

II. PLANNING TO HOST GET GOLF READY

A. TAKE INVENTORY OF EXISTING PROGRAMS

i. Identify programs that could meet *Get Golf Ready* criteria

Take an inventory of player development/beginner programs and compare to the Get Golf Ready criteria or curriculum. Remember, this program is designed to be flexible.

ii. Identify programs to use as feeder/promotional opportunities

Consider scheduling additional sessions. Consider using different market niches or target audiences (women, families, couples, seniors) and formats (five week program vs. one week program).

B. SCHEDULING EVENTS

As early as possible, start developing the overall schedule and allow four to eight weeks lead time for planning. Be sure to include scheduling for:

Off-Site Marketing - Allow four to six weeks for preparation and placement of your advertising and implementation of your marketing campaign. All marketing should be in place no later than two to three weeks prior to your first session.

On-Site Marketing - Posters, brochures and postcards should be on display at least three weeks before your first session.

Orientations (Optional) – If you choose to offer an orientation, schedule it to take place at least one week before the first clinic and **at least** two weeks after your marketing campaign is in place (preferably three to four weeks).

Group Lessons - Schedule at least three group lesson sessions, each with a series of five lessons. You are encouraged to include sessions targeted to niche audiences, such as women, seniors and families.

Keep in mind that the majority of the participants work during the day. When scheduling for the second tier of sessions, plan to reserve one week between each five-week session for a “catch up day” (much like a starter’s time). This can serve as a rain date, a make-up date, or simply a break for the staff before kicking off the next group of sessions.

Since the majority of the students are employed, it is recommended to schedule your lessons to begin after 5 p.m. on weekdays and at a convenient time on the weekends. Keep in mind the “on-course” element and plan when you will be able to find open holes.

Retention Activities – Since the true measure of success depends upon retaining these golfers, scheduling “beginner friendly” opportunities is crucial. This is why Get Golf Ready golf outings are a vital component. Reports show that traditionally beginner golfers are retained at 50%. Of those golfers retained after one year who were provided a regular place to play, they are retained at 81% vs. only 30% retained without regular playing opportunities. It’s important to offer regular playing opportunities for your Get Golf Ready graduates as well as keeping in communication with your students.

You should schedule a variety of on-going options for graduates and golfers of similar abilities to play or continue learning throughout the season. It is recommended holding these outings at least twice a week over a 12-20 week period.

- Be sure to stress these programs are geared to beginners
- Base all play on “It’s Okay”
- Find times when you feel beginners can access your course and you can provide mentor support
- Try to limit formats to a two hour on-course maximum
- Price should be affordable, yet not given away for free, and will be contingent on your current fees

C. POSTING EVENTS

Once you have determined which events you plan to host, follow-up by listing the events on ACTIVE.com – the online event registration system created specifically for player development programs and golf events. It’s quick to set up, easy to manage and a complimentary benefit with no start-up fees or monthly costs.

ACTIVE provides consumers with an easy listing of all events scheduled at your facility and provides a means for you to retain them as students and golfers. [Click here](#) to download the step-by-step guide to set up an ACTIVE account.

NOTE: You must have at least one program listed on ACTIVE.com in order to be promoted through the “find a program search” on the Get Golf Ready website.

D. BUILDING A TEAM/PREPARING YOUR STAFF

The first step in preparing to offer these programs is building your team. Rather than assuming the golf professional will handle everything, it has proven to be far more successful if you form a team atmosphere, where each individual does what he or she does best. Together, you can establish your own goals for the season and achieve them as well.

Get Golf Ready Fun Fact: Lost Opportunity

When calling GGR facilities in 2012, 45 percent of the golf shop staff at certified facilities answering the phone, stated they were not aware of any programs for beginners. Prepare your staff to give new golfers a welcoming experience. Do not let your staff turn away business because a new golfer didn’t ask for a beginner program by a specific name.

Golf Course Owner/Operator – Agree to host the program and fully support this initiative, i.e. Give PGA/LPGA Professionals resources and support to succeed.

A PGA/LPGA Professional – Is generally responsible for overseeing the program at the facility level, forming the necessary on-site team, delegating responsibility and insuring follow-up.

PGA and LPGA Professional Instructors – More important than providing instruction, PGA and LPGA Professionals must make Get Golf Ready FUN! These individuals must have an outgoing and gregarious personality for this to truly produce the desired results. They must also have a passion for teaching beginners. If your facility does not have a PGA or LPGA Professional, please let us know and we can assist you in locating an instructor.

Golf Operations Staff (Golf Shop, Cart Barn, etc) – It is vital that every member of your staff is aware of Get Golf Ready program and how important it is to make students feel at ease when coming to the golf

course. At all times, these staff members can make or break a lasting impression and you want staff to be as positive and helpful as possible.

Program Administration – This should *not* be the responsibility of the instructor, as he/she is more likely to be on the lesson tee rather than being in the clubhouse or shop. The program administrator is responsible for all of the administrative functions, such as registration, processing payments, data collection, reports, Website updates and all paperwork associated with the program. He/she should be the day-to-day “go-to” person for inquiries, scheduling, processing registrations, etc. **It is essential for each club to make sure this person enters the necessary data into the Website in order to measure success.**

Marketing Representative – If there is an individual within your current staff who has an outgoing personality and suitable presentation style, consider designating him/her as the marketing representative for your club. This person would be responsible for sending information to everyone on your mailing list (preferably by e-mail), previous tournament clients and especially neighboring businesses. If appropriate, he/she could be eligible for an incentive for any sales they make.

Golf Course Superintendent – The superintendent and his/her staff should be included from the beginning. A golf course can be intimidating. The staff taking care of the course needs to be aware of the Get Golf Ready program, the starting level of students and the purpose of on-course experiences. If the golf course staff ever comes in contact with your students, it is extremely helpful to have them involved in the program.

Volunteer Mentors – One of the most common suggestions from active host sites was to identify a handful of apprentices, life members or avid and experienced volunteers who have a solid understanding of the game and in particular, on-course etiquette. After providing these mentors with an overview, they can then serve as “mentors” for the on-course experiences and Get Golf Ready golf outings. In addition to reinforcing the information that the golf professional has already provided, they also serve as a sensitive ranger to insure speed of play. Each mentor can oversee several groups of new golfers out on the course during their on-course experiences, focusing primarily on proper on-course behavior and speed of play. This provides the new golfers with a sense of comfort and minimizes the concern of slow play.

Together, your team can begin to create a timeline from which to launch your player development programs.

Staff Training

The first step in training is to have all key members of your team review the program manual to understand the scope of the process. Assign each person a role and ask that he/she fully understand the guidelines that pertain most to him/her. All guidelines are available in the Leadership Resource Center of the Website.

E. PRICING AND FEE ALLOCATION

The registration fee will generally be set at \$99, with flexibility on the pricing structure by facility, as the marketing campaign stresses the affordable nature of the program.

Prior to the program, each facility should determine how each registration fee will be divided between the facility and the teaching professional. It is left to each host to determine how to specifically allocate this fee between professional instructor fee, range balls and/or facility fees. It is recommended the professional receive all or a majority of this revenue. You may consider investing a portion in a Get Golf Ready Golf Outing fund, to pay for mentors and helpers as your students come back to play.