**Anytown Golf Club Open Day | Action List**

*Once your plan and team are in place, we recommend create a summary Action List which highlights the requirements for each element of your plan, including an owner, a timeline and the current status (such as Red, Amber and Green):*

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **NO** | **AREA** | **ACTIVITY** | **BY WHO** | **BY WHEN** | **RAG STATUS** |
| 1 | OPEN DAY | Meet the catering and bar team to brief them on what food and clubhouse requirements are for the Open Day  | House Convenor | 30 March |  |
| 2 | MARKETING  | Design an A5 advert for the local community magazine and a new banner for the home page of the website | Marketing Convenor | 1 April |  |
| 3 | MARKETING  | Plan a Facebook advertising campaign to include your target audience, duration and budget | Marketing Convenor | 8 April |  |
| 4 | ACTIVITIES  | Meeting between PGA pro, Club Manager and volunteers to plan golf activities for the day eg coaching clinic, beat the Pro, ‘own a hole’ etc  | PGA Pro | 15 April |  |
| 5 | MEMBERSHIP | Create a registration form for participants and an information sheet on Membership Packages and payment options | Club Manager | 15 April |  |
| 6 | VOLUNTEERS | Draft email to go to all members encouraging them to invite friends, provide club manager with copy for member newsletter | Marketing Convenor | 22 April |  |
| 7 | MEMBER RETENTION | Draft welcome letter & welcome pack, arrange for personal call form the Manager / club Official, set date for new member evening | Marketing Convenor | 29 April |  |
| 8 | MARKETING | Apply for Scottish Golf Club Development Fund to subsidise marketing costs  | Marketing Convenor | 6 May |  |
| 9 |  |  |  |  |  |
| 10 |  |  |  |  |  |
| 11 |  |  |  |  |  |
| 12 |  |  |  |  |  |
| 13 |  |  |  |  |  |
| 14 |  |  |  |  |  |
| 15 |  |  |  |  |  |
| 16 |  |  |  |  |  |