

GO GET GOLF READY

PROGRAM MANUAL



GET GOLF READY

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I. INTRODUCTION

A. OVERVIEW

Get Golf Ready is an industry-wide branded program that has three main goals:

- 1) To bring new golfers into the game in a fast, fun and affordable way;
- 2) To bring former golfers back to the game; and,
- 3) To increase the frequency of play of occasional golfers.

The Program was created to grow the game of golf by providing education and instruction to participants at existing golf facilities throughout the country. Participating facilities will administer the program, provide personnel and resources to promote and staff the program, ensure compliance with program guidelines established by The PGA of America and GOLF 20/20 and provide periodic reports regarding the status and success of the program.

The objective is to deliver a consistent Get Golf Ready experience at an affordable price for adult consumers from coast-to-coast, where they will learn the game through a series of group lessons and transition to on-going playing opportunities. By participating in this program, students will be well on their way to becoming bona fide golfers with an appreciation for the history, rules and etiquette of the game.

A detailed curriculum is provided to achieve the highest participant satisfaction and retention. However, host PGA and LPGA Professionals have flexibility and are encouraged to modify the program to best fit their facility.

Once the *Get Golf Ready* programs are posted on the Get Golf Ready Website, *GetGolfReady.com*, consumers will be directed to this site to search for a program in their area. Golf facilities hosting Get Golf Ready programs will promote schedules for both the group lessons and playing opportunities on the site. Consumers will find Get Golf Ready programs through the web site search – therefore it's important to have all Get Golf Ready events posted online.

Get Golf Ready Fun Fact:

In 2012, there were 3,065 certified GGR facilities – they averaged 35 students per facility, 42 percent were new golfers and 61 percent were women. 83 percent of students from 2012 continued to play or practice and spent an average of \$1,069.

B. ELEMENTS OF THE PROGRAM

LEARN: The offering of a national, affordable five-lesson group instruction package under the title of **Get Golf Ready** at a price of \$99 per person (price is flexible, with current site prices ranging from \$50 to \$199) which includes on-course activities, as well as the history, rules and etiquette of the game, during each of the five lessons.

GGR 2: The second level of Get Golf Ready (Get Golf Ready 2) has been added as a guideline for an optional next step for instruction. In addition, four target audiences have been added to include women, families, seniors and couples as well as marketing templates to help promote Get Golf Ready Outings and Get Golf Ready Leagues.

PLAY: On-course playing experiences in a casual yet structured setting using fun, group-oriented, skill enhancement formats designed to get people comfortable with playing, while meeting golfers of similar abilities (i.e. future golfing partners) and learning about history, rules and etiquette of the game in a casual and

friendly setting. *Get Golf Ready* golf outings or beginning programs will be offered on an on-going basis throughout the season, with golfers paying greens fees for each session. Golf fees and the number of holes offered per playing experience will vary by facility.

C. BECOMING A CERTIFIED HOST FACILITY

Prospective host facilities must view the introductory video and complete a Facility Application stating they agree to the basic program criteria (see below). Only golf facilities that display the means and commitment to properly implement this program will be designated as official host facilities.

Upon approval, each host facility will receive a package of materials as well as links to online resources. The facility will receive instructions on how to promote classes on the website for event listings and student registration. Most importantly, facilities will enjoy the benefits of a nationally branded program that carries the clout associated with all of the supporting organizations.

A certified facility agrees to satisfy the following criteria for Get Golf Ready:

- Read the Get Golf Manual and follow its basic parameters.
- Provide a minimum of three on-course experiences during the Get Golf Ready Golf session.
- Host Get Golf Ready graduate outings, beginner leagues or other structured yet casual play.
- Provide the number of participating students in end-of-year annual report.
- Share database of student information with GOLF 20/20 and The PGA of America.
- Report incremental spending of Get Golf Ready students and graduates.
- Offer the program at an affordable price.

When students complete the five lesson Get Golf Ready experience, they will:

- Have a basic skill and foundation to play the game;
- Be familiar with “It’s Okay” Hints and “Ready Golf” Hints as a way to play;
- Know what to do when arriving at the golf course;
- Understand the difference between various golf clubs;
- Know the importance of playing “ready golf”;
- Understand the proper usage of golf carts;
- Remember safety tips;
- Understand the various markings used on the golf course;
- Know how to execute basic golf skills comfortably; and
- Have an appreciation for the history, rules and etiquette of the game.

Upon graduating, it is important to maintain communication and give Get Golf Ready students ongoing activities such as Get Golf Ready 2, Get Golf Ready Outings and Leagues other programs.

Combining the Get Golf Ready elements, students will benefit from extensive instruction and practical experience to feel confident and have fun while playing golf.

D. BENEFITS OF BEING A CERTIFIED HOST FACILITY

Many proactive golf professionals have already put forth a substantial amount of initiative in creating their own player development clinics. We encourage those hosting similar programs to host this branded experience and take advantage of the collateral and training materials being provided as a Get Golf Ready host facility.

i. Collateral Materials and Templates

All host facilities will receive a supply of posters, brochures and other materials that designate the facility as an official host site. Sample press releases and marketing templates are available for downloading from the *PGALinks.com* and *Golf20.net* websites.

ii. National Marketing Support

- *GetGolfReady.com* will provide consumer education, including an up-to-date listing of available host facilities and track participation
- Special Events, integration of promotions with Get Golf Ready Clinics/Play Golf America Days, consumer events, industry functions and other programs
- Direct Marketing, via e-mail campaigns

iii. Branded Program With Proven Results

- Increased Rounds and Revenues
- Additional stream for instruction income
- Increased apprentice or assistant compensation
- Enhance your value to your employer

E. PROJECTED FINANCIAL IMPACT PER FACILITY

Through the various phases of these player development programs, data has been collected to gauge the impact in terms of retention and spending among new and occasional golfers. Statistics for these various programs have been fairly consistent with one another over the past few years.

Based on 2012 Get Golf Ready results, 83 percent of Get Golf Ready participants continue to play and practice in their first year. Golf facilities averaged 35 participants spending an average of \$1,069 annually on golf related products and services (instruction, golf fees, merchandise, etc.)

	Low	Medium	High
Number of Get Golf Ready Graduates	30	50	100
<i>Standard Get Golf Ready Fee</i>	\$99	\$99	\$99
<i>Cumulative Get Golf Ready Revenue</i>	\$2,970	\$4,950	\$9,900
 			
GGR Graduates who Continue Playing Golf/ Golfers Retained (83%)	25	41	83
<i>Average spend per golfer (Not including \$99 GGR program fee)</i>	\$970	\$970	\$970
<i>New Golfer Spending (Not including \$99 GGR program fee)</i>	\$24,250	\$39,770	\$80,510
<i>Total Spend From New Golfers</i>	\$27,220	\$44,720	\$90,410

NOTE: Get Golf Ready students did NOT report where they are spending. It is likely they are spending on golf at multiple locations, including retail stores. The better relationships you establish with your Get Golf Ready students may result in a higher percentage of sales at your facility.

These figures are contingent on a number of factors, including continued local marketing to students before, during and after programs, plus establishing an ongoing relationship with each student at your facility. Depending upon how *Get Golf Ready* is implemented, along with your golf outings and player development programs, these numbers could be even higher.

F. ADMINISTRATION

i. Role of Golf Industry and Leading Organizations

On behalf of the entire golf industry, The PGA of America is managing this program and benefiting from the strong leadership and support from the Get Golf Ready Advisory Committee comprised of Industry leaders.

A leadership team from The World Golf Foundation, LPGA, NGCOA and The PGA of America was responsible for developing the manual and curriculum.

Functions delivered by the Industry:

- Garner industry support in terms of financial resources, product and promotion
- Develop and deliver training materials, guidelines and collateral
- Coordinate marketing campaign
- Generate funds to conduct and promote program nationally, plus revenue for local marketing incentives
- Manage industry-wide website
- Coordinate measurement program to track results

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ii. Role of Host Facilities

It is important for the host facility to be responsible for planning, coordinating and managing all aspects of the Get Golf Ready program in their local area. All fees collected for the Get Golf Ready program as well as Get Golf Ready Golf Outings are retained by the host facility. By following the steps outlined in this manual, host facilities will be driving additional revenue to their facility.