insert club website or registration link here]**

#LearnBridge #BridgeBeginners #TrySomethingNew #MindSport #BridgeAustralia

Thank you for being such an important part of our club. Together, let's inspire more people to join the bridge community!

Warm regards,  
**[Your Name]**  
**[Your Role]**  
**[Bridge Club Name]**

©Australian Bridge Federation 2025

UNLOCK THE BENEFITS OF BRIDGE-  
JOIN OUR WELCOMING COMMUNITY

**Learn to Play Bridge!**  
The World's Most Popular Mindsport

Meet new friends, connect with your community, learn a new skill and have FUN.

More than just a game, Bridge enhances your logical thinking, memory, and social skills.  
**No experience needed-Everyone is Welcome!**



 [www.abf.com.au](http://www.abf.com.au) 

UNLOCK THE BENEFITS OF BRIDGE-  
JOIN OUR WELCOMING COMMUNITY

**Learn to Play Bridge!**  
Join Us for  
Company, a Cuppa,  
Conversation & Competition

Meet new friends, connect with your community, learn a new skill and have FUN.

More than just a game, Bridge enhances your logical thinking, memory, and social skills.  
**No experience needed-Everyone is Welcome!**



 [www.abf.com.au](http://www.abf.com.au) 

UNLOCK THE BENEFITS OF BRIDGE-  
JOIN OUR WELCOMING COMMUNITY

**Why Learn Bridge?**

- ✓ It's social
- ✓ It's great for your brain
- ✓ It's fun
- ✓ It's easy to learn

More than just a game, Bridge enhances your logical thinking, memory, and social skills.  
**No experience needed-Everyone is Welcome!**  
Tag a friend who should join you at the bridge table!



 [www.abf.com.au](http://www.abf.com.au) 





# Lesson Listing on ABF Website & Social Media

Form to use to request lessons are listed on the ABF website and social media.

# Learn to Play Bridge – Lesson Listing on ABF Website



Submit your lesson(s) for listing on the ABF website in two ways:

1) Complete this google form:

[https://docs.google.com/forms/d/e/1FAIpQLSeZJeMOBMMpIXIttb9zQFwA63m\\_Wr8sPDwr7w2I36zmYnlx2w/viewform?usp=sharing&oid=115066035085994224690](https://docs.google.com/forms/d/e/1FAIpQLSeZJeMOBMMpIXIttb9zQFwA63m_Wr8sPDwr7w2I36zmYnlx2w/viewform?usp=sharing&oid=115066035085994224690)

2) Complete the word document version of the form and email to [webmaster@abf.com.au](mailto:webmaster@abf.com.au)

The screenshot shows a Google Form titled "Club & States/Territories Bridge Lessons Ad Request Form". At the top, there are tabs for "Questions", "Responses", and "Settings". Below the tabs is a decorative border with a repeating pattern of playing card symbols. The ABF logo is prominently displayed. The form's introduction states: "This form allows organisations in the Australian Bridge Federation (ABF) to submit details of their organisation's Bridge Lessons for promoting across ABF's communication channels. Please complete details accurately to help us promote your Bridge Lessons as efficiently and correctly as possible." The form contains two required text input fields: "Requestor Contact" and "Requestor Organisation", both marked with a red asterisk. Each field has a "Short answer text" label and a dotted line indicating the input area. The form is set against a light blue background with a red border on the left side.



# Benefits of Bridge Supplementary Assets

Various collateral and content available to educate the market and engage prospects with the benefits of playing Bridge.

# Learn to Play Bridge – Benefits of Bridge Supplementary Assets

## Promote the Benefits of Bridge with Confidence

Looking to attract and educate new players about why Bridge is worth learning?





The **Benefits of Bridge Supplementary Assets Kit** is designed to support clubs, states and territories **specifically in the Attract and Educate phases** of the marketing journey:

**Attract → Educate → Engage → Convert → Keep**

These ready-to-use resources help you highlight the mental, social and emotional benefits of Bridge—perfect for social media, websites, events or email campaigns.

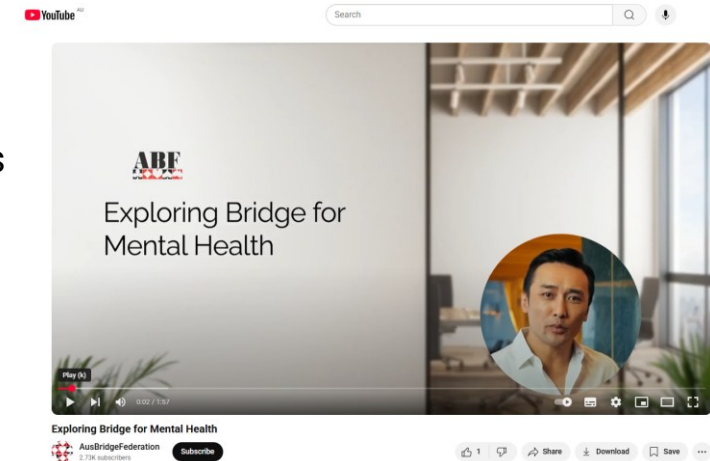
 **Available now in the ABF Marketing Hub**

### What's included in the kit?

-  *Exploring Bridge for Mental Health* video
-  *Benefits of Bridge* social media posts
-  *Why Play Bridge?* article from *The Bridge World*
-  [Read it here](#)

Use these tools to inspire curiosity, showcase value, and help potential learners understand how Bridge boosts brain health, builds friendships, and keeps life interesting.

**By raising awareness and sparking interest, these assets help increase engagement and guide people toward taking the next step—joining a course or attending a session.**



# ABF Learn to Play Bridge Marketing Tool Kit

---



## **Keep the Momentum Going!**

You've got the tools — now it's time to put them into action.

Whether you're promoting beginner lessons, reaching out to potential players, or welcoming new faces into your club, every step you take helps strengthen and grow our bridge community.

**As new players arrive, remember: your club's culture makes all the difference. A warm smile, a patient partner, a friendly conversation — these are often what turn a curious visitor into a lifelong bridge player. Kindness and encouragement go a long way. Let's make sure every new player feels valued, supported, and excited to return.**

**Thank you for your commitment to growing the game we all love. Together, we can ensure bridge continues to thrive for generations to come.**

# ABF Learn to Play Bridge Marketing Tool Kit

---



**Help us make future toolkits even better!**

Share your feedback in our quick survey and play a part in shaping what comes next.

**URL to Survey: <https://www.surveymonkey.com/r/9RZVV69>**

Your feedback is invaluable! By sharing your thoughts, you'll help us build on what's working well and optimise future toolkits to be even more useful and relevant for you.

**Please take a few minutes to complete our short survey at the URL above—your input will directly shape what we create next.**





LEARN TO PLAY BRIDGE  
MARKETING TOOLKIT

**2025**

**[www.abf.com.au](http://www.abf.com.au)**