

## **Tips to promote Family Golf Month And Increase participation at your facility**

There are several easy steps you can take to promote participation in ALL your family golf programs.

- Make sure you hang your July is Family Golf Month posters in the most visible locations.
- Include information on your family programs in your newsletter, Web site and other direct marketing efforts.
- Identify the local media in your community, including daily and weekly newspapers, radio stations, television stations and local websites that promote community events.
- Use the press release template to send out a news release to the local media you would like to target.
- Media prefer communications sent via e-mail. If you can't e-mail, then fax or send.
- For daily newspapers and local TV affiliates, send your communications out at least one week prior to the start of your promotion. The more notice you can give them, the better.
- If you are at a private facility, create fun ways to promote family golf to your members, perhaps offer a barbecue or even movie nights.

Be sure to have information on additional programs at your facility available to give to your participants. This program is a great feeder system to help grow your business!