



### The Importance of Having a Mission Statement

A mission statement – in a golf club context – is a way of succinctly defining what type of club you are, to help articulate your ‘sales pitch’ to both new and existing customers. This will generally include your ‘who, why, what and where’.

In practical terms, Clubs should have a mission statement to help attract potential members and visitors seeking that type of experience, and help their decision-makers at clubs (Captains, committee members) have a more consistent outlook on what type of club they are trying to be.

You should display your mission statement prominently on relevant marketing channels, such as the home page of your website, the introduction to a new member pack or a membership application form. Your staff and committee members should also be aware, so that if they are asked what kind of club you are, they should each be able to describe it in a consistent fashion.

### How can I create a Mission Statement for my club?

There are several ways a club can go about creating a mission statement. It is important to focus on the club’s strengths, culture, facilities, services, location and aspirations. By brainstorming these features with a broad representation of club’s members you can get valuable, diverse and accurate content.

Be sure not to just focus on the physical attributes of the club e.g. “course, view, clubhouse and services” but also how you want people to ‘feel’ when at the club e.g. “happiness, camaraderie, friendships and fun”.

#### 1) Through a Members’ Forum

Scottish Golf can facilitate a Members’ Forum for the club, gaining valuable member feedback and consensus on the club’s strengths and areas where you can improve the member experience. The strengths and future aspirations can provide excellent content for a mission statement that has the input and buy-in of the members.

#### 2) Through a dedicated Focus Group

You can facilitate your own more dedicated session with a focus group made up with people across the spectrum of your membership. At this you can brainstorm the club’s key strengths to provide content for your mission statement.

#### 3) Score Out of Ten

Answer these questions on a ‘score out of ten’. If you score zero out of ten, you are stating that you are not this type of club, and ten out of ten states that you can demonstrate that you are a leading club in this area.

The following list gives a flavour of the types of question you should be asking, but also some suggestions of content for your mission statement, e.g. ‘family-friendly’, ‘modern’, ‘competitive’, ‘more than just a golf course’, ‘social’, ‘proven track record in developing junior golfers’.

- Family friendly?
- Modern and contemporary?
- Proud to be a more traditional club with a rich history?
- Welcoming to new members?
- Welcoming to novice / beginner golfers?
- Set up to satisfy mostly low handicappers?
- Set up to satisfy mostly high handicappers?
- Focused on developing junior golfers?
- Focused on competitive play over social golf?
- Welcoming to non-members and visitors?
- Welcoming to non-golfers?
- Providing a range of activities other than golf?
- Fun to be part of?
- Focused on a high-quality dining experience?
- Focused on traditional golf club fayre?
- Known for its social activities?

There is no right or wrong and your club may fall somewhere between two extremes. This exercise is to help you consider what words best describe your club and your activities and can be used to stimulate discussion in a group.

## Club Examples

### **Lundin Ladies Golf Club:**

*“A warm welcome awaits golfers of all abilities at the historic Lundin Ladies Golf Club, in its scenic East Neuk location. We offer accessible year-round golf on our beautifully kept 9-hole parkland course with a varied calendar of both social and golfing events.”*

### **Ladbroke Park Golf Club:**

*“To provide our members, guests and visitors with a quality golfing experience within a friendly and welcoming atmosphere. This we will do with a team of well trained and highly motivated staff, working together to make our Club an enjoyable and affordable place to play golf and socialise. The golf course is always our main priority and the Club is committed to continuous improvement through pro-active course management.”*

### **Peebles Golf Club:**

*“The jewel in the Borders golfing crown, Peebles is a Harry Colt designed course and vibrant community club set in a beautiful location. Our recently refurbished family-friendly clubhouse matches the splendour of our course, offering stunning views across the town and beyond. We have a proud reputation as one of Scotland's leading junior clubs, fantastic new practice facilities and a top-class professional. The perfect place to enjoy your golf, whether joining for life or visiting for a day.”*

## Summary

Having a clear and concise Mission Statement helps inform potential new members what type of club they are buying into and provides a consistency in reinforcing your message to decision-makers, members, visitors and other potential customers.