

VI. KEYS TO RETENTION

A. COMMUNICATE

- Create a friendly, welcoming, community environment.
- Email, call and reach out to students – share participant lists with your students so they can keep playing with students from class or students with similar abilities.

B. 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 short golf course experience (i.e., begin play from 150 yard markers, etc.)
- Promote **TEE IT FORWARD** to have students use tee markers best suited to their ability.
- 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).
- Share the **“It’s Okay” Hints** that give students permission to **HAVE FUN! (see page 22)**
- Share the **“Ready Golf” Hints** that give students suggestions on how to be ready to play when it’s their turn and keep play moving along. **(see page 23)**

C. 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.

“Our biggest success has been promoting “Next Step” programs on the final day of our Get Golf Ready sessions. We even offer a discount to students who register that day.”

- Mike Attara, PGA
Eagle Ridge Golf Club, Lakewood, New Jersey