



Below is a list of suggestions for recruiting and sustaining members so that the ten-member minimum required for club authorization may become less of a concern for some clubs in the future:

- Put together a new member welcome packet – What benefits are available for new members?
  - Have a brochure/flyer that explains the benefits of being a member of your club. Be sure to include reasons why having a Handicap Index is important and beneficial:
    - It can be used by players who play competitively and recreationally, on any rated golf course in the world.
    - It allows players to measure their ability and track their progress.
    - Handicapping makes the game more fun by allowing players, regardless of skill-level, to play on a fair and equal basis with others.
- Start a membership referral program – Create perks for club members who recruit new members.
  - Think of benefits that could be provided to a club member who brings in a new member. It could be something that has no/minimal cost such as the “prime” tee time on each Saturday morning for a month.
- Hold a prospective new member outing.
  - If you are a Type 1 club, perhaps hold an outing where players can join a fun and/or competitive event and learn about the benefits of membership.
    - Conduct a nine-hole event followed by a social gathering (nine & wine).
    - Encourage beginners to attend an outing. This could take place on the practice tee or putting green to not intimidate the player and ease them into the basics of golf.
    - Offer a 'members-only' rate once or several times a year for guests to be able to play your course and see your facility.

- Offer a member-guest where each member brings a prospective member as a partner.
  - Invite your members to participate in an event where they bring a player who is not a member of a club and does not have a Handicap Index.
- Publish a schedule of events for the year where members can use their Handicap Index.
  - Consider diverse formats and offer flighting so that players of all skill levels feel welcome and eager to participate.
  - Include individual and team events.
  - Establish a season-long points system that encourages participation.
- Have a friendly competition with a fellow nearby club.
  - Talk to a nearby club(s) and engage in a friendly competition. This will give you an opportunity to showcase your club and keep your existing members.
- Reach out to former members.
  - Contact members who have let their membership lapse. Encourage them to rejoin or find out why they have left the club. This information might provide opportunities for changes at the club to help retain members.
- Thank your current members regularly.
  - It is important to keep the members that you have engaged and happy. Reach out to your current members and ask for feedback.
- Use social media to promote membership.
  - Include pictures from your club events showing comradery and enjoyment of the membership.