BE PART OF OUR CAMPAIGN TO GET MORE WOMEN INTO GOLF!

This poster is designed to provide advice and guidance on how you can effectively plan and promote golf activities to women.

**WHY RUN A WOMEN’S OPEN DAY?**

- To raise the profile of golf within the local community
- To promote your club as a welcoming and safe environment
- To increase revenue streams
- To increase membership

**YOUR OFFER**

The majority of women will want an offer that reflects:

- Value for money
- Something that will fit into their lifestyles
- Range of opportunities
- How golf can keep them fit and active
- To meet new friends or spend quality time with existing ones

**PROMOTING YOUR OFFER**

Listed below are ideas of where you could recruit women...

- Member referral schemes (wives or partners)
- Local businesses
- Target other sports and activities (hockey, tennis, fitness classes, etc.)
- School teachers and mums
- Chamber of commerce
- Local Women’s Groups (Women’s Institute, mumsnet)

**FURTHER INFORMATION**

Go to the [www.englandgolf.org/club-support](http://www.englandgolf.org/club-support) for:

- The women’s guidance factsheets
- Get into golf information
- Marketing collateral

Contact your Club Support Officer who can help plan your activities, details can be found at [www.englandgolf.org/club-support/our-club-support-network](http://www.englandgolf.org/club-support/our-club-support-network)

**OUR CLUB PLAN**

**GOLF CLUB:** England Golf Club **DATE AND TIME:** Friday 17th June, 6pm to 7pm

**OUTLINE OF THE ACTIVITY:**

Women’s taster evening, followed by wine & cake in the clubhouse

**WHO ARE ACTIVITIES AIMED AT:** Working women who are new to golf

**DRESS CODE:** Casual attire, trainers can be worn

**EQUIPMENT:**

All equipment will be supplied by the club

**KEY CONTACTS AND ROLES:**

Jane Smith, Club Member – Meet & Greet/Buddy
Michael East, Clubhouse Manager – Tour round the facilities
Sam Jones, PGA Professional – In charge of the activity

**HOW WILL WE PROMOTE THIS ACTIVITY?**

- Utilise the Get into Golf branding
- Advertise in the club
- Advertise on the club’s website
- Promote using facebook and twitter
- Email current members

**ON THE DAY:**

- Clear signage for visitors
- Collect contact information to use for future communications
- Provide information of follow-on opportunities
- Collect pictures and testimonials

**AFTER THE ACTIVITY:**

- Send a thank you letter or email including details of follow-on opportunities
- Ask for feedback from those who attended
- Why not send them a picture from the day to remind them of their fun experience

Over 10,000 have been introduced into golf through Get into Golf, resulting in nearly 1600 new members.

45% of those involved were females (April 2018 to Sept 2018)

See our example offer on the next page. Use these headings and ideas to create your women’s activities now!

WHY NOT OFFER YOUR CURRENT WOMEN MEMBERS A DISCOUNT OR INCENTIVE IF THEY BRING A FRIEND!

Arranged the activity to fit in with women’s lifestyles

Remember to include the dress code in the promotion

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