

## **July is Family Golf Month**

### **Family Play Days - 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 Play Days

- Most importantly, make sure everyone has fun!
- Pick any time this summer such as a Wednesday, Thursday, or Sunday afternoon – when ever is best for your facility, and best to attract families
- Families register and play together for a nominal fee.
- Market the event locally. Posters, flyers, promote at Family Golf Clinics
- Email your customers and members. Encourage beginners. Encourage the families with mom, dad, a three year old, and seven year old. Encourage grandparents to play. Encourage beginners of any age.
- All families are welcome! Families should not be required to attend Family Golf Clinics for participate in Family Golf Play Days.
- Provide complimentary use of clubs and range balls. Consider giving 1 free ball to everyone.
- Prepare all staff....before, during and after your Family Golf Play Days, Staff should be able to answer questions leading into the event, assist families attending, and promote follow up activities.
- Should position staff of the course to mentor the more novice groups around the course.
- Conduct at least every other week throughout the season.

#### 3, 6 or 9 Hole Family Scrambles

- Captain’s choice / scramble is the suggested format.
- Suggest shot-gun start.
- Have the participants arrive at 3:30 pm for a 4:00 pm shotgun. Collect the fee from each family. Assign them starting holes for their shotgun start. Give them coupons or tickets to redeem for food after golf. Give them practice balls at no charge.
- Meet with all participants at 4:00 pm. Remind them of safety issues such as operation of golf cars, swinging clubs, and staying behind the tee line when warming up.

#### Family Golf Tees

- Create nine holes on your course so that beginners, youngsters, parents, and grandparents can play nine holes together with ease.
- Don’t get caught up in having long holes - no hole should be longer than 150 yards.
- Set up the course by moving a set of tee markers somewhere in the fairway at the distances indicated on your Family Golf Play Day scorecard.

### Family Golf Rules

- Remind participants the idea is to have fun.
- Set a maximum score for each hole at 2-over-par.
- While it is ideal to have a foursome, fivesomes such as mom, dad, and three children are okay. The main goal is to have fun.
- To be equitable, try not to have more than two adults per team. Or, if a family of mom, dad, grandmother and grandfather want to play with the kids, either have two foursomes or let mom, dad, and the grandparents rotate so they aren't all playing on the same hole.
- Printable versions of the complete Official Rules can be downloaded from Resource Center.

### Family Golf Score Cards

- Families, especially kids, will appreciate using official "Family Golf Play Days Score Cards."
- Official Family Golf Play Days scorecards are available online.
- Download score cards and enter your own yardages, par information and player names via your computer should you desire.

### What to charge

- Price the event so that families will want to participate.
- Price should be less than the cost of taking everyone to a movie, or other recreation.
- At one of our pilot courses the fee was set at \$25 per family - included in the price were practice balls, golf cars, green fees, and something to eat after golf.

### Make it a fun – family event!

- Have a cookout after the round. Come up with a price and a way to ensure that each family gets something to eat.
- Give aways. Give something to everyone attending. Golf ball, golf club, hat, rule books, etc. Have them walk away with something as a reminder that golf is fun.
- Suggest Videotape the event and play it back for the participants while they eat after their golf. We all like to see ourselves – especially the juniors.
- Provide Family Golf Certificates to everyone – download from the resource center.
- Give a prize to the winning team. The pilot course gave dinner for the entire family at the Sunday buffet. A dozen golf balls also make a nice prize. Remember, it's not about winning. It's about getting folks who normally wouldn't play a regulation course because it's too difficult for beginners to come out and play golf with their family.

### Market other next step programs

- Promote Family Golf Leagues, Kids Play Free, Family Golf Schools, and future Family Golf Play Days.
- 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" 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.