

July is Family Golf Month!

Family Golf Clinics - Best Practices and Sample Curriculum

The Best Practices and sample curriculum are taken from the “First Swing Professional’s Guide”, Play Golf America the Carolinas Family Golf Month, and all have been tried, tested, and proven to be successful.

“Family Golf Month” host professionals have the flexibility to customize programs that best fit their own facility, resources and style. Host professionals are also welcome to incorporate any of the following best practices and sample curriculum.

Family Golf Clinics

- Should run 1 to 2 hours
- Host during times to best attract families, i.e. evenings, weekends.
- Host a series of clinics. Once a week, every other week, once a month, etc.
- Clinics instructed by PGA or LPGA Professionals.
- Provide complimentary use of clubs, range balls, etc.
- Make Clinics fun. Incorporate drills, games, and even family skills competitions.
- Prepare all staff....before, during and after your Family Clinics, Staff should be able to answer questions leading into the event, assist families attending, and promote follow up activities.
- Family Golf Clinics should be complimentary

Orientations

It is highly recommended that an orientation to the facility, programs and game is conducted prior to starting the actual golf instruction. Orientation should take 20-30 minutes and could include:

- Tour of the Facility
- Location and use of the “bag drop” area at the facility.
- How to make a tee time reservation.
- How to check in for a tee time reservation.
- Where and how to get range balls.
- Where and how to get a golf car.
- How to obtain rental clubs if needed.
- Where the snack shop/restaurant is.
- Where the restrooms are.
- Where the practice facility is.
- Where the first tee is. What is the first tee.
- Golf car procedures (i.e. driving a golf car, how to secure a golf bag on a golf car, golf car safety rules, age requirements, where to park and drive a golf car, etc....).
- Golf etiquette
- Facility policies on what to wear (i.e., no tank tops or T-shirts, no cut-off jeans, what shoes can be worn on the golf course, etc...).

- What to bring (i.e., umbrella, glove(s), balls, divot tool, ball markers, towel, sunblock, bug spray, etc...).
- Tipping recommendations for golf facility staff.
- Rules of the facility (i.e., no gambling, no swearing, no fishing, etc...).
- Let participants know that instructors and/or personnel will be hanging around after the event to answer questions and to sign people up for classes.

During the Orientation, instructors should set the expectation to play, emphasizing that the goal of the program is to get families out on the golf course playing golf. Emphasizes that golf IS a FUN game.

Instruction

The “First Swing Professional’s Guide” can be an excellent resource for detailed instructional. Alternately, the “First Swing Golfer’s Guide” will provide your students a resource that describes golf skill fundamentals, basic rules and strategies, and golf course etiquette. In addition to the new “First Swing” adult program, the new “First Swing for Juniors” guide and “A Summary of the Rules of Golf” guide are also available.

- Clinics instructed by PGA or LPGA Professionals.
- Offer clinics concurrently for parents and kids to learn together.
- Have three instructional stations available providing basic fundamentals
 1. Full Swing
 2. Putting
 3. Chipping/Pitching
 4. 20 minutes per station
- Use mentor programs for parents to help kids, and kids to help parents.
- Consider offering multiple stations simultaneously for golfers of varying abilities.

Skills contests or mini on-course experience

- Create opportunities for some additional fun such as: “beat-the-parent” contests; kids teach parents; parent/junior teams “beat-the-pro” contests; etc.
- Create competitions – family vs. family, dads vs. dads, moms vs. moms, etc.
- Consult PGA First Swing for idea for skills contests.
 - Closest to the pin, straightest drive, putting contest, bunker contests
 - Team – Golf –decathlon, with a variety skills contest for different members of the family
 - Contests using tennis balls, beach balls or other fun props
- Allow families to go out and play a hole or two for free, i.e. allow them to get the full experience.

Make it a fun – family event! Giveaways: give something to everyone attending--golf balls, golf club, hat, rule books, etc. Have them walk away with something as a reminder that golf is fun.

- Run games and contests to get families mingling with each other.
- Provide easy access to Food & Beverage. Try to make it a fun, family theme, i.e. cook-outs, pizza, ice cream, etc. Provide on a cash basis, or consider providing at no charge.
- Provide Family Golf Certificates to everyone – download from the resource center.

- Most of all, make it fun and attractive for families to attend together! Make them feel welcome and want to come back.

Market next step programs

- Market your “Family Golf Play Days”, provide printed schedules and directions to register.
- Encourage participants to tell a friend, bring additional family members.
- Consider offering golf class discounts for everyone who has participated that day (i.e. \$20 off of a multi-week family golf instruction program).
- Send “Thank You” or follow up notes to everyone who participated.
- Send out e-mails to past participants on a weekly or monthly basis notifying them of upcoming activities and special promotions. Consider including electronic coupons when appropriate.
- Promote your Family Golf activities during the clinics. Try to get families to commit to getting more active with golf.