

RETAINING STUDENTS

GET GOLF READY



GET GOLF READY KEYS TO RETAINING STUDENTS

COMMUNICATE

- Create a **friendly welcoming**, community environment
- E-mail, call and **reach out to students – share directories** with your students

MAKE IT FUN, EASY AND AFFORDABLE FOR STUDENTS TO WANT TO KEEP PLAYING

- Give **loyalty cards** to get students coming back.
- Invite students to **bring a friend to play** in outings and leagues.
- **Incentivize your instructors** based on students coming back to play.
- Use **PGA Family course** or another version of a short golf course experience (i.e., begin play from 150 yard markers, etc.)
- May **consider offering special pricing** to encourage students to return to play and practice. (i.e., may offer pricing based on the number of holes played or promotions for range balls).

STRUCTURED PLAYING OPPORTUNITIES

- Provide an **on-going playing experience** that includes once or twice a week outings for 12 to 20 weeks.
- Host **beginner leagues** and promote “beginner-friendly” times on your tee sheets.
- Use **scramble format** and have students **play 3, 6 or 9-holes**.
- Schedule a “Play with the Pro” **best ball or alternate shot format**, where students are able to learn from the on-course playing experience with golf professionals and/or mentors.
- Have students start in a shotgun format and **play for a stipulated number of minutes**. Improvements can be measured by how many holes they play.

Retention Fun Fact:

Traditionally golfers entering the game on their own are retained at 50%. Of those retained, over the next five years, 81% continue to play when provided regular playing opportunities. However, only 30% are retained if they are not offered regular playing opportunities.