6.1 WHY WORK WITH JUNIORS?

The long-term goal is obviously that our bridge clubs should survive. Without new players, the clubs will die in the same pace as the old players vanish. The younger our players are, the longer they will be around as club members and club workers.

The short-term goal us to make our bridge clubs have a younger membership. Unless we want to become a thing for retired people only, we need to have a mix of member across the generations. Young members vitalize a club. One effect that has been noted by many clubs is that if we focus on the juniors, that is, the children, it will often inspire the parents and even grand-parents to start playing, and soon the entire family is playing bridge.

In summary, junior bridge is good for recruiting new players, and making the membership younger.

A Warning…

Today’s young people are very volatile. It can be tough to work with bridge long-term. We work and work, week after week, and they learn to play and start coming to the club competitions, and then suddenly they are gone. They have maybe moved to another city to study or work, or started a family.

These things simply have to be accepted. Quite often people move back to their home town once they have finished their university studies and have settled in life. Then it may very well happen that the bridge students come back. But here we are speaking about long time periods, maybe even lifetimes. Of course, if you are lucky, you may have juniors that move from somewhere else to your city and start playing there.

Coming Back to Bridge

One thing is certain. The person who learned to play bridge once, has a much larger chance of coming and is much easier to recruit than someone wo has never learned bridge in the first place.

Conclusion

We should feel a responsibility to do something, when we know that we have a mind sport that is so good for young people. Bridge has so many good effects, that it would be wrong not to try and give as many young people as possible the chance of learning it, rather than becoming couch potatoes tricked into a passive life by smartphones and pads.