



TEMPLATE MEMBERSHIP FORM - USER GUIDE

The Template Membership Form allows clubs the opportunity to turn a traditional membership application form into a sales aid when looking to convert interested non-members into new members.

It is recommended that (unless you have this already) you create a bank of images that best sell each aspect of golf club membership at your club. For those who have not played the course, been in the clubhouse or met your members images can be extremely powerful.

1. Editing the Template

Section 1 - Introduction

This is your opportunity to provide a welcoming message from the club to any potential members. To edit the image simply delete the image that is currently in the template and paste your image onto the document and resize it accordingly.

Section 2 - Benefits of Joining

Use this section of the membership form to tell the potential member all about the many benefits of joining your club. Why not try getting some current members together to get their input to help you put together a comprehensive list of membership benefits. For replacing images see Section 1 instructions. For editing text for this section and all subsequent sections simply amend as you would any normal word document.

Section 3 - Come See Us

Encourage individuals to come and see the club for themselves as there is nothing more powerful than that. This section gives you the chance to declare your club manager/secretary/pro's availability to show any interested individuals around your facilities.



Section 4 - Joining Fees & Payment Options

This will be a very important section for many who are thinking about joining your club. Make sure that you communicate your various membership offerings and any flexible payment options that may reduce any barriers to the interested individual joining. Similarly, some people may want to join immediately so make sure the 'Joining Process' is clearly stated so that they have all the information they need.

Section 5 - Application Form

This covers off the traditional requirements of a membership form so please amend accordingly to include all of the information you require at this stage. Make sure you ask members how they found out about membership availability at your club to help you with future marketing planning.

2. How To Maximise This Tool

- Print and distribute to members to give to friends/family/colleagues
- Have available in your pro shop for visitors playing the course to take away
- Upload onto your website so that visitors to your site can download at their convenience