

GET INTO GOLF CLUB RESOURCES

2. Planning your Programme – 10 Step Guide



Scottish
Golf



Like any business, a well-structured plan with objectives, clear actions, timelines and accountability is vital to the success of your club's Get into Golf programme. Using insights from other clubs, the following document provides advice and guidance on the key components that we recommend should be integrated into your plan.

1. Get the Club (and the Pro) on Board

To lay the foundations of a successful Get into Golf programme, you need to get backing from the key people at your club – Captain, PGA professional (if you have one) and committee – and seek formal commitment that it is part of the Club's strategy or business plan. So, whoever takes on the responsibility for coordinating Get into Golf would outline the reasons why the club needs the programme, along with specific objectives.

2. Create an Action Plan, Timeline & Set Clear Objectives

A template action plan is included as part of our resources. Your project team can discuss and agree the actions required to deliver your programme, timelines against each action and set clear objectives of what the club wants to achieve from a Get into Golf programme.

- Launch a new introductory membership category by the start of the 2020 season
- Increase the number of adult female members by 25% by the end of October 2021

3. Recruit Your Get into Golf Project Team

A successful recruitment campaign and activity programme needs people at the heart of it. You need to determine what roles are required and who is going to fill them, with someone taking overall ownership. Suggested roles include:

- Get into Golf Coordinator
- Coaches – PGA pro, assistant pro and volunteer coaches
- Marketing Convenor
- Events Coordinator
- Get into Golf Buddies

4. Agree your Budget

It is important to set a budget for your Get into Golf programme and be aware of the costs involved for each element of your activity. Your club will be looking for a return on the investment, so whatever budget you set aside should be offset by the targeted income you bring in. The costs you need to consider include:

- **Coaching** – your PGA pro may do this as part of their contract but if this is additional then the costs need to be factored in. If you don't have a pro, Scottish Golf and the PGA offer Level 1 coaching courses to train volunteers to deliver Get into Golf but there are costs involved, so be aware of these.
- **Equipment** – do you have suitable equipment for beginner golfers or do you need to buy it in? Some manufacturers such as Wilson and Lynx offer deals for PGA pros for beginner clubs, but it is often best to assume beginners won't have their own clubs so make sure you have plenty available e.g. ask your existing members to loan or donate clubs they are not using.
- **Marketing** – design, printing, advertising, website improvements. Do you need to bring in external support, such as a local design agency?
- **Food & Beverage** – if you are staging an Open Day, you may provide complimentary food and drink, or include a coffee/snack after each Get into Golf session as part of the package

Clubs engaging with the Get into Golf programme can access the Scottish Golf Club Hire Scheme Fund to support with equipment costs of £250. This £250 should be match funded by the club. More information can be found on the Scottish Golf website.

5. Identify Your Target Market

This will depend on the objectives you have set. Different groups want different things so try and focus on specific groups so that your activity can be tailored accordingly e.g. women may prefer to be coached in a group of other women. This will also help with developing your marketing campaign, so you know who and where to target.

- **Sporty Men** – those in their late 30s and early 40s who are giving up other sports but needing a competitive fix
- **Young Mums** – the mums of your junior members and those who do the drop off at your local primary school
- **Pensioners** – an opportunity for an older demographic to get active or stay active, who could be targeted through some of your existing members in this age group

6. Create your Get into Golf Pricing Package

Newcomers to your club will want to know how much it is going to cost them before they commit to your programme, so ensure your prices are communicated within your promotional content, on your website and at your Open event.

If you have a PGA pro, work with them to determine what the costs should be. This should include a block of group coaching (e.g. 6 x weekly one-hour sessions), a short-term membership package (e.g. 3-month flexible Get into Golf membership) and an Introductory Membership to encourage people to join once they have 'graduated'.

You could incentivise your PGA pro to convert new participants into membership e.g. 20% commission on every new member signed up or split the income between the Club and the Pro for the initial Get into Golf package. Ensure the range of benefits associated with each of your packages are also well communicated alongside your prices.

Example Package:

- 6 x 1-hour group coaching sessions
- Complimentary drink after each session
- **£50 per person**

You also receive a £50 discount if you take out Introductory Membership at the end of your sessions

7. Build a Programme of Activities



To support the promotion of your programme, consider what types of coaching and other activities you are going to offer to keep newcomers engaged, including for example:

- Open Event & Taster Session to launch your programme
- Group Coaching sessions
- A Buddy System with existing members
- Clubhouse social events
- Putting & Prosecco evening
- 3-Hole Challenge & Competitions
- A Flexible short-term membership scheme at the end of your coaching programme
- A Special Introductory Membership offer thereafter
- New Members Social Evening

Scottish Golf's Coaching Resource (Entry Level and Intermediary Level) offers a wide range of ideas and plans to help your coaching team deliver Get into Golf deliver its coaching sessions.

8. Marketing Campaign

To promote your programme of Get into Golf activities, you need to reach out to your target audience(s) through the relevant channels. Don't expect newcomers to engage with your own channels, as they are likely not to have had any previous involvement with the club. You'll need to invest in a marketing budget but use it wisely. Utilise any existing links with your local community, encourage your members to spread the word and distribute flyers and take advantage of the potential reach of social media through paid advertising.

Suggested channels include:

- Facebook Advertising
- Local press (paid advertising and editorial coverage, or a combination of both)
- Posters/flyers in local shops and other organisations (sports clubs, community hubs, doctors)
- Roadside banners
- Leaflet drops



Dumfries and County Golf Club
January 29 · 🌐

Ladies Get Into Golf Campaign is back bigger and better!
Limited to 20 places at a cost of £20 per person
4 sessions from 6-7pm at Lochar Thistle indoor facility at Heathhall on 4 Mondays in April (1st, 8th, 15th and 22nd) with group tuition from our professional team.
During the month of April there will also be Sunday afternoon sessions on the course as a guest with a lady member to mentor.
After this there is the opportunity to sign up for a 2 month trial membership of Dumfries and County Golf Club for £85.
Following this the remaining 6 months of the membership will be available at half price for £250 and the first years contribution to the joining fee (£80.60) will be waived.
Upon joining there is free use of a full set of new golf clubs and bag for 2019 with the option to either return at this point or buy them at cost price.
Contact the Pro-Shop to register on 01387268918



9. Ongoing Communication & Engagement

It is important to keep the momentum going with your beginners' group through regular communication and support. A closed **Facebook Group** and/or **WhatsApp group** is a good tool, coupled with a dedicated Get into Golf noticeboard within your clubhouse. In addition to your Buddy System, encourage the group to keep in contact with each other and keep them informed of what's taking place each week.

Encourage your existing members to attend some of the coaching sessions to meet with your beginners' group and spend time with them in the clubhouse after the session. This will help your newcomers meet new friends, get to know the club better and feel more relaxed.

10. Monitor and Review

If you're doing Get into Golf year on year, we recommend you monitor your participants and review your programme, to help you improve for the following year. Getting feedback from participants is vital, as well as a debrief from your project team. You can monitor how many participants were converted into a membership category, what marketing channels did people sign up through seeing and how much income was generated against budget. Ask your team what worked well, what could have been better and what additional resource you might need for next time around.

Importantly, if you get permission from participants who did not convert, offer them the same coaching package for the following year. There may have been specific reasons why they did not take up membership after their first experience of Get into Golf, but they may consider doing it again.

Finally, why not encourage one of your Get into Golf 'graduates' onto your main committee or sub-committee to help drive your Get into Golf programme in future years. They are likely to have better perspective on what's required for this audience than your existing committee members.