

Regional Director Report – January 2024

As of January 1, 2024, there are no more District Directors in the ACBL, only 13 Regional Directors, as the board completes the reorganization from 25 members to 13 members.

I have been elected for a three-year term as Regional Director of Region 3 which is composed of both District 4 and District 3.

Both District 3 and District 4 will function independently as they do now. The only difference is that the two districts will share one representative on the ACBL Board of Directors and for the next three years that's me.

I will provide a complete report on the Atlanta ACBL Board of Directors meetings next month, but there is one important new initiative explained below.

ACBL Grassroots Membership Retention Initiative (5-5-5 Program)

A new grassroots membership retention plan was introduced in Atlanta that will allow Units to earn additional revenue by using a newly created membership tool to help ACBL in its membership retention efforts. Information about the program and the new tool, called "Return to the Fold", has been emailed to all Unit officials.

The new "5-5-5" program is designed to support grassroots efforts in recruitment and retention. Rather than paying units the 11% of full dues payments and Life Master Service Fees, Units will have the opportunity to earn up to 15% of these fees. The new program will go into effect on April 1, 2024. Below is the breakdown of the distribution of dollars under the new program:

- Units will automatically receive a base of 5%
- Units may earn an additional 5% for contacting lapsed and "at risk" members
- Units may also earn an additional 5% for signing up lapsed members

The ACBL will provide the tools, training and resources necessary to help our Units succeed in this program. All Unit Presidents should attend the Unit President meeting Bronia holds monthly for more details.

Questions about the new program can also be answered on zoom Monday through Friday from 3:30PM to 5:30PM Eastern Time. Just click the "Talk to ACBL Via Zoom" button on the ACBL website.

I wish you all a healthy and happy 2024! Please contact me with any comments or questions: Joannglasson@msn.com

Joann