

# 2. MEMBER RECRUITMENT CLUB MARKETING TOOLKIT



## Introduction

For many clubs in Scotland, recruiting new members has been their number one objective in recent years. With membership numbers generally in decline, clubs have been looking at new ways of bringing new customer into the club, by engaging with a wider audience, adopting a more proactive approach and varying their membership options, either through new categories or segmented pricing.

Attracting new members has become an increasingly competitive marketplace, both with other golf clubs and leisure pursuits. Before embarking on your own recruitment strategy, it's important that you have a clear set of objectives in place and a robust long-term plan. Recruiting new customers is generally harder than retaining existing customers and it's not an overnight fix, but it's important to note that it's not rocket science either.

## Key Questions...

- Who is your target audience?
- Why would someone want to join your club? (emphasize member benefits)
- Does the club have the resources, time and budget?

## Key Considerations

- Establish a membership recruitment convenor or sub-committee
- Find budget – if this is a priority your activity will need some investment ([Scottish Golf Funding](#))
- Know your target audience – identify the prospect groups that are likely to want to join your golf club e.g. new housing development, parents of junior members, local football or rugby teams.
- Define your membership benefits – what are the main reasons to join your club – the SGU offers a membership benefits tool, which allow you to cut and paste the most common benefits and tailor according to your own club
- Identify where your prospect members are – what are the best ways to reach your defined prospect members?
- Plan an open day – these events have become a proven platform of recruiting new members
- Reward your existing members – utilise the strength of word-of-mouth by offering existing members a strong incentive to refer a friend. Some clubs have offered discount on annual fees, to make it worth their while – the long term value of the member makes the discount relatively small in the long term.
- Update your 'join us' section of the website – ensure the relevant pages are up to date with prices, categories, special offers, application forms, joining instructions so that a potential member can find the information easily.
- New member joining packs – ensure the key contacts within your clubhouse are prepared with up-to-date information on joining.
- Links with local driving ranges – they are likely to have ready-made new customers for you. Find out about advertising space in their bays or make an agreement that you will promote to your members and they will promote to theirs.
- Relationships with local schools and clubs – can you work with local sports to make a reciprocal arrangement? Think of prospective new members.
- Social aspects – emphasize the benefits of joining the club other than actually playing golf; health benefits, family/fun, social events...
- Corporate membership recruitment – build corporate packages/ membership options with local businesses and sponsors.

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### Important Areas to consider

Clubs should try and come up with innovative recruitment ideas and take into consideration individuals from all membership categories so that the club as a whole can buy into the recruitment process – providing a welcoming environment.

- Taster/ Open Days
- Course / Club Introduction
- Trial Memberships?
- Full memberships
- Corporate memberships

### Membership Categories and Pricing

Review your existing member categories –

- Is there scope to provide a new joining offer for each category? Can you offer any new categories, such as young adult, Parental, Student or Family?
- Is your membership pricing structured correctly? Can you offer new members a direct debit scheme?
- Can you offer a discount if more than one member joins together e.g. family, group of friends?
- Can you offer more flexibility or a non-frequent membership?

### Get into Golf

The Scottish Golf Union can assist you with the national beginner programme, which has proved successful for many clubs in attracting newcomers to introductory membership categories.

Click here to find out more... [Get into Golf!](#)

### SGU SIGNPOSTING

Please find below relevant links from The Scottish Golf Union –

- [Marketing Demand Led Seminars](#)
- [Management Development Programme \(MDP\)](#)
- [Scottish Golf Funding](#)

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### Examples of good practice:

- Haddington Golf Club: Membership Boom - [Click here to read more...](#)
- Downfield Golf Club: Membership Recruitment - [Click here to read more...](#)