



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 gratifying 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 GOLF 20/20 and provide periodic reports to GOLF 20/20 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.

While a detailed curriculum is provided, host PGA and LPGA Professionals have flexibility and are encouraged to modify the program to best fit their facility.

Get Golf Ready programs need to be posted on the Get Golf Ready Website, PlayGolfAmerica.com/ggr. 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.

Background

Industry-wide player development initiatives go back to 2001 when Link Up 2 Golf was first piloted in Raleigh, NC, and was expanded in 2002 to seven other markets, as well as five U.S.

Air Force bases. The results were promising with over 1200 students enrolled, with some research compiled projecting a very positive business and financial impact.

Coming out of the 2003 Golf 20/20 Conference, Play Golf America was launched in the spring of 2004. Play Golf America's initial focus was towards getting occasional golfers playing more often and former golfers back into the game. In other words, these golfers were low hanging fruit to target programs and initiatives to grow the game. Another major focus was to use the *PlayGolfAmerica.com* Website as the industry's resource to link consumers to professionals and facilities hosting programs. Since then, Play Golf America has seen a continued growth in terms of host professionals/facilities, golfer participation in the program, and traffic to the Website.

Based off this momentum, the next phase is to aggressively target new golfers, using proven success as the foundation to building the Get Golf Ready initiative.

Get Golf Ready Fun Fact:

In 2010, there were 1,450 certified GGR facilities – they averaged 30 students per facility, 86 percent were new or former golfers and 58 percent were women. 84 percent of students from 2010 continued to play or practice and spent an average of \$900.

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.

NEW: The second level of Get Golf Ready (Get Golf Ready 2) has been added as a guideline for an optional next step for instruction.

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 complete a Facility Application outlining reasons why they feel they should be selected as such and submit it to World Golf Foundation for review. Only golf courses 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 utilize the national 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 should be able to:

- Host at least five group lesson sessions.
- Host at ongoing Get Golf Ready Golf Outings or other retention play activities
- Have instruction managed by PGA/LPGA Professional in accordance with program guidelines in an intimate group setting with up to a maximum 8:1 Student/Teacher ratio.
- Deliver the five lesson package in increments of 60- to 90-minute sessions; totaling a minimum of six hours.
- Provide an experience on the golf course as well as in the practice areas of the golf facility during each lesson.
- Develop skills on key elements of playing the game to include putting, chipping, pitching, full swing, etiquette, basic rules, bunker shots and playing/navigating the golf course.
- Provide use of golf clubs and golf balls to students at no charge.
- Post schedule of programs on *PlayGolfAmerica.com/ggr*.
- Annual renewal will be contingent on submitting an annual program survey.
- Cost of five group lessons affordably priced.
- Committed to use brand and promote.

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

- Have a basic skill and foundation to play the game;
- Know how to keep score;
- Know what to do when arriving at the golf course;
- Understand the difference between 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 vital to maintain communication and give Get Golf Ready students ongoing activities such as Get Golf Ready 2, Get Golf Ready Outings and other programs where golfers can expect:

- Social playing opportunities geared toward participants who have finished the group lessons and other golfers who are fairly new to the game.
- Fun, casual formats (i.e. scrambles) that are well-suited to utilize and enhance the skills and etiquette learned through the group lessons.
- PGA/LPGA Professionals and mentors on-course to provide assistance and help golfers navigate the course while playing the game.
- Golf outings that are kept to two hours playing time, using a variety of methods including 3- to 6-hole rounds, short course layouts (i.e. PGA Family Tee program with US Kids Golf), etc.
- Other next step instruction programs and league/affinity opportunities designed to build player retention, whether through the host facility or in the case of women golfers, through an organization like the EWGA (Executive Women’s Golf Association).

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

The World Golf Foundation will provide all host facilities with an order 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 *PlayGolfAmerica.com/GGR* website.

ii. National Marketing Support

- *PlayGolfAmerica.com/GGR* will provide consumer education, include an up-to-date listing of available host facilities and track participation
- Advertisements and templates
- PR Support
- Special Events, integration of promotions with 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 2009 Get Golf Ready results, golfers consistently report being retained around 86% and spending \$900 on golf related products and services (instruction, golf fees, merchandise, etc.)

	Low	Medium	High
# of New Golfers in <i>Get Golf Ready</i>	25	50	100
<i>Standard Get Golf Ready Fee</i>	\$99	\$99	\$99
<i>Cumulative Get Golf Ready Revenue</i>	\$2,475	\$4,950	\$9,900

# of New Golfers Retained (86%)	21	43	85
Total new golfer rounds	210	430	850
<i>Average spend per golfer (less \$99)</i>	\$800	\$800	\$800
<i>New Golfer potential impact</i>	\$19,275	\$39,350	\$77,900

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 World Golf Foundation is taking the lead in launching this program and benefiting from the strong leadership and commitment of the Player Development Committee:

A leadership team from the 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

Key Contacts:

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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 eligible to participate in potential incentives as well.

II. ACTION STEPS – 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 extremely flexible.

ii. Identify programs to use as feeder/promotional opportunities

Consider scheduling additional sessions. Consider using different market niches (women, families) 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 offer even more.

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 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.
- 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 *PlayGolfAmerica.com/GGR*. It 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. Below is a step-by-step process to guide you through posting your events on *PlayGolfAmerica.com/GGR*.

NOTE: You must have at least one program listed on PlayGolfAmerica.com in order to be promoted.

Website Utilization: Managing Programs

One of the required criteria to being a certified Get Golf Ready facility is utilizing the official Web resources to manage your programs. Before your facility will show on *PlayGolfAmerica.com/GGR* as a certified facility, at least one scheduled event must be posted through this tool.

The following provides introductory instructions on utilizing basic functions of the "Host Facility Resource Center."

Accessing Get Golf Ready Web-site Resources:

1. Go to PlayGolfAmerica.com/GGR and click on Host Facility Info & Application link at the top of the page.
2. Scroll down to **Managing Programs** and click on **Host Facility Resource Center**.
3. Log in using your Get Golf Ready and/or PGALinks username and password.
4. Contact Le Ann Finger at lfinger@pgahq.com or call (561) 624-7628 if you need login assistance or have questions.

Posting and Promoting your Schedule of Get Golf Ready Events/Activities:

1. Access the Host Facility Resource Center and click on "Event Registration."
2. Under Play Golf America Featured Programs, click on the "Add Events" link located to the right of Get Golf Ready.
3. On the next screen, select the type of activities you want to post, i.e. "Group Lessons" or "Graduate Outings."
4. Enter the event details in the required fields and then click on "Schedule Event" button.
5. Repeat steps #1-4 to register multiple "Group Lessons" or "Graduate Outings."

Copying, Editing and Deleting Scheduled Events/Activities:

1. **Copying Events:** When scheduling multiple events that are similar, i.e. different "Group Lessons" or "Graduate Outings" sessions, use the "Copy" function as a quick solution for entering details.
 - a. Access the Host Facility Resource Center and click on "Event Registration."
 - b. Scroll down to "Current Event List" and find the event you want to copy.
 - c. Click on the "Copy" link in the "Action" column on the right side.
 - d. Edit any information that is unique to this new event (different date, different time, etc.) and click on "Save Event."
 - e. A new event will be added under the "Current Event List" and on PlayGolfAmerica.com/GGR.
2. **Editing Events:** If details change after scheduling an event, use the "Edit" function, similar to the steps for "Copy" above, to update the original event details.
3. **Deleting Events:** Similar to the "Copy" and "Edit" functions above, current events can be removed by clicking the "Delete" link.
 - a. For an event that has registrants, it is best to remove that event from being shown to the public by using the "Edit" link and selecting "No" in the "Show to Consumer" option.

Student Registrations:

1. Get Golf Ready facilities are encouraged to use the on-line resources to register and maintain a database of students.
2. When posting an event, it is recommended to "Allow Online Registration," thus enabling students to register for events anytime without the need to call the golf shop.
3. Student registration can be tracked and monitored in the "Host Facility Resource Center." Click on the "Event Registration" page and scroll down to the "Current Event List." Listed there are the scheduled events with a "Roster" link to the right.
4. To see the list of students, click on the "Roster" link next to the event.
5. The "**Roster**" page allows manual entering of registrations by clicking either:
 - a. "**Register a New Customer**" provides the option to register new students for a current or past event.
 - b. "**Add Existing Customers to this Event**" provides the option to register previous students into a current or past event.

Quick Entry Registration

1. Access the Registrant Info form through Roster (step 5 above) or Add from the Current Event List.
2. Fill in the three required fields: First Name, Last Name and E-mail.
3. Click the "**Submit**" button to return to this form to enter another student.
4. Once you have entered all students for a particular event, you may click on the "**Back to Events**" link to return to the list of events.
5. If you have more information to enter about a student, click the "**Enter Profile Data**" button instead of the "**Submit**" button to access the second page of questions.

Communicating with Students:

1. From the "Event Roster" page, click on the "Contact Registrants" button.
2. There are a couple of options to contact students from an event. After clicking on the check box(s) next to the consumers' names, click on:
 - a. "Send E-mail"
 - b. "Mailing Labels." Enter your e-mail address prior to clicking "Mailing Labels"
3. To communicate and review your entire database of students, click on the "Consumers" tab on the main menu tab on the top of the page and then click on "Registrants."

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 2010, 62 percent of golf shop staff answering the phone stated they were not aware of any programs for beginners. Is your staff giving new golfers a welcoming experience?

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

Highest Ranking 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 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 a one to two hour 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 threesomes 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 campaigns will stress the affordable nature of the program.

Each registration fee should be divided between the facility and the teaching professional as deemed appropriate. 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.

F. BUILDING A MARKETING PLAN

The key to the success of the Get Golf Ready program is what you do at the local level to promote your events and programs. Review the manual completely and follow the steps in **Section III: Marketing** to develop and implement your plan and take advantage of all resources provided.