

DAY of BRIDGE – Benefitting Alzheimer Societies of Canada

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An initiative of the Canadian Bridge Federation

&

Alzheimer Societies in Canada

June 16 – 23, 2019

Guide for CANADIAN clubs

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WELCOME

Thank you for participating in **A Day of Bridge**, an event sponsored by the Canadian Bridge Federation Charitable Foundation to benefit the Alzheimer Society of Canada. Your club, Unit or Tournament is now an official “team” fighting to end Alzheimer’s disease. Held during the week of, **June 21**, Canadian Bridge Clubs coast to coast will share the effort to make a difference in the battle against Alzheimer’s disease where it matters to them most, in their own backyard. Clubs can pick any day June 16-23, 2019 to hold their Alzheimer games.

Clubs participating in **A Day of Bridge** are committed to playing bridge all or part of the day, while fundraising for the Alzheimer Society of Canada and their local affiliated Societies. This is also an opportunity for you to raise the profile of the game of bridge and its healthy aging benefits within your community. You might hold bridge lessons so members of the community can honor someone they love by learning the game or you could organize social games in public locations around your city.

This Canadian Club Guide is designed to help you plan for **A Day of Bridge**, organize your event and raise funds. Take a few moments to read through this guide and contact us if you have any questions. Throughout the guide you’ll read about templates and resources that are available in the ACBL Resource Center. To access these materials, please click any hyperlink within this document or visit **A Day of Bridge**.

Please be sure to register your club with the CANADIAN BRIDGE FEDERATION

GO TO – www.cbf.ca select **CLUB MANAGERS** –
choose “Day of Bridge Benefitting Alzheimer Societies in Canada

For questions please call 1-416-706-8550 or email Ina@cbf.ca. Your CBFCF Team Coordinator, Kathie Macnab Halliday can be emailed at kmacnab@eastlink.ca.

Thank you again for joining A Day of Bridge and for supporting the Alzheimer Society of Canada. We’re excited to have you on board! This is a CANADIAN project.

Sincerely,
The Canadian Day of Bridge Committee

What **A Day of Bridge – Benefitting Alzheimer Societies in Canada** can do for you

Camaraderie

Participating in **A Day of Bridge** is a great way for players to develop relationships with each other as they unite to work toward a shared goal. Some clubs, like Sagamore Bridge Club, encourage their players to form mini fundraising teams consisting of four to six people. At least one member of the team has to play in every game the club offers, and collectively they are challenged to raise \$1,600. As you know, bridge players love a challenge!

The competition gets fierce, but so do the friendships. Try modifying this idea to fit your club and watch your fundraising dollars rise.

Recruitment

A Day of Bridge offers your club an opportunity to expand and recruit new members. You can reach out to beginners by offering bridge lessons before or on your Day of Bridge during the week of June 16 – 23, 2019. You can also invite newcomers and social players to participate in special games or other events you host for **A Day of Bridge – Benefitting Alzheimer Societies in Canada**. If you have the space, designate five to 10 tables as a social space and sell them to local party bridge players. This is the perfect chance to show social players that duplicate players are friendly and welcoming, but it's okay if everyone isn't playing duplicate — all bridge players should have the opportunity to join **A Day of Bridge**. Make sure you get any new player's email addresses and include them on any mailings about upcoming beginner lessons.

Awareness

By publicizing your club's involvement in **A Day of Bridge** with press releases, calendar listings and post-event photos, you can raise the profile of your club and the game of bridge within your community. The CBF and the Canadian Alzheimer's Society will provide you with the resources and templates necessary to spread the message. As more people read about the altruism of bridge players and the game's healthy aging benefits, they may also become more interested in learning to play.

Build a committee

Put your passion to good work! **A Day of Bridge** is an exciting multi-faceted event that requires planning and group participation. Ask others to get involved in a leadership role to increase their enjoyment and to share some of your responsibilities as Team Captain.

Your Role

Your club should have someone who will be responsible for overseeing your player's participation in **A Day of Bridge**. Lead your players by first recruiting others to join you. Then, host a fun gathering to see which roles your players are interested in taking on. Your club should make sure everyone's continuing to pursue your collective fundraising and activity goals - and that you're all having a good time!

Fundraising Coach

Your Fundraising Coach should be energetic, enthusiastic – and not afraid to ask for donations! This club member is responsible for encouraging your players to reach their fundraising potential. This position will also gather donations from the community at large. Solicit monetary donations from local businesses or items to be included in a silent auction. Businesses looking to gain extra exposure could sponsor a bridge table, and their company information could be prominently displayed.

Event Planner

This club member should be detail-oriented and excited about the logistics of your event. Whether your team is planning to host marathon bridge games, offer bridge lessons to newcomers or find a way for social bridge players to participate, you need someone who is thinking about the day-of details. From directions to food and drink, your Event Planner is there to make the day run smoothly so you can oversee the team.

Marketing Guru

This teammate should have a flair for promotion. Ask him or her to organize and encourage others to pass out fliers advertising the event. Additionally, this role is responsible for reaching out to local newspaper and television stations to help spread the word. The CBF or the ASC will provide you with advertisement, press release and calendar listing templates needed to properly promote the event.

Engage your club

The players at your club will make up your **A Day of Bridge** fundraising team. How you choose to organize your players is up to you, but we suggest getting their commitment to the cause as early as possible.

Three easy ways to recruit players to join your fundraising team:

1. Set up an email list to all your club members. Get them excited about the event and see if they would like to contact their family and friends to donate to the cause.
2. Advertise your event at nearby regional and sectional tournaments, places of worship and local community centers.

Register team members online

Some players may have a special connection to Alzheimer's disease and want to take an active role in fundraising beyond playing bridge for **A Day of Bridge**. Players can register online as an official team at <http://cbf.ca/club-managers-section/alzheimer-event/>. You can register as an individual or as a Club. You can create your fundraising page, include photos if you like and a description of the event and then invite others to support you. Your club can set up a portion of the website to be forwarded to family and friends to encourage further donations.

Fundraising suggestions

There are many ways to raise money beyond collecting table fees. Below are a few examples of what other teams found to be successful in helping them reach and exceed their fundraising goals.

Raffle off a year's worth of bridge

Several clubs found success by raffling what every bridge player wants – free plays! You decide the cost and parameters of the raffle, but we suggest tickets cost five to 10 times your average card fees. For example, a club with average card fees of \$7 might sell raffle tickets for \$50. The winner of the auction will earn as many free plays as you see fit, but we recommend two to three sessions per week.

Auction off popular players

Ask any Grand Life Masters who plays at your club to donate their time and talent for a good cause. Every club has its star players. It doesn't have to be Bob Hamman, although he has donated his partnership before! Partner auctions are also a great addition to any silent auction. Make sure the player being auctioned understands they will work out a date/time to play with the auction winner after the Day of Bridge.

Find a sponsor

Many businesses have funds allocated for charitable giving. Solicit local establishments for sponsorships or donations to match what your team raises. Think big – \$2,000, \$5,000 or even \$10,000! You may be surprised by the response you receive. Dick Rathgeber is a local bridge player in Austin, Texas, who provided a matching grant to the Bridge Center of Austin. In his words: "All you have to do is find someone with a good bit of this world's goods and ask them to share it for a good cause." For some players, knowledge that their donations will be doubled by a sponsor will encourage them to give to the cause. Be sure to recognize any corporate sponsors in press releases and signage at the event.

Sell social tables

Engaging social players to participate is an excellent way to boost your fundraising while simultaneously growing your potential player database. Designate five to 10 (or more!) tables for social/rubber/party bridge play. Suggested cost per table is \$50 and would ideally include three hours of free play, snacks and beverages.

Host beginner bridge lessons

Beginner lessons are an excellent way to involve non-bridge players in your **Day of Bridge**. You can hold them on June 21 or in the weeks leading up to the event. Many teachers would be willing to donate their time because it is for a good cause and could improve attendance at future classes they teach. Set a rate that will allow you to give all, or part, of the proceeds to the Alzheimer Society.

Let the ACBL help you pay for advertising!

The Cooperative Advertising Program (CAP) partially reimburses ACBL teachers, clubs, units and districts for advertising expenses for programs and lessons designed for newcomers and/or to recruit ACBL members. This program is available year-round but is especially suited for The Longest Day. To review the program's requirements, visit www.acbl.org/cap.

Your fundraising advances the cause

Every dollar you raise benefits those affected by Alzheimer's disease in your community. The Alzheimer Society is Canada's leading nationwide health charity for people living with Alzheimer's disease and other dementias.

Active in communities right across Canada, the Society

- information, support and education programs for people with dementia, their families and caregivers
- Funds research to find a cure and improve the care of people with dementia
- Promotes public education and awareness of Alzheimer's disease and other dementias to ensure people know where to turn for help
- Influences policy and decision-making to address the needs of people with dementia and their caregivers. For more information, contact your local Alzheimer Society Offers or visit our website at www.alzheimer.ca/bridge.

Publicize to raise awareness

Your club is doing something special and media will care! Last year, bridge players in Canada raised more than \$58,000 for Alzheimer's care and support. In the last three years, ACBL fundraising events across North America have raised over \$2 million to support the fight against Alzheimer's. Additionally, studies show playing brain games, like bridge, could delay the onset of cognitive decline. Here are a few steps that can increase the likelihood of success in your public relations and fundraising efforts.

Create a media list

Call your local newspaper and obtain the name, phone number and email address of the Features Editor or the News Desk along with the email address used for submitting a calendar listing. Call your local TV networks and ask for the name, phone number and email address of the Day and Night Assignment Editors (there are two – daytime news and evening news). Call your local radio station and ask for the names, phone numbers and email addresses of both the News Reporter and Public Affairs Reporter.

With this information, make a list of each news outlet, the people to contact and their information. Don't forget to ask club members if they know anyone who works at one of the media outlets. Using their internal contact to convey your story can greatly improve your chances of coverage.

Send the calendar listing

Customize the provided template and send it to the appropriate media contacts.

Timeline: One month in advance

Distribute the press release

Customize the provided template for a press release and send it to the contacts on the media list you created. It is always better to send these to a specific journalist rather than the general email address. If a specific journalist has covered your bridge club in the past or writes about healthcare news like Alzheimer's disease, also send the press release to them. These are the journalists likely to cover your event.

Timeline: June 6

Follow up with a phone call

Call the editors or reporters from your media list to remind them about your event and tell them why you think it is important for members of the community to know about it. You could explain how Alzheimer's disease affects many people and how your Longest

Day activities will help spread awareness while raising funds to support the Alzheimer Societies in Canada. If you can't get a hold of them on your first try, you should call back in another few days.

Timeline: June 10

Send the media alert

Customize the provided media alert template and send it to the television station assignment editors on your media list. News teams have their editorial meetings around 9:30 a.m. and again at 3 p.m. the day of their coverage. Because your event starts at 5 a.m., 6 a.m. or 7 a.m. on June 21, you want to send them the alert with enough of an advance for them to have it available for this planning meeting but not so far in advance that they forget about your event.

Timeline: June 18

Follow up with a phone call

Call the newsrooms at your local television stations and let them know about your event. They may ask you to send it again. Be sure to say when and where your event takes place and that you will be available throughout the day.

Timeline: 3 days before your event

Day of Bridge – Benefitting Alzheimer Societies in Canada

Call the newsrooms at the papers and television stations one last time in the morning when you get started with your day if you didn't speak to anyone the day before. Take photos you can share with media after the event.

Note: your photography should have no more than three or four people in a shot. Do not send blurry photos and make sure the quality of your photo is at least 1 MB or 300 dpi.

Send the photo and cut-line

Once you determine your fundraising total, customize the provided photo caption template and send it along with a photo to your media contacts. Turn around for news is very quick, so make sure you send this information as soon as you can.

Finally, contact the CBF Team Coordinator at kmacnab@eastlink.ca with any updates on press coverage so she can include your club's publicity in national updates to ACBL members.

ACBL operations information

Game options

The ACBL has relaxed our sanction rules for **A Day of Bridge** to allow for maximum participation. Regardless of regular sanctioning, clubs are allowed to hold as many special games as desired on ONE day between June 16 – 23rd, 2019 between 12:00 a.m. and 11:59 p.m. We are also allowing **A Day of Bridge** games to occur in any location. Only games held on the **one day** you have chosen are eligible for relaxed guidelines.

Games played on your Day of Bridge are eligible to receive upgraded masterpoints, **63.6% sectional rated black**, as long as you are not within a 25-mile radius of a regional or sectional tournament. Clubs participating within the specified radius of a tournament may still hold games on **A Day of Bridge**, but they are not eligible for upgraded masterpoints.

There are two options for the type of special game you can run to support **A Day of Bridge**. Both options receive full masterpoint awards.

Because of the programming for accounting and ACBLscore **ALL** clubs must remit their sanction fees and minimum charity fees to the ACBL. ALL these fees will be returned to Canada via the CBF and then remitted to your local society.

- REGULAR GAMES OF 18 OR MORE BOARDS:

Sanction fees of \$1.24 CND per table plus \$1.24 per person (charity) = \$6.20 CND

- SHORTD GAMES OF 12 – 18 BOARDS:

Sanction fees of \$.72 CND per table plus \$.93 per person (charity) = \$4.44

Please be sure to keep this money aside as it will be remitted to the ACBL with your end of month report. All monies collected in the name of the Alzheimer Event will be returned IN FULL to the CBF-CF and your local Alzheimer Society.

ACBLscore

Setting up your games in ACBLscore is very similar to the setup for any local charity run at the club. There are some differences, however, and you will need to have the latest version of ACBLscore in order to process the games. You can download this from the ACBL website at <http://www.acbl.org/acblscore/specificationsDownloads.html>.

Additional ACBLscore instructions are available for download the ACBL Resource Center in the Clubs tab under The Longest Day.

Event Day

Participating in **A Day of Bridge** means you can customize your schedule on your Day of Bridge any way you like.

Many clubs start at sunrise – 6:30 am with in individual game or pairs. Encourage your players to wear their pajamas (great for a photo op).

Many of your club members will likely bring some food along – breakfast items, hot dogs for lunch and lasagna for supper. It is all for a great cause.

Some clubs alternate pair games and team games.

Clubs do not have to have games from sunrise to sunset – but the idea is to show the long and involved tasks of a care giver of a dementia patient.

Short game can be run from sun rise to sunset about eight 90-minute games with lunch and supper breaks can be run from 6:30am ending at about 9:45 pm.

In many areas a representative from your local Alzheimer Society will be happy to come and possibly give out some ‘forget-me-not seeds’. Contact your local Society.

If you can get the media to come – they might enjoy the early morning (pajama) game or they might come for the sold-out crowd in the middle of the day.

The **Day of Bridge – Benefitting Alzheimer Societies in Canada** is a wonderful opportunity to support your community and to gain publicity for your club and the **Canadian Bridge Federation**.

Alzheimer's registration
ALL CLUBS, OWNERS, & MANAGERS:
Please register your CANADIAN club on our
A Day of Bridge - Benefitting Alzheimer Societies in Canada

We worked hard to move **The Longest Day of Bridge** event from the USA to Canada. The Canadian Brand is **A Day of Bridge Benefitting Alzheimer Societies in Canada** We have a site, and we are ready and raring to go!

Start by going to: <http://cbf.ca/club-managers-section/alzheimer-event/>

Once you are registered through **A Day of Bridge** you will receive a note from Ina at the CBF. We have a guide with ideas on what you can do on the day you have selected and before.

Registering online is the best way for us to track the Canadian participation in this worthwhile event. You can create a unique fundraising page for your club and solicit online donations and encourage players to fundraise. You can publish your 'game plan' for the Day of Bridge. Once registered you can then post your donations received prior to the date of the Day of Bridge.

Please Note, you might find it easiest to do the following:

- Players making cash donations and wanting receipts, keep that money separate, use the donation form attached.
- People that give donations by cheque, make cheques payable to your provincial (or local) Alzheimer Society. www.alzheimer.ca/en/Home/provincial-office-directory
- IF you choose to take the money to the local Alzheimer's Society please be sure to email Kathie kmacnab@eastlink.ca with the name of the Society and the amount donated (or fill in the Club Fundraising Summary spreadsheet and email it to us). This is the only way we can keep track of all the funds donated in Canada.
- Online donations can be made to: www.alzheimer.ca
- Players can write a cheque to the **Canadian Bridge Federation – Charitable Fund**. We will issue a tax receipt and send the money to your provincial Alzheimer Society.
- Here is a link to FAQ: https://www.acbl.org/clubs_page/special-events/the-longest-day/the-longest-day-faq/. **Please not that this is from the ACBL site and applicable to US clubs.**

THE DAY OF THE EVENT – submitting your donations:

As a club you must remit to the ACBL your table fees, which will be returned to the CBF Charitable Fund.

Remember the sanction fees for a game of 12 – 17 boards is only \$.58/table. For games of 18+ boards it is the usual \$1.00 / table. **US Dollars**

If you have trouble contact: kmacnab@eastlink.ca

