

Keep Bridge Alive

Bridge:
A MindSport for All

Keep Bridge Alive



Connects People, Challenges Minds

University of Stirling, UK



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#BAMSA #BridgingMinds #MindSports #bridgingresearch
#bridging #sociologyofbridge #playbridge @soc_of_bridge

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Alternative Funding for Leisure Research:

Crowdfunding in the Global Community

Prof Samantha Punch, *Bridge: A MindSport for All* (BAMSA)

Faculty of Social Sciences, University of Stirling

BE THE DIFFERENCE

What is Crowdfunding?



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- raising small amounts from a large number of individuals
- leveraging the wide reach of social media (Medeiros et al. 2017)
- to finance a new business venture or cultural event (Rykkja et al. 2020)
- learning experiences in academia (Horta et al. 2022)

Changing landscape of academia: funding and competition

Donation-based crowdfunding (Zhao & Shneor 2020)

BE THE DIFFERENCE

When to Crowdfund in Academia?

- Moving to a new topic area – no track record
- Community with a research need to mobilise a Campaign
- Potential for research impact: shared goals
- Potential to develop a research-practitioner network
- Support from the University (not FEC funding nor overheads)





Keep Bridge Alive

The Sociology of Bridge is a research project and an emerging academic field exploring interactions within the mind sport, well-being, healthy ageing and social connection as experienced in the bridge world.



Professor Samantha Punch, UK Bridge Player

How you can help

We need players, bridge clubs and organisations and other supporters to join us in the Keep Bridge Alive campaign so we can publicise and promote bridge more widely. We would also be delighted to hear from you if you have research ideas, expertise or even time to support the campaign.

Please contact us at alumni@stir.ac.uk

“I totally support the Keep Bridge Alive Campaign which hopefully will become a global campaign by generating momentum to get people together to tackle the sustainability issues that the game faces.”

Zia Mahmood, International Bridge Player

“I welcome the Keep Bridge Alive initiative to reach out to young people - indeed everybody - informing them of all the reasons why they have to play bridge. Any research to confirm to all my students what they feel already - that bridge is a life-enhancing activity for so many reasons - is very welcome.”

Andrew Robson, English Bridge Player

For more information, search: 'Keep Bridge Alive Crowdfund'

Crowdfund Campaign Materials

Poster

Leaflet

Social media content

- Instagram frame photos
- Famous player profiles
- Video clips

Letter to bridge organisations



Keep Bridge Alive

- Launch of KBA Campaign: 5 Feb (to 31 March 2019)
- Open Lecture on 5 Feb: encourage share posts/retweet
- Uni Bridge club exhibition match: open to public





“If you Keep Bridge Alive, it will do the same for you”



☆☆☆ Star Profile ☆☆☆

SABINE AUKEN

German Player and Multiple World Champion

Razor-sharp thinking. Intriguing psychology. Social powerhouse.
Complete digital detox. Just 52 cards



I just love it. It's just so much fun. It has so many different facets and it's not just one way of thinking, it's putting things together. To me it's a little bit like detective work. There are some clues out there, you don't know what they are and where they are, so you have to go and find them, put them together and then draw the right conclusions. So to me that's fascinating

What is the key attraction of bridge for you?

Well it's the social part. Bridge has taken me around the world and still takes me around the world. It opens doors for me that I otherwise would never have gone through and I'm meeting people that I otherwise would never have met which I think is exciting. In Denmark, sometimes, I play bridge with the husband of the queen and that's somebody you wouldn't usually meet. In China I've played with some of the top politicians and things like that, I think that's exciting. You feel like you have friends all over the world and wherever you go you know somebody.




Keep Bridge Alive

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BRIDGE ENCOUNTERS

Adam Grossack, US Bridge Player

WHY DO YOU PLAY BRIDGE?



To win. I mean, I think there are a lot of reasons— I very enjoy the intellectual element, it's very stimulating, but I really also enjoy the camaraderie that comes along with it during it, after it and post-mortems and just the thrill of winning.



Keep Bridge Alive to BAMSA

Aims:

- Shift image of bridge
- Increase participation
- Ensure future sustainability



Bridge: A MindSport for All (BAMSA)

BE THE DIFFERENCE



Fundraising Phases

- Initial 2 month campaign 2019: 26K with 283 individual supporters
- Extended campaign (bridge clubs and organisations): 14K
- 10-day trip to USA national tournament: 60K (included match-funding)





Fundraising Event

Pro-am bridge in London 2020:

- online auction of players, raffle to win a pro
- on the night: auction for gifted items & pros

Larger targeted sponsors



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- Trust-fund donation (for school project)
- Phase 2 (2022-2023) US bridge sponsor:
 - 100K US\$ match-funding (other sponsors/orgs)

Bridge, Youth and Schools



Who am I? My name is Samantha Punch, Professor of Sociology at the University of Stirling, UK. I lead the international work of BAMSA.

What is BAMSA? *Bridge: A MindSport for All* (BAMSA) is a research project working collaboratively with bridge organisations to increase the number of players and transform the image of the mindsport.

BAMSA believes that bridge can be promoted as a potential solution to tackle big societal issues of social isolation, loneliness, mental health problems, inclusivity and healthy ageing.

BAMSA's new study

The new project aims to develop academic evidence that demonstrates the skills and wide-ranging benefits that bridge, as a mindsport, can offer young people. The study will investigate the benefits and challenges of teaching bridge in schools. The goal is to encourage schools to take bridge as seriously as chess, and mindsport education as seriously as physical education.

How can donating help?

By donating, you enable BAMSA to conduct this work in the USA as well as Europe. The funding pays for the researchers to interview school teachers, bridge teachers, pupils and parents to explore what helps and hinders learning bridge. The funds are used to develop practical resources from the findings to enable growth of youth bridge communities in USA and Europe.

How can I donate? ***All donations will be doubled* (matched by Levine Foundation)**

Online via the University website: www.stir.ac.uk/carddonate Scroll to the bottom of the page and choose single gift, this will direct you to our donation form where you can select "Bridge Research Project" as your designated cause.

Tax efficient giving for US donors: The University of Stirling is an approved institution with British Schools & Universities Foundation. You donate through their website stating that you wish the donation to go to the University of Stirling: www.bsuf.org/donate

Via the Keep Bridge Alive Crowdfunder: <https://www.crowdfunder.co.uk/p/u5c0e5e7810869>

Thank You! Need more information?

Contact Sam with any queries – s.v.punch@stir.ac.uk

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Challenges



- Persuading potential donors to support a leisure research project
 - wellbeing, mental health, social connection, community-building, transferable skills
- Perception & recognition: poverty versus card game
- Building a stakeholder network – is that research?
- Time-consuming with failed donor requests
 - lengthy negotiations for small donations
- Scepticism over motivations & negative reactions
- Affected my bridge game! (Russell et al. 2022)



Building Resilience



- Becoming an academic fundraiser (cf. grant writer)
 - Take the emotion out of it and create a pitch
 - ‘Sell’ the project benefits – see from donors’ point of view
- Dealing with setbacks and rejections
 - Becoming more time efficient & focusing on the larger donors
- Potential conflicts of interest:
 - the community being researched is also funding the research
 - combined insider/outsider research team (Snellgrove and Punch 2022)
- Accusations of bias (Punch and Rogers 2022)

Giving back to the leisure community

- Regular communication and sharing outputs:
 - news items on BAMSA website, quarterly BAMSA Bulletin with updates, regular posting on bridge blogsites, social media engagement
 - podcasts and interviews
- Practitioner conferences, eg online 2021 (500 participants from 62 countries)
- Responding to requests for evidence on benefits of bridge
 - e.g. to lobby governments for sport recognition



Research Impact & Collaboration

- Enhanced stakeholder network
 - Advisory groups, community researchers and BAMSA volunteers
- Co-producing research with bridge partners & meeting their research needs
 - e.g. securing an ESRC-funded Collaborative PhD Studentship
- New avenues for developing Mindsport Studies
 - e.g. working with chess and IMSA – International Mind Sport Association



Lessons Learnt

- Clarity of goals & belief in project worth
- Concise communications & practice the pitch
- Leaflet for donors. Match-funding helps.
- Focus on larger donors & create opportunity to talk with them
- Trusted introduction helps trust (cf. cold call)
- Endorsements from key orgs/individuals
- Don't take rejections personally





Bridging

Minds

Dynamics & Interactions

[Read more](#)



Bridging

Gender

Attitudes & Inequalities

[Read more](#)



Bridging

Wellbeing

Social Benefits

[Read more](#)



Bridging

Covid

Improvise, Inspire, Invent

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www.bridgemindsport.org

- Journal articles and two books
- Accessible summaries and reports
- Videos
- Blogs and news items
- Conferences and seminars for practitioners and academics



Bridging

Organisations

Challenges & Opportunities

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Bridging the

Gap

Lifecourse Transitions

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Bridging

Schools

Classroom Case Study

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Bridging

Sociology

Teaching MindSport

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Bridge, Youth & Mindsport Education



Learning & Teaching hub

- A centralised resource for volunteers & teachers
- Aim: Support for all aspects of teaching children and youth
- Promotional materials

Lesson 1

Tricks

Learning basic concepts



<https://bridgemindsport.org/school-and-youth-bridge/>

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Thank You!



<https://bridgemindsport.org/story-of-a-project/>