



## ***Best Practices to Grow Club Membership***

- Add a social aspect to the league and advertise.
- Offer casual and competitive playing opportunities.
- Provide Rules of Golf and Etiquette education.
- Offer the opportunity to play 9 or 18 holes.
- Let women sign up for league play up to two weeks in advance without assigning tee times.
- Play games that are fun for all handicap levels to play.
- Provide each league member with a roster of league members with their contact information.
- Allow women to play at any time on league day.
- Solicit women playing in invitationals, fundraising tournaments, and other outside events hosted at your golf course.
- Assign someone in the club to be a member liaison. This person can welcome new members and keep make sure to retain current members.
- If your course is private or semi-private make sure to communicate with the membership director. Find out all the new women club members and meet with them to talk to them about your club.
- Create incentives for current members to recruit their friends. For example: Sign up a friend for the league and receive a \$25 pro shop credit.
- Start recruiting for next year's league in July and August.
- Distribute league information to other organizations or businesses nearby.
- Include in city or county recreation catalogs.
- Keep in touch with members all year long.
- Add an after work component to your league.
- Host an opening season event and invite all potential members.
- Contact people moving into your area.
- Create an event were current members can invite their friends like a “member/guest” event
- Contact members who you haven't seen play in a while and welcome them back.