

Dear Unit 525 Leadership,

We wanted to take a moment to celebrate what your unit has accomplished these past few quarters — the numbers tell a great story, but we know it's the people behind them who really deserve the credit.

Your recruitment rate has climbed from 1.63% in Q4 2025 to an impressive 3.37% in Q2 2026, more than doubling in just two quarters. New member sign-ups grew from 6 to 12 over that time, and you've welcomed a steady stream of reinstated members as well. That kind of growth reflects real effort in how your unit welcomes newcomers — and it's worth noting that your unit's ACBL Intro to Bridge series has graduated over 200 players across 4–5 iterations of the 20-week course, with weekly limited-masterpoint Saturday games showing amazing growth. That's a strong new-player pipeline for the unit and all of us to be proud of.

We also want to recognize the strength of your unit's sectional tournaments, which continue to be a real anchor for bringing players together and keeping the local bridge community vibrant. Events like these are often where new members find their footing and decide to stick around, and we suspect that's part of what's behind your retention rebound too — from a Q1 dip of -4.92% back up to -2.81% in Q2, nearly matching your Q4 levels.

We'd love to hear more about what's working for you — if you're open to sharing your approach, it could be a great example for other units looking to grow the same way. Thank you for everything you do to grow and sustain bridge in your community. We're thankful to have Unit 525 as part of the ACBL family.

Warmly,

Bronia Jenkins

Executive Director & Your Partner in Growing the Game